

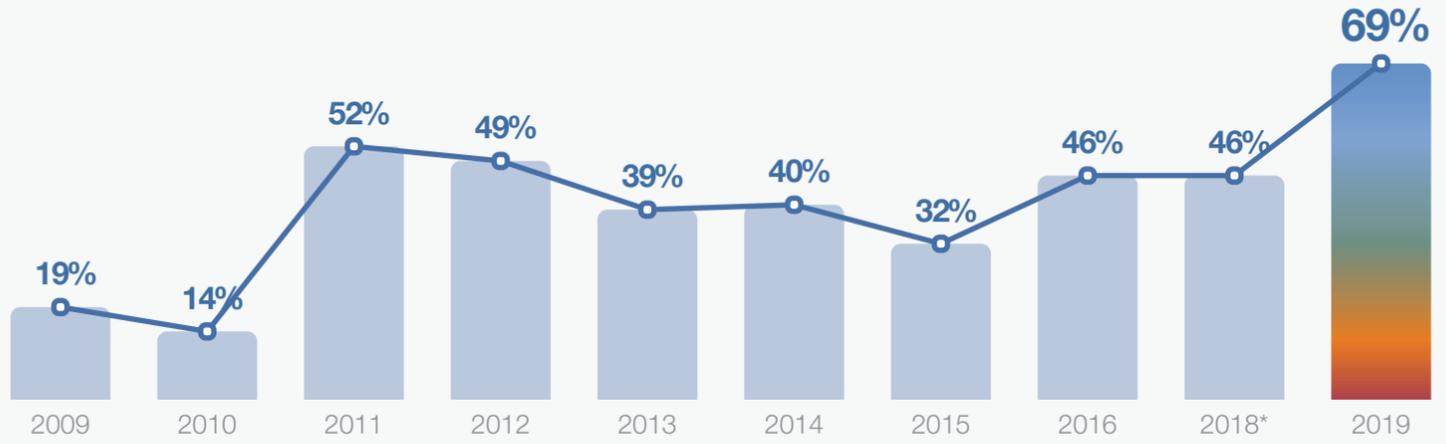
# Are Your Skills In Demand?



There is a shortage of talent who have the right skills to fill many of today's jobs. As employers struggle to find the right talent, they realize the importance of catering to the needs and desires of the workforce who have the skills to meet the jobs in demand. Do your skills meet the jobs in demand?

## Talent Shortages Over Time

69% of employers in the United States are having difficulty filling jobs.



\*2018 Talent Shortage Survey data was collected in Q4 2017

## Most In-Demand Jobs

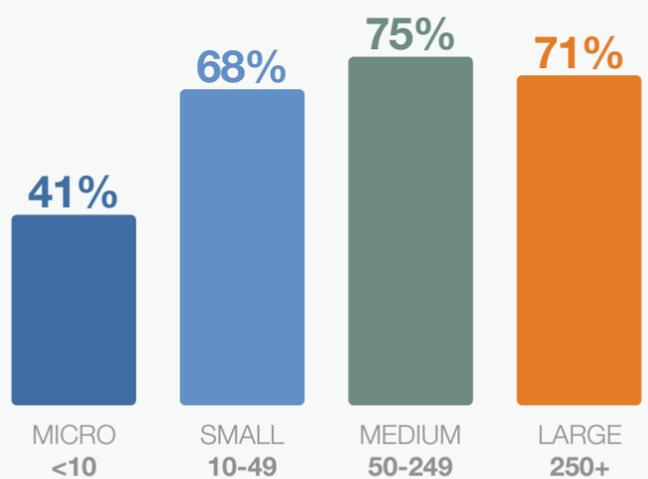
Skilled Trades followed by IT and Sales & Marketing are the hardest roles to fill.

- SKILLED TRADES**  
 (electricians, welders, mechanics)
- IT**  
 (cybersecurity experts, network administrators, technical support)
- SALES & MARKETING**  
 (sales representatives/managers/graphic designers)
- ENGINEERING**  
 (chemical, electrical, civil, mechanical)
- ACCOUNTING & FINANCE**  
 (certified accountants, auditors, financial analysts)
- DRIVING & LOGISTICS**  
 (truck, delivery, construction, mass transit)
- CONSTRUCTION**  
 (laborers)
- CUSTOMER CONTACT**  
 (call center operators, customer service representatives)
- PROFESSIONALS**  
 (non-IT project managers, researchers, lawyers, procurement)
- HEALTHCARE**  
 (doctors, nurses & other non-nursing health professionals)

2019 Talent Shortage Survey

## Difficulty Filling Roles by Company Size

Medium companies (50-249 employees) have the most difficulty filling roles; followed by large (250+ employees), small (10-49 employees) and micro (less than 10 employees).



2019 Talent Shortage Survey

## What Workers Want: How do you compare?

Employers know they have to act differently to attract and retain talent for the roles in demand. The methods they choose may need to vary by gender, age and geography. These are the top five needs and desires that are non-negotiables for all workers.

- No spoiler alert necessary: Pay always matters – but how it's delivered matters more**  
 Pay is a top attraction and retention factor for all workers under 65 years old, regardless of gender.
- Personalized career insight, driven from data and assessment**  
 89% of workers in the U.S. who have been assessed report higher job satisfaction.
- Challenging work in the form of education, experience and exposure**  
 People want challenging work, to develop skills and further careers. Challenge ranks among the top 5 priorities for workers of all ages, genders and geographies.
- Flexibility and control over calendar is a must and contributes to worker wellbeing**  
 Flexibility ranks as a high priority for workers, coming in as the second most important factor overall for attraction and retention.
- Purpose is a must. Workers want to take pride in what they do and who they work for**  
 Purpose and reputation rank among top 10 attraction factors for all workers.