

 randstad

malaysia
2019.

employer
brand research.



nice to **meet you.**



Jaya Dass

Managing Director

Randstad Malaysia & Singapore

employer brand research 2019

- in its 4th year in Malaysia
- offers insights on what job seekers are looking for
- helps you understand what makes an employee join, stay or leave your company
- recognises the most attractive employers in Malaysia



what is the **randstad** employer brand research?

- optimising 19 years of successful employer branding insights
- independent survey with more than 200,000 respondents in 32 markets worldwide
- reflection of employer attractiveness for the market's 75 largest employers - selected based on qualifying workforce size
- recognises organisations that generate the most number of employment opportunities for the local market, with a brand known enough for general public to have a perception



employer brand research set up.

respondents were first asked:
“do you know this company?”



determines awareness.

for each company known:
“would you like to work for this
company?”



determines attractiveness.

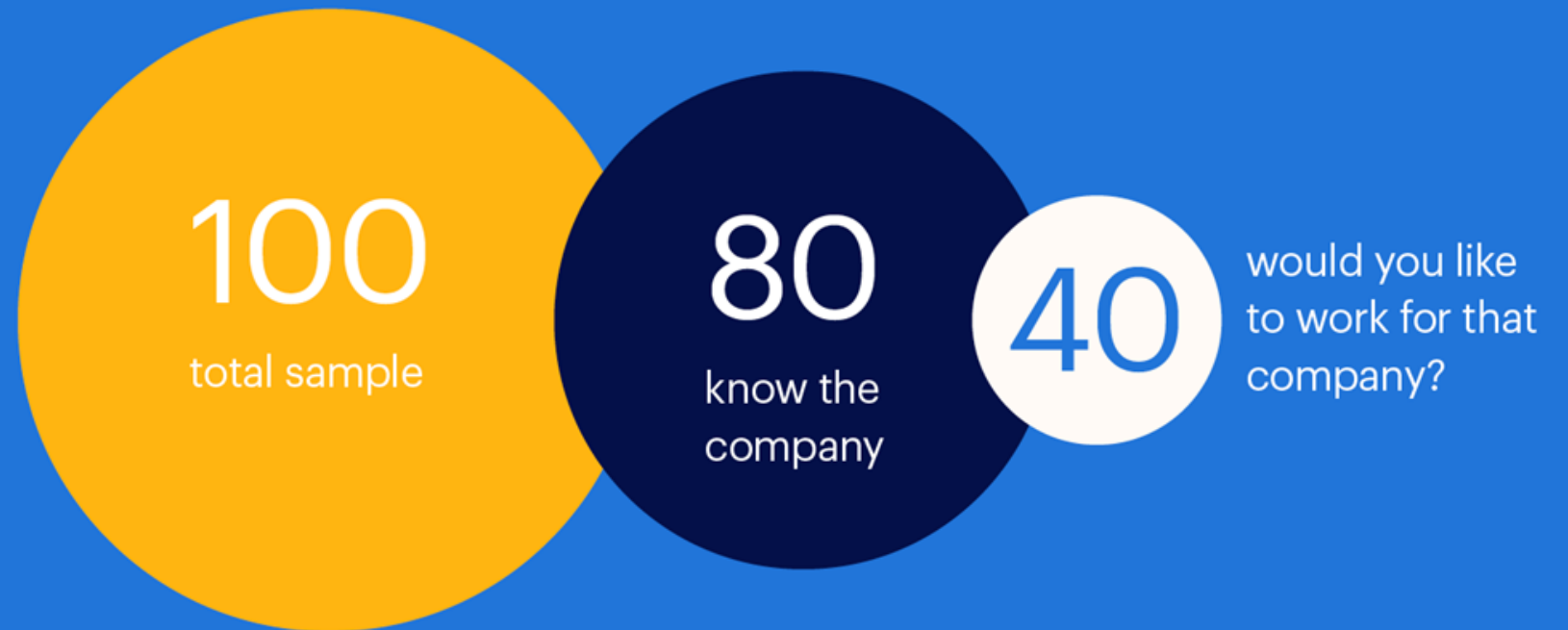


the **most attractive employer** is
the one that ranked highest



for the aggregated number of
people who want to work for them.

relative attractiveness explained.



● company awareness $80/100 = 80\%$ ● relative attractiveness $40/80 = 50\%$

A woman with long brown hair, wearing a black and white striped shirt, is pointing at a whiteboard. A man with short brown hair, wearing a checkered shirt, is looking at the whiteboard. The background features large, abstract, yellow and brown shapes. The text "employer brand research 2019." is written in a dark blue font on the right side of the image.

employer brand research 2019.

key insights.



survey sample composition
in malaysia.

2,504

Malaysian-based employees
surveyed

gender



male
47%



female
53%

generation



gen Z
(18-24)

10%



millennials
(25-34)

32%



gen X
(35-54)

51%



boomers
(55-64)

7%

2 in 3 ranked 'salary & benefits'



as the most important
employee value proposition.

what malaysia employees want when choosing an ideal employer.



64%

salary &
benefits



49%

work-life
balance



44%

strong
management



41%

career
progression



39%

pleasant
atmosphere

clear disconnect
between employees'
expectations and what
companies are known
to be offering.



employees' expectations
of their ideal employers

- 1 attractive salary & benefits
- 2 healthy work-life balance
- 3 good career progression
- 4 pleasant work atmosphere
- 5 financial health
- 6 job security
- 7 very good reputation
- 8 interesting job content
- 9 use of latest technologies
- 10 gives back to society

companies in malaysia
are perceived to offer

- 1 financial health
- 2 very good reputation
- 3 use of latest technologies
- 4 job security
- 5 good career progression
- 6 attractive salary & benefits
- 7 interesting job content
- 8 pleasant work atmosphere
- 9 healthy work-life balance
- 10 gives back to society

intentions to

change jobs.



21%

of malaysia-based employees
changed jobs in 2018.



38%

of respondents plan to
change employer in 2019.



generational
insights: key
motivators.



what motivates your current and future workforce.



gen X
(35 - 54)

68%

of Gen-Xers find
attractive salary and
benefits an important
pull factor



millennials
(25 - 34)

51%

of Millennials want
to attain a healthy
work-life balance

generational
insights: **why**
employees leave
or stay



top reasons Gen-Zers stay with their employers.



44%
good training



43%
attractive salary & benefits



41%
career progression opportunities

top reasons Gen-Zers leave their employers.



gen-Z
(18 - 24)



36%
low compensation



35%
limited career path



35%
organisation not financially stable

top reasons millennials stay with their employers.



54%
attractive salary & benefits



45%
healthy work-life balance



37%
career progression opportunities



top reasons millennials leave their employers.



millennials
(25 - 34)



45%
limited career path



33%
low compensation



32%
work-life balance issues

top reasons Gen-Xers stay with their employers.



60%
attractive salary & benefits



47%
healthy work-life balance



43%
good financial health

top reasons Gen-Xers leave their employers.



gen X
(35 - 54)



43%
limited career path



36%
low compensation



32%
organisation not financially stable

how to improve

your employer brand value.



mindset shift:



rethink how you **communicate**
and position the value that you
can deliver to employees and
potential candidates.

“job hopping”:
no longer a negative
connotation for Millennials
and Gen-Zs.



what drives the younger workforce?

- constant change
- sense of independence
- improvements
- better quality of life
- instant gratification



how to attract



the younger workforce.

Put your **staff first**, your customers second and your shareholders third.

- Sir Richard Branson, CEO and founder of Virgin Group



how to attract
the younger workforce.



#1

think of your employees
as customers.

how to attract
the younger workforce.



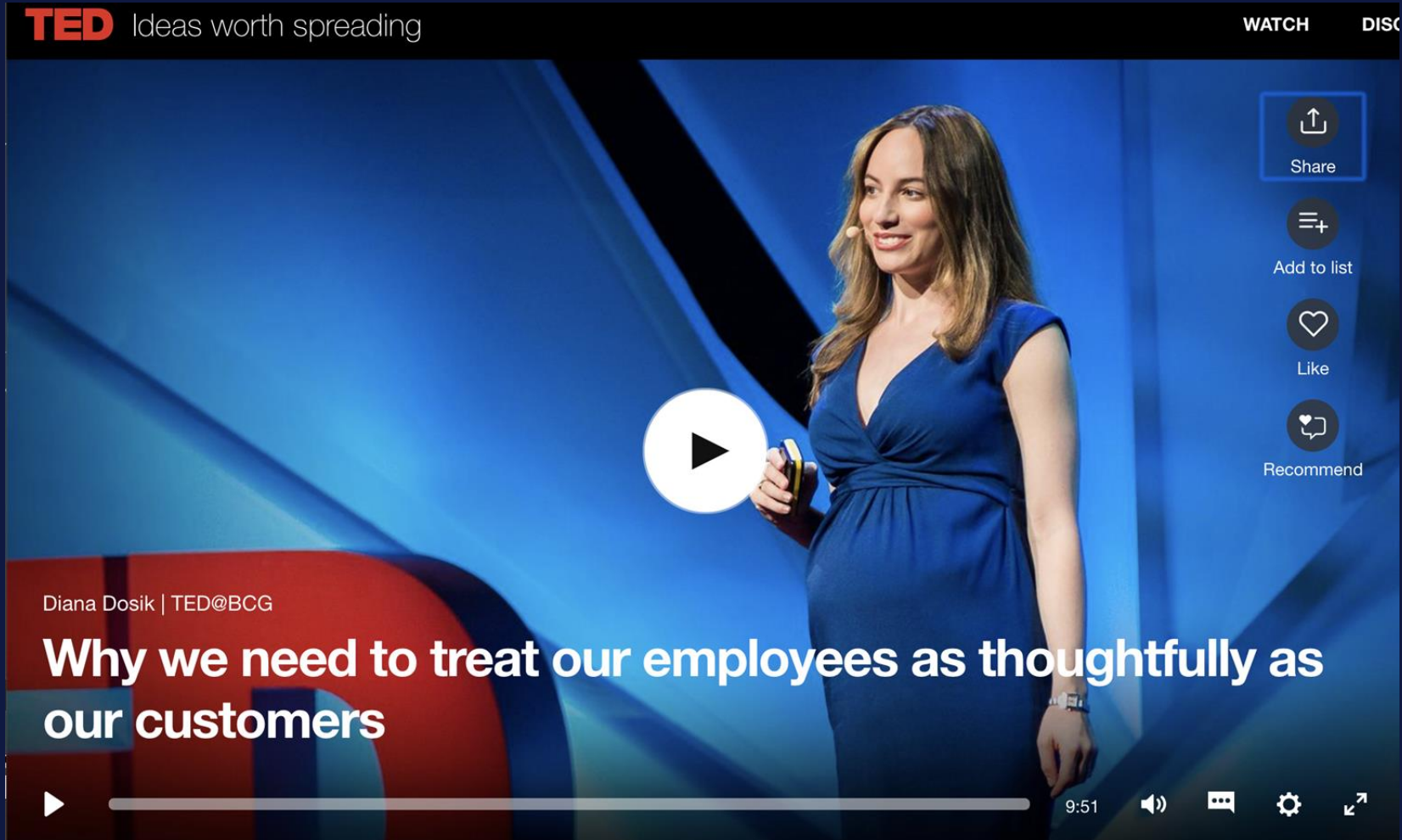
#2

invest in your people,
even more than your
customers.

how to attract
the younger workforce.

#3

consistently build and
communicate your
employer brand.



Diana Dosik
Partner
Boston Consulting Group

The way you treat your customers is the way **they will treat your customers.**

- Sir Richard Branson, CEO and founder of Virgin Group



1.5x

organisations that excel in customer experience have 1.5 times more engaged employees than organisations that don't.



37%



happy employees are 31% more
productive than unhappy ones,
resulting in 37% higher sales.

75%



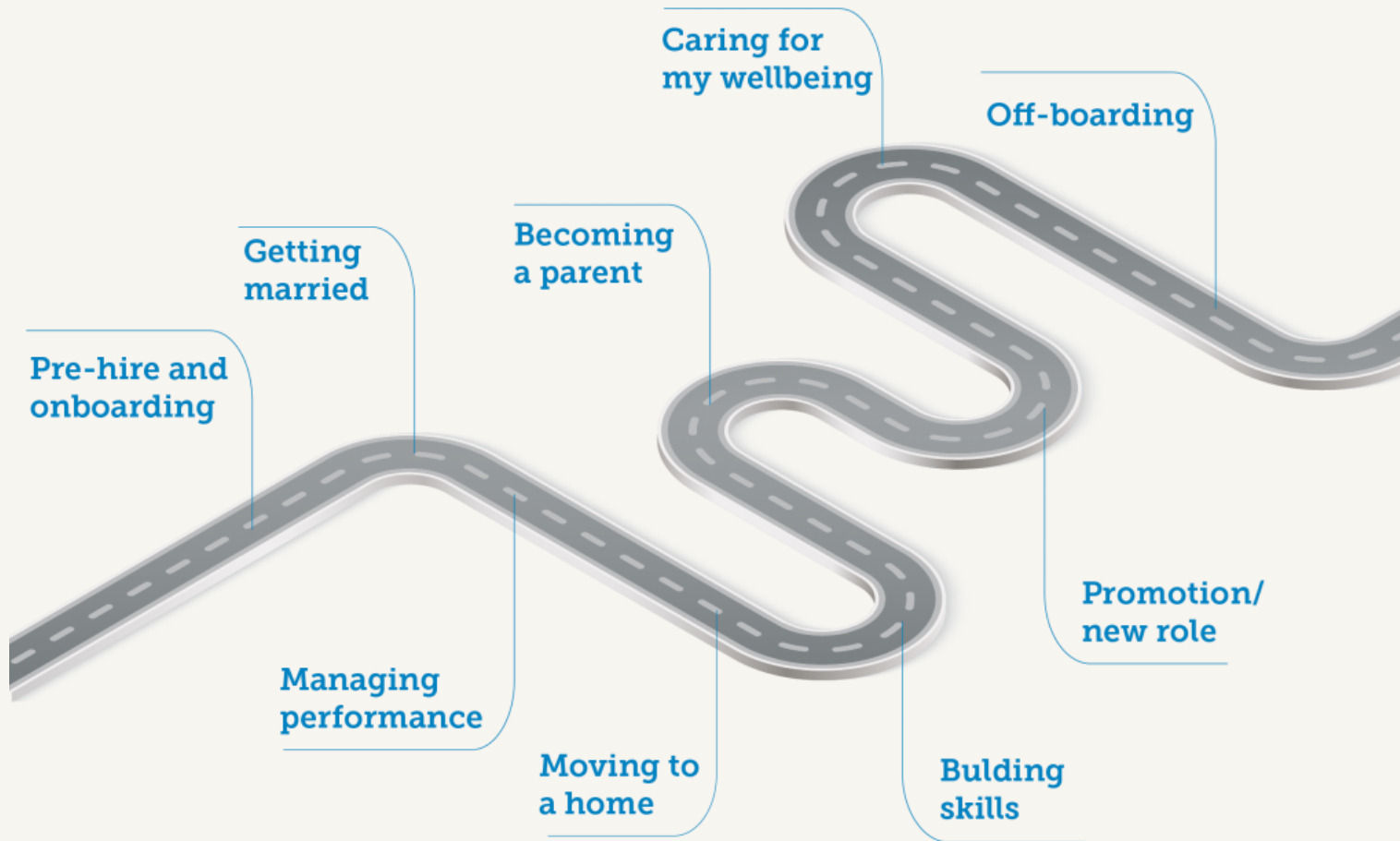
people who are committed have reported 60% lower absenteeism and are 75% less likely to change their employers.

where do you

start.



Focus on the employee journey: “moments that matter”



other milestones:

- candidate attraction
- recruitment
- staff development
- exit interviews
- alumni care



mapping your **employee journey**.



pre-employment

- search
- application
- interview
- offer and acceptance



employment

- onboarding
- contribution
- development
- growth



post-employment

- separation
- connection
- re-employment

cultural



physical



technological





how you interact with
candidates and what
people expect of you
as an employer.

cultural.



why culture is important.

87%

joined a company specifically
because of its culture fit.

elements of culture:

- organisational structure and hierarchy
- the ability to have an open and honest conversation
- inclusion, diversity and equality



source: JWTInside study

design workplaces to
make employees happier
and more productive.

physical.



create an appealing work environment.



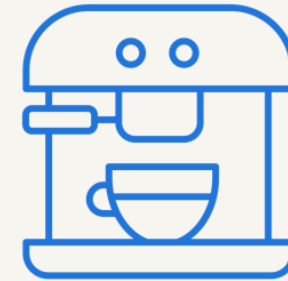
brighter
colours



plants



meeting
spaces



well-stocked
pantry



natural
light

A man in a dark blue suit and patterned tie stands in a modern office, holding a smartphone. He is looking off to the side with a thoughtful expression. The background is a bright, out-of-focus office space with large windows and modern lighting fixtures. A large, warm orange light source is visible in the foreground on the left, creating a soft glow.

technology.

invest in the latest tech
tools to help your people
work more efficiently and
effectively.



invest in
digital innovation.

reaffirms your commitment to
stay at the forefront of the
fourth industrial revolution.



communicate your HR initiatives.



- the purpose for these initiatives
- how employers can tap into them
- how these initiatives can help them become better and more productive

happy employees

=



happy customers.

ROI of improving employee engagement.



Speak to your
randstad recruiter
for more employer
branding insights.



employer
brand research
2019

most attractive
employers.



employer
brand research
2019

75 companies

11 sectors

2,500+ respondents



most attractive sectors
in malaysia.

#1

energy & utilities



most attractive sectors
in malaysia.



#2

information communications
& technology



most attractive sectors
in malaysia.



#3

transportation & logistics



2019 second runner-up
most attractive employer.



second runner-up
most attractive employer



Nestlé

Good Food, Good Life



2019 first runner-up
most attractive employer.



first runner-up
most attractive employer



2019 winner

most attractive
employer.



winner
most attractive employer



PETRONAS



employer
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2019

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2019

for more information, please visit
www.randstad.com.my



randstad

human forward.

