

# FACTORS CHANGING THE CUSTOMS PROFESSION



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# How to attract & retain young talent



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# Randstad Employer Brand Research summary.

Now more than ever, an employer's reputation is critical to attracting the right talent. In the 2018 Randstad Employer Brand Research, an exhaustive survey of **175,000 working-age adults in 30 countries** about their **employment preferences**, we see shifts in attitudes that indicate workers want more than just an attractive salary and benefits. A **good work-life balance, career growth opportunities** and **flexible work arrangements** are increasingly important qualities they seek in a potential employer.

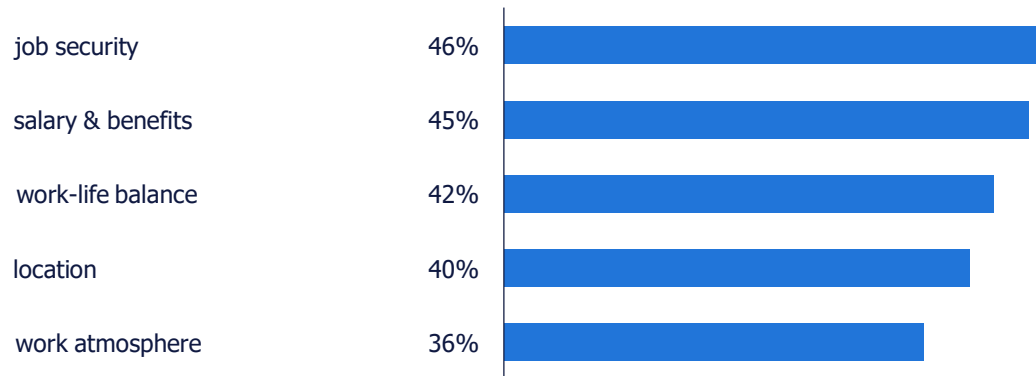


# Employee Value Proposition ( EVP )y.



An employer brand perceived to offer these prized qualities is critical during these times of talent scarcity. Workers want to know they can count on their companies to help **achieve a sense of purpose** in their jobs, **grow professionally and provide inspiration for their long-term goals**. Especially to the Millennial generation, an organization's intangible qualities such as **its mission and culture** can also play a huge role in winning high-quality workers.

# retention **key** drivers.



age 18 – 24

**28%**

of the 18-24 y.o. are more likely to stay with their employer if they receive good training; this is true for only 17% of the 45+ y.o employees.

age 45+

**43%**

of the 45 y.o find convenient location a more important reason to stay with an employer than the younger employees do (32% among the 18-24 y.o.).

men

**39%**

of the male workforce finds the employer's financial health more important for staying, than women do (32%).

higher education

**47%**

of the higher educated employees consider attractive salary & benefits to be more important for staying; only 39% of the lower educated employees do so.

region APAC

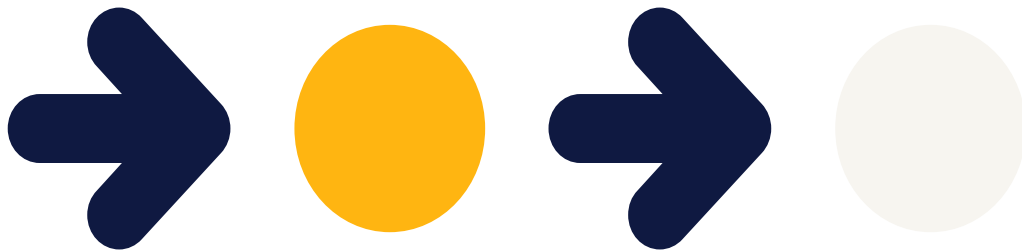
**48%**

of employees in APAC are more likely to stay with their employer for a good work-life balance; in Lat Am this is true for only 31% of employees.

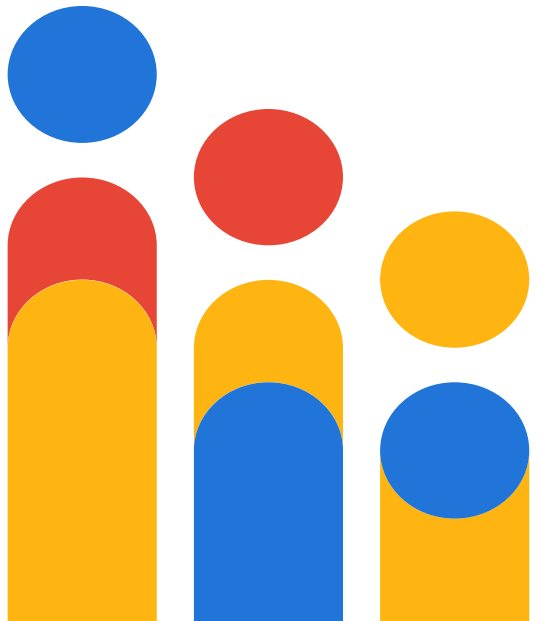
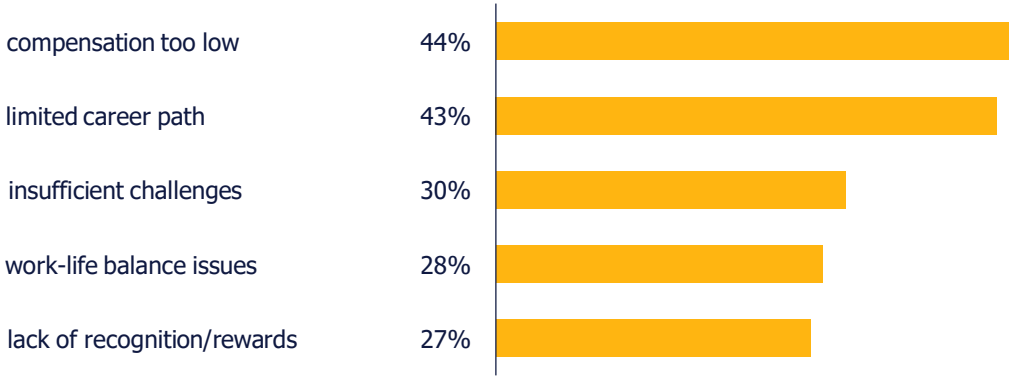
region north america

**24%**

of North Americans are 10% more likely to find strong management an important reason to stay with their employer than their EMEA counterparts (14%).



# factors driving employees away.



age 45+

28%

of older employees are more likely than those aged 18-24 y.o. (20%) to leave an employer due to the employers financial instability.

higher education

47%

of higher educated employees consider a limited career path an important reason for leaving their employer; only 36% for the lower educated do so.

region EMEA

19%

of employees in EMEA are nearly 3 times more likely to leave their employer due to a poor relationship with their manager than employees in Lat Am (7%).

men

29%

of men are slightly more likely than women (25%) to point to the lack of recognition/rewards as an important reason to leave an employer.

women

45%

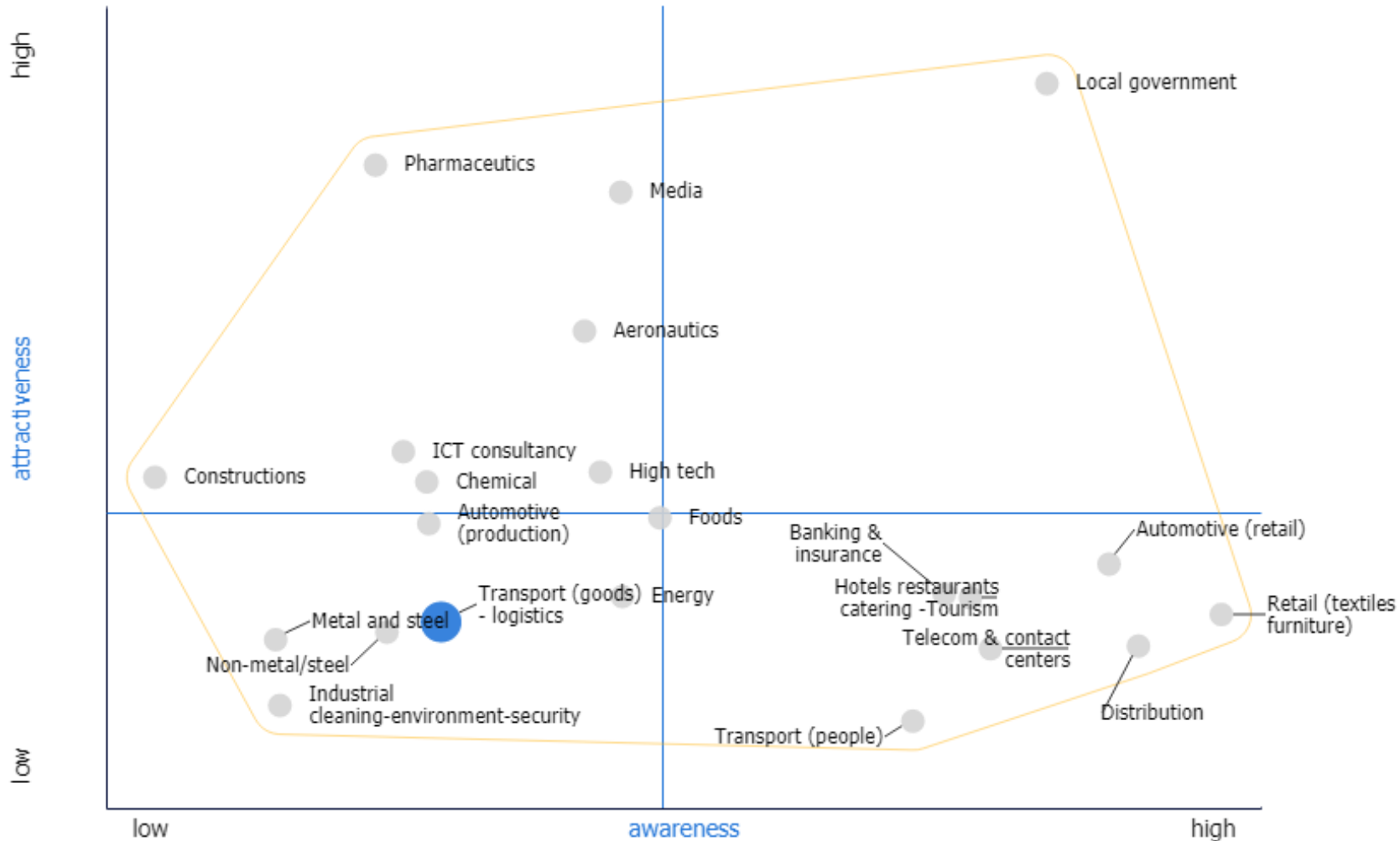
of women are more likely to leave an employer due to a limited career path.



# Is the logistics sector attractive ?

## sector awareness and attractiveness

Country: belgium  
2018



having a **high awareness** means that companies in your sector are widely known as employers.

a **highly attractive** sector contains more highly attractive companies.

# the employer brand







> 1000 candidates  
in Belgium

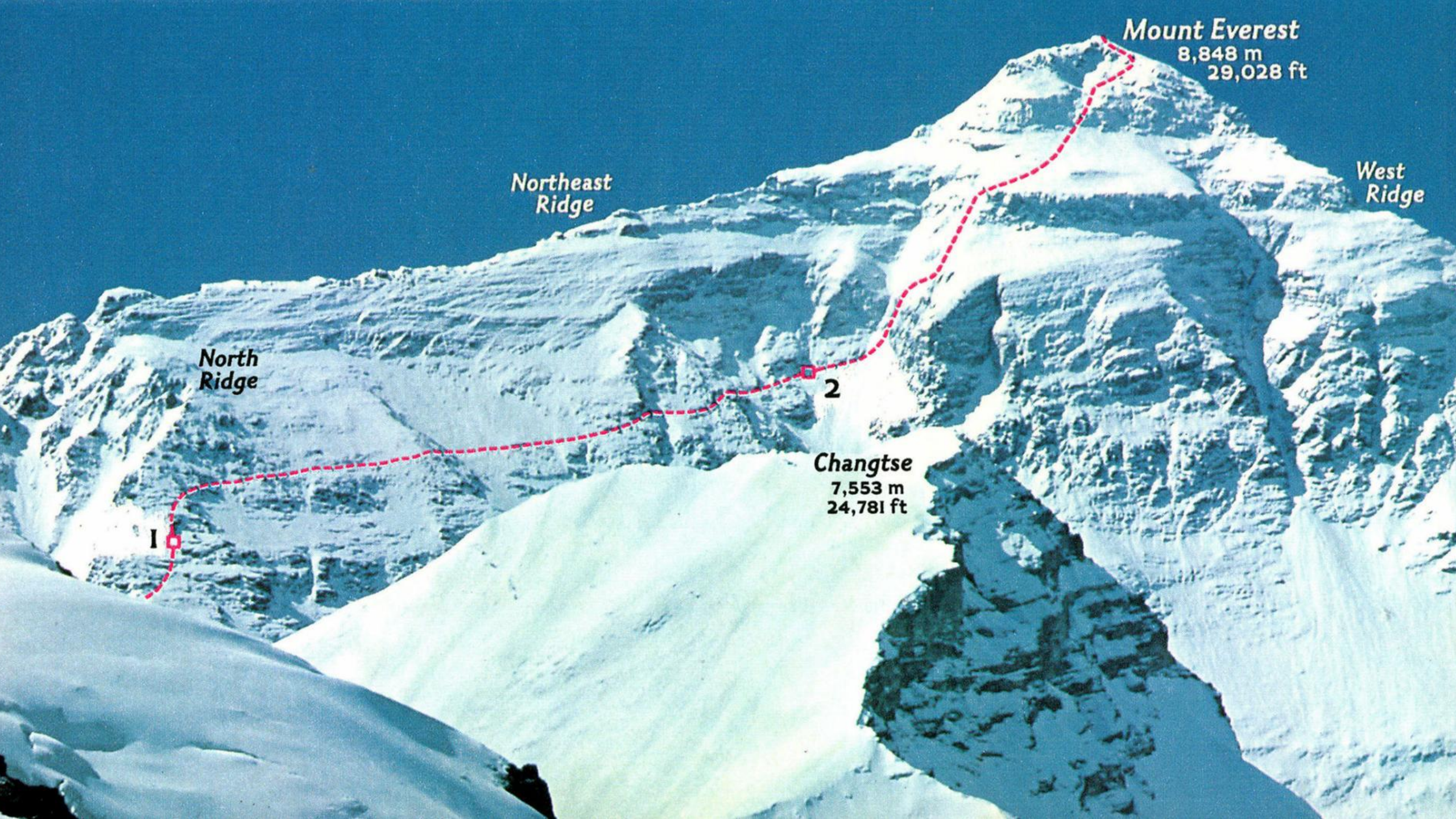
successrate > 75%

92% sustainable employment ( also CUSTOMS )

16 months.....



Simon Sinek



**Mount Everest**  
8,848 m  
29,028 ft

**Northeast Ridge**

**West Ridge**

**North Ridge**

**Changtse**  
7,553 m  
24,781 ft

**1**

**2**

# conclusion

- 1) what's my Employee Value Proposition ( EVP ) ?
- 2) am I targetting candidates on time ?
- 3) focus on potential and competencies ?
- 4) reflecting on your leadership style ?

randstad

human forward.

