

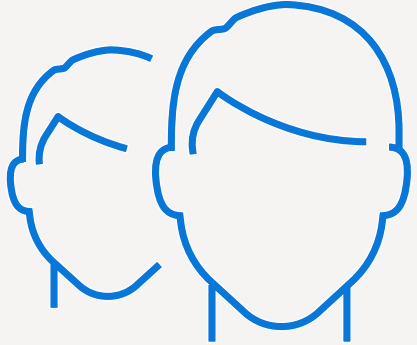
What Job Seekers Wish Employers Knew

Focus on Passive Talent

JANUARY 2023



Passive talent



Passive talent consists of potential employees who are not actively looking for a new job right now but are open to a good job offer

32,577
respondents



73% believe they are in a positive negotiating position; 26% say they are approached with job opportunities every month



Money remains the most important factor for passive talent when considering a job offer



The ideal career revolves around a stable job with a good work-life balance, but many in this group also want to attain a leadership position



They can be best approached through direct personal outreach from friends, their network, or a headhunter

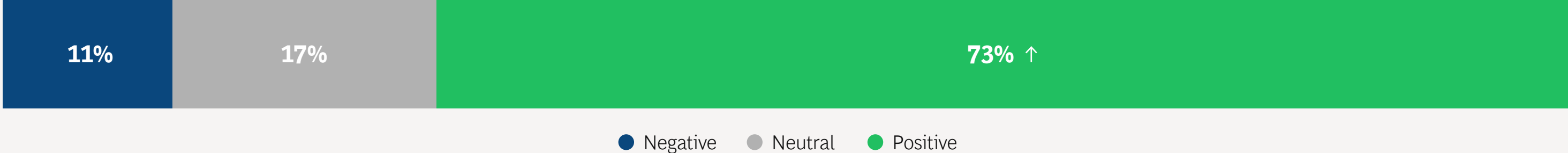


They expect a smooth process with a personal touch, and they take a particularly negative view of digital and AI solutions during recruitment

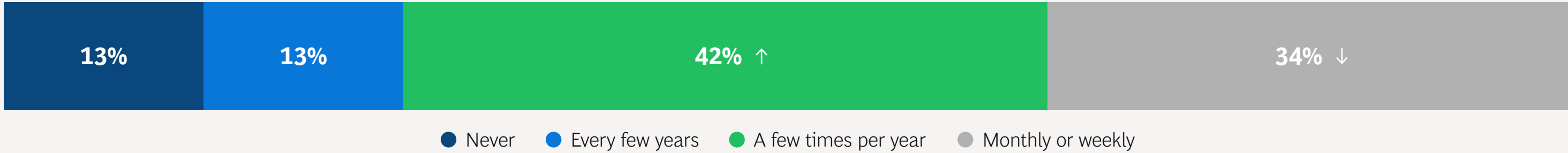
Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.

People categorized as passive talent regularly receive job offers and generally view themselves as being in a positive negotiating position

How do you perceive your negotiating position?



How often are you approached with potential job opportunities?



Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.

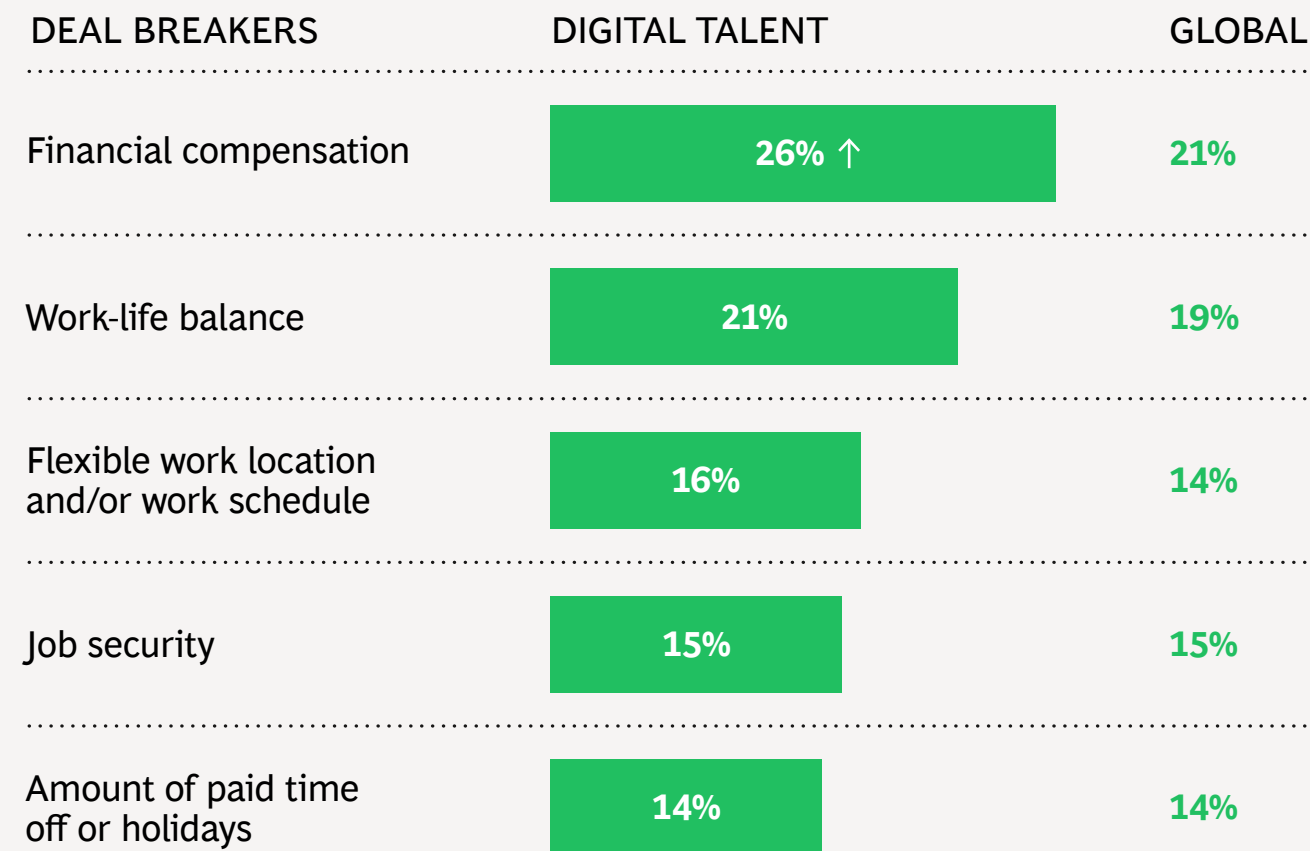
↑ >3% higher than the average job seeker ↓ >3% lower than the average job seeker

Apart from work-life balance, passive job seekers care about leadership progress and flexible work models

How do you envision your ideal career path?



What are the key deal breakers in a job?

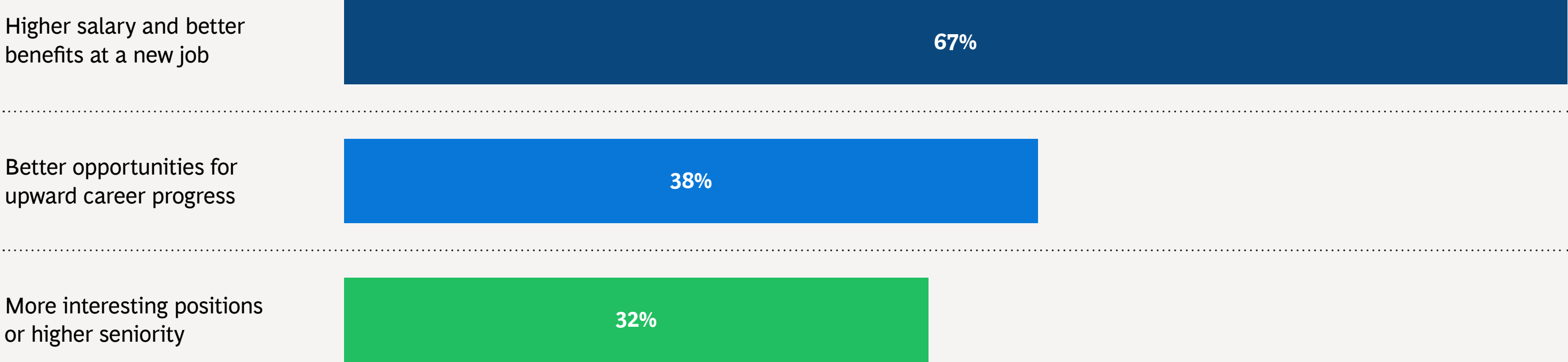


Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.

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A higher salary and better career opportunities are key topics that can capture the attention of passive candidates

How could an offer catch your interest?



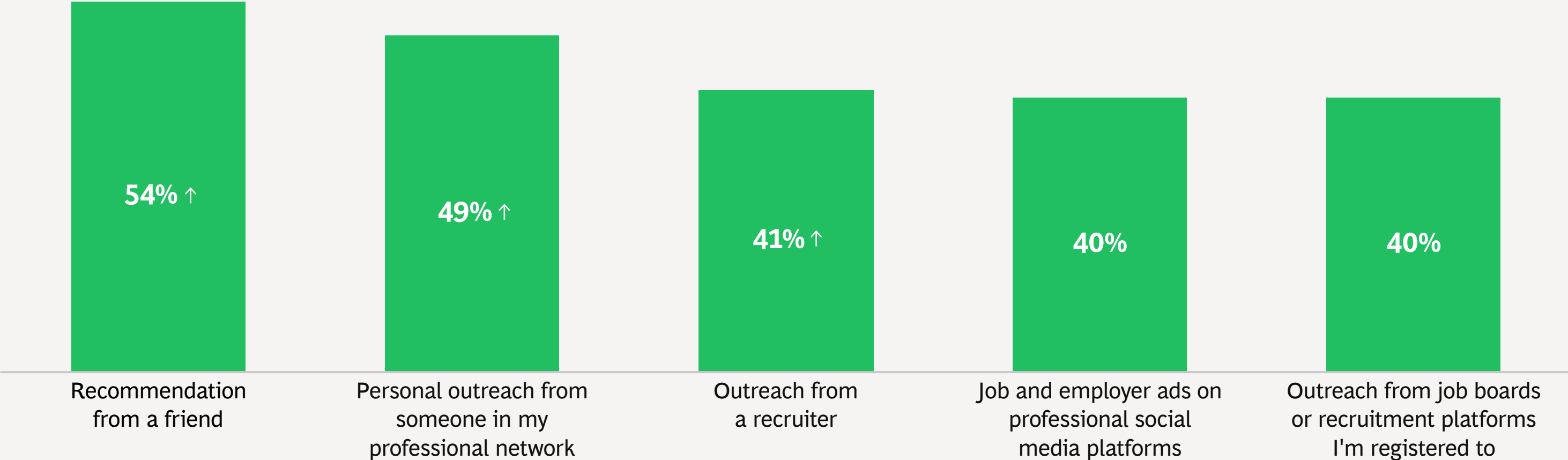
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Preferences along the recruitment journey for passive job seekers



How could a new opportunity catch your attention when you aren't looking for a job?



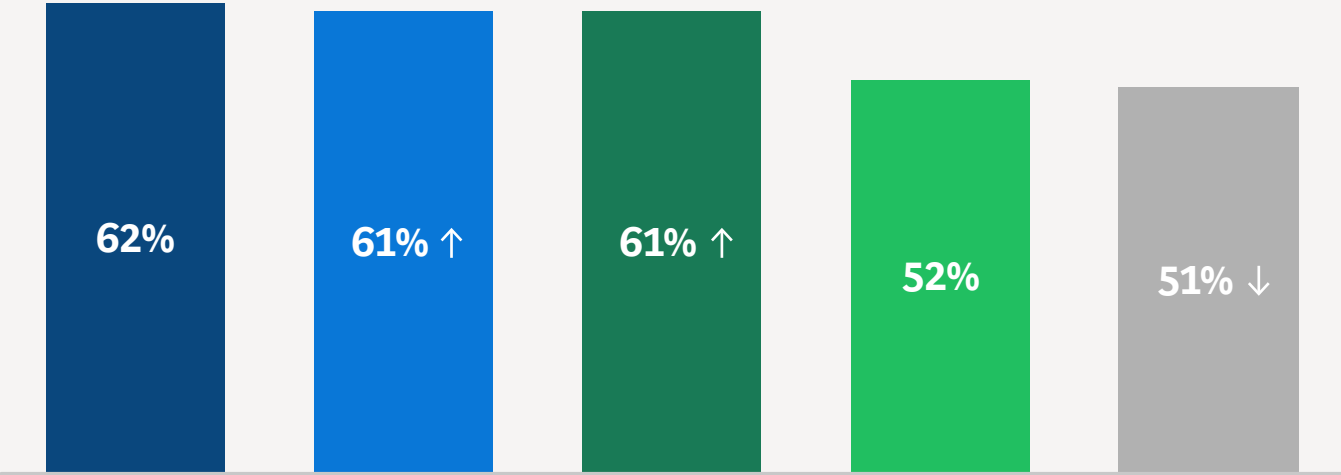
Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.
Note: Respondents were asked to select all options that were applicable.

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Preferences along the recruitment journey for passive job seekers

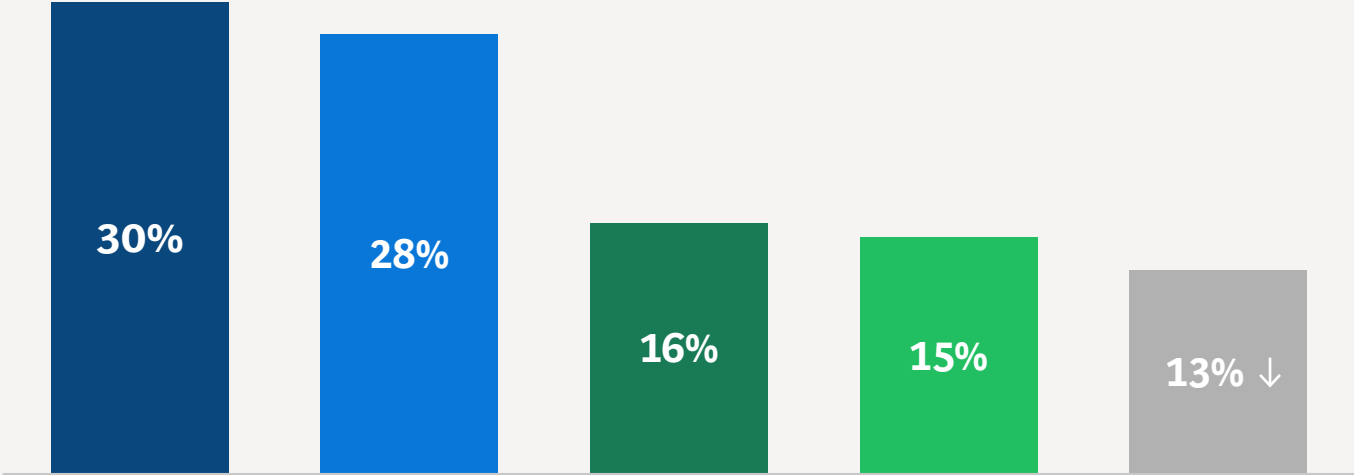


Which channels would you use when looking for a new job?



- Professional social media platforms
- Company websites
- My personal professional network
- Ask friends
- Search engines

Through which channels did you get your current job?



- Job boards or recruitment platforms
- My personal network (e.g., recommendation from a friend or colleague)
- Referral from a current employee
- Professional social media platforms
- Directly through company website

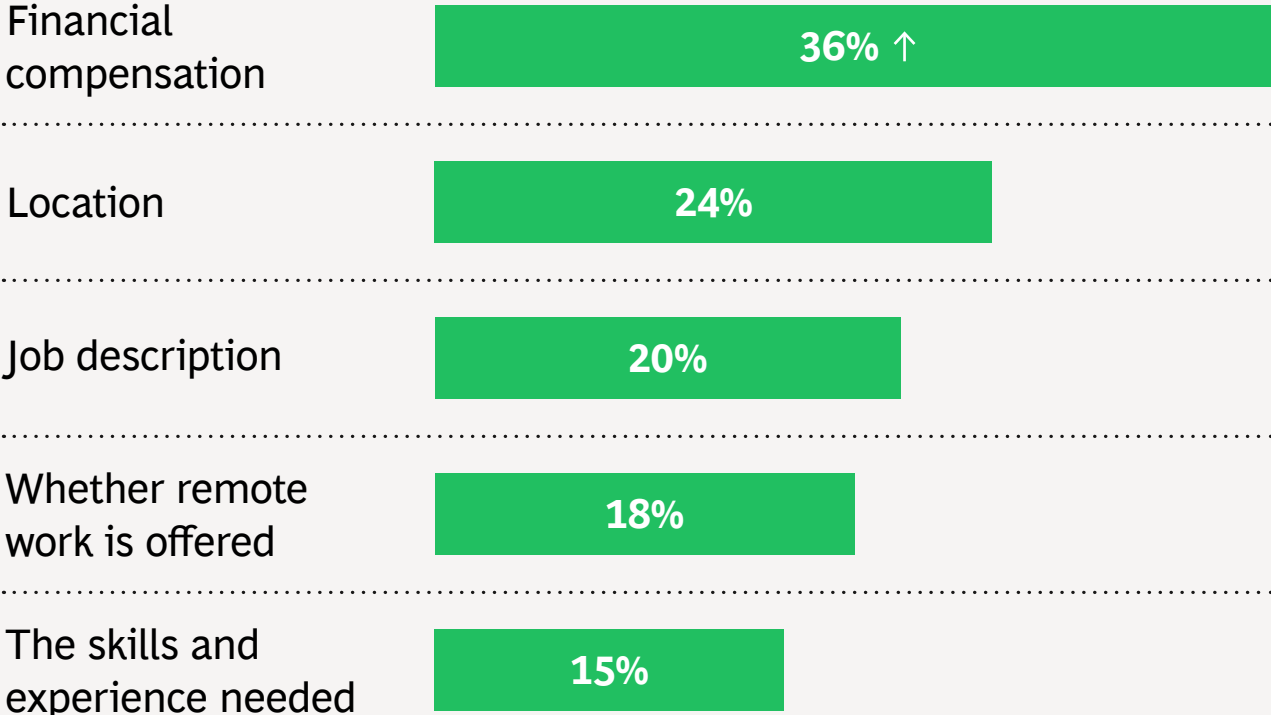
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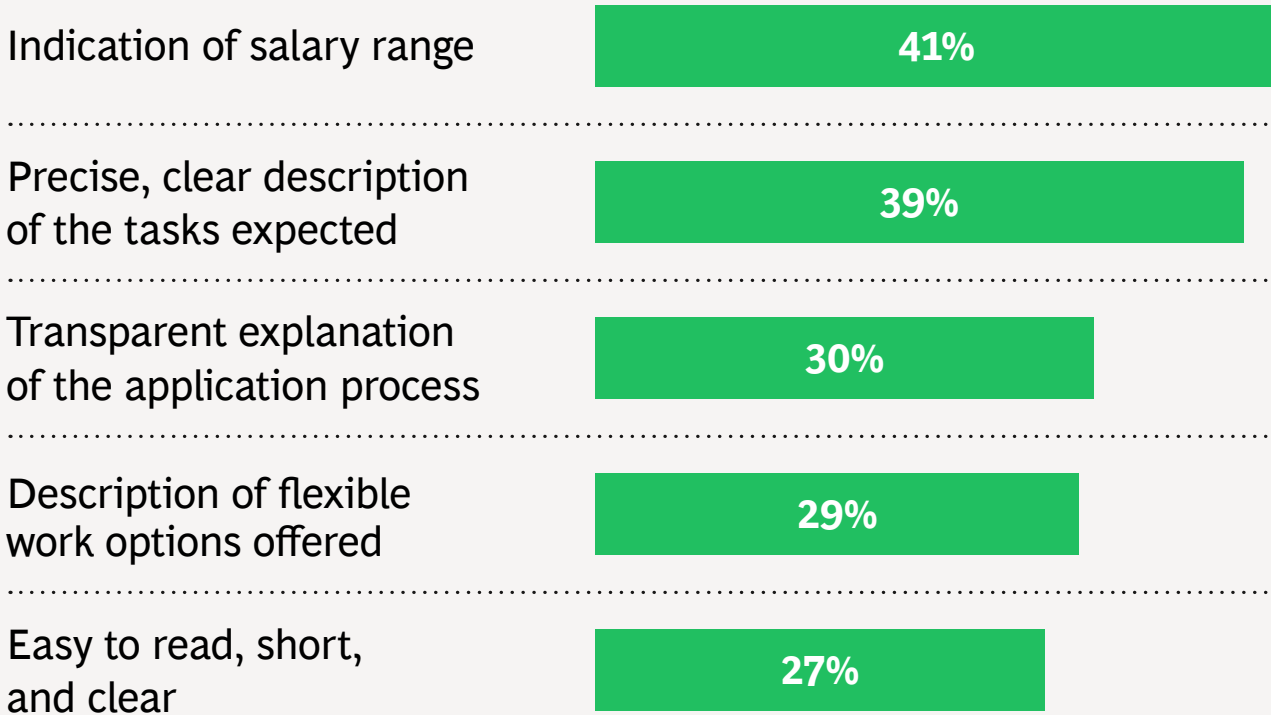
Preferences along the recruitment journey for passive job seekers



What do you look at first in a job ad?



What matters in a good job ad?



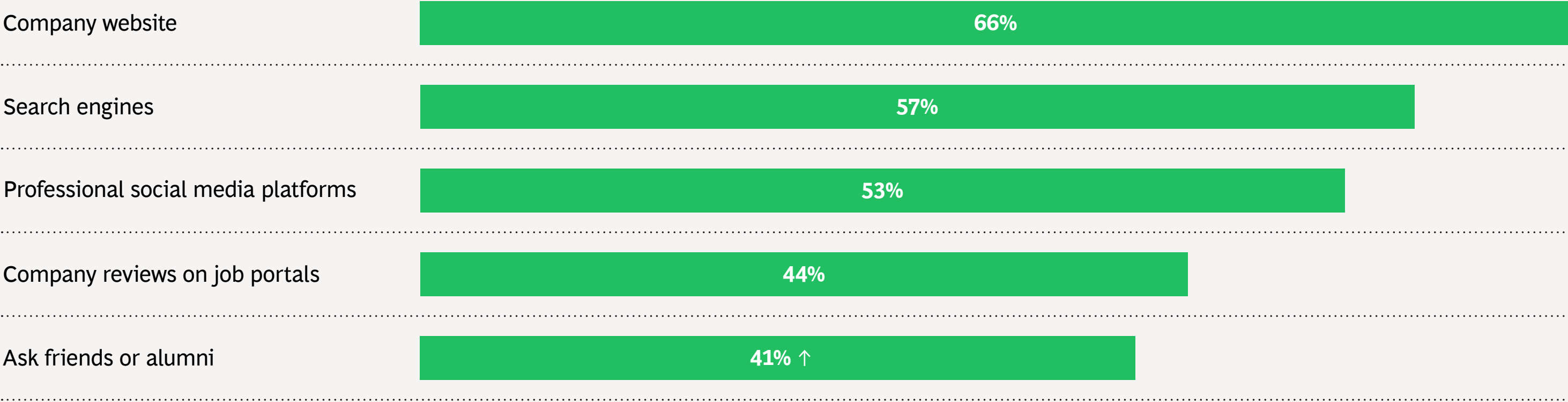
↑ >3% higher than the average job seeker ↓ >3% lower than the average job seeker

Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.
Note: Respondents were asked to rate each option as “not important,” “neutral,” or “very important”; the percentages of respondents who chose “very important” for each factor are shown here.

Preferences along the recruitment journey for passive job seekers



Which of these channels would you use to find out more about job that caught your interest?



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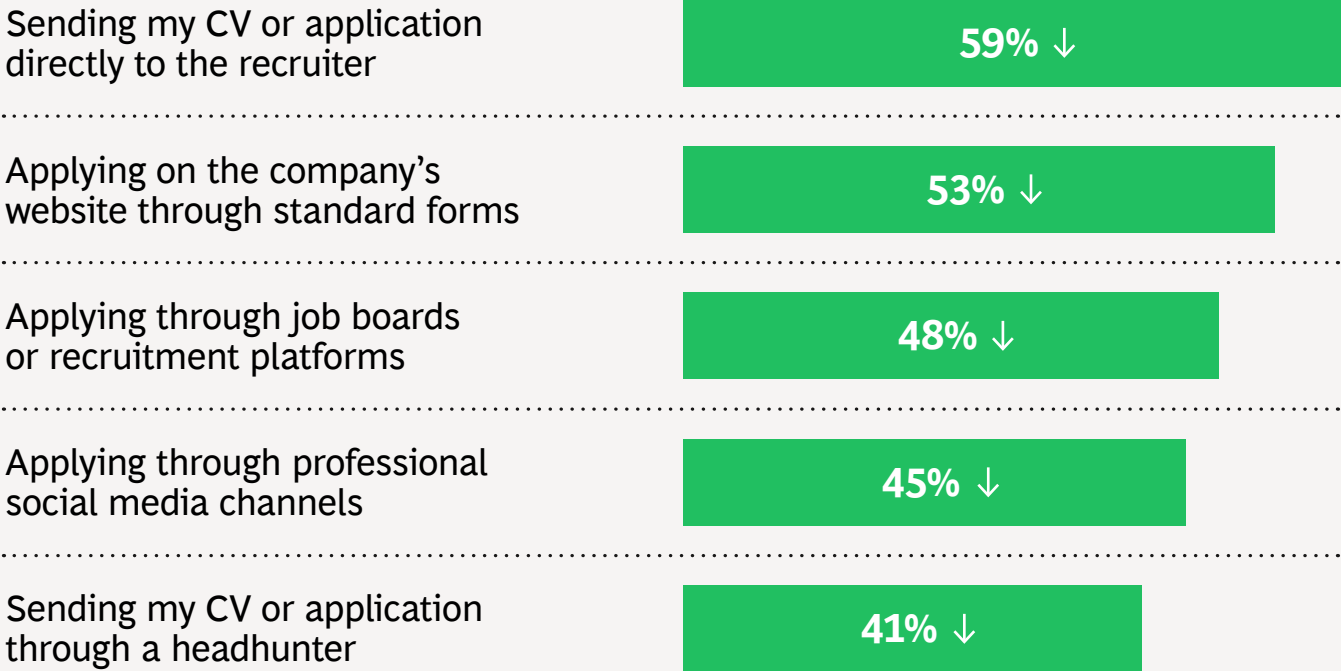
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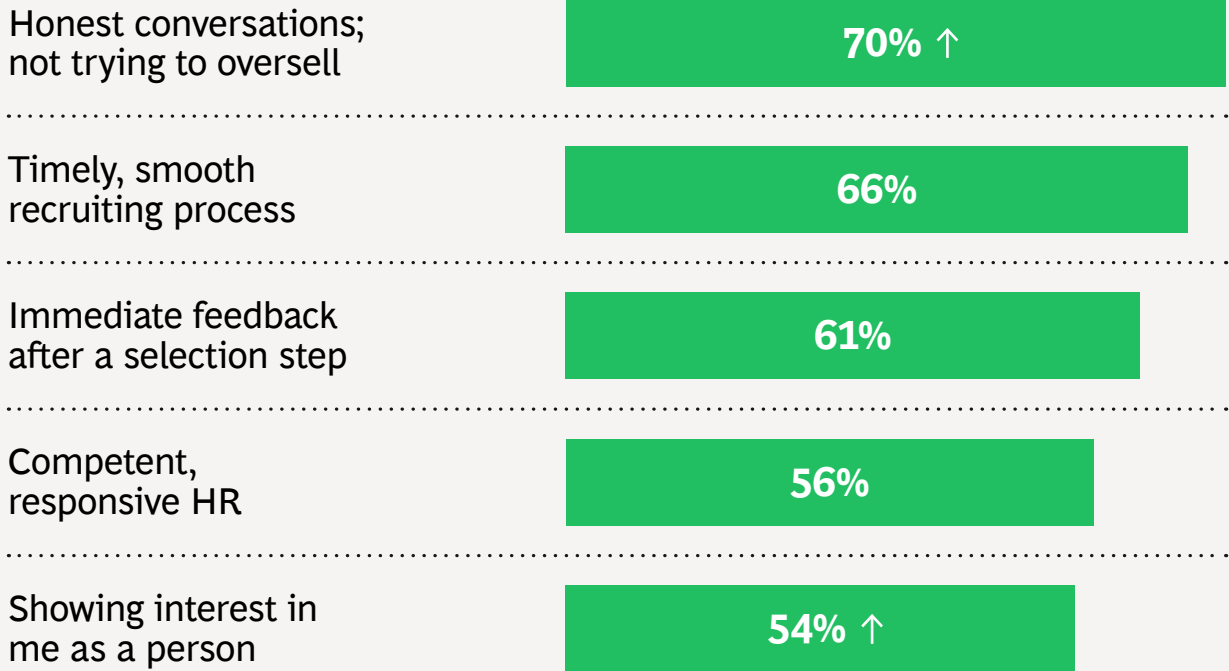
Preferences along the recruitment journey for passive job seekers



Which application channels would you use?



What makes an employer stand out during application and selection?



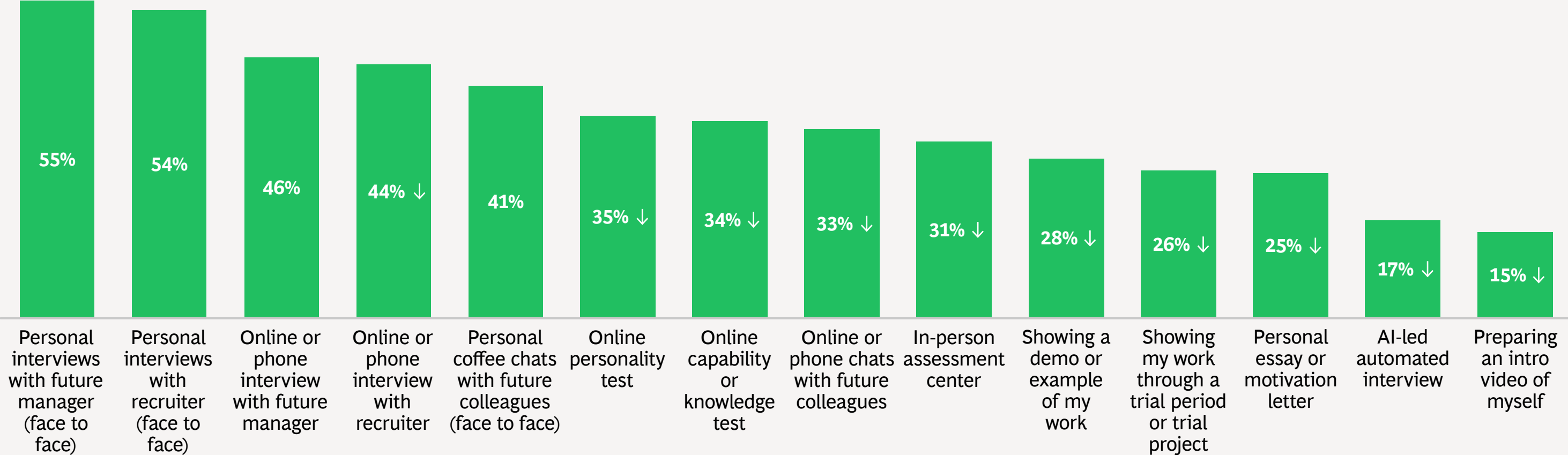
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Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.
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Preferences along the recruitment journey for passive job seekers



Which selection methods do you prefer?



↑ >3% higher than the average job seeker ↓ >3% lower than the average job seeker

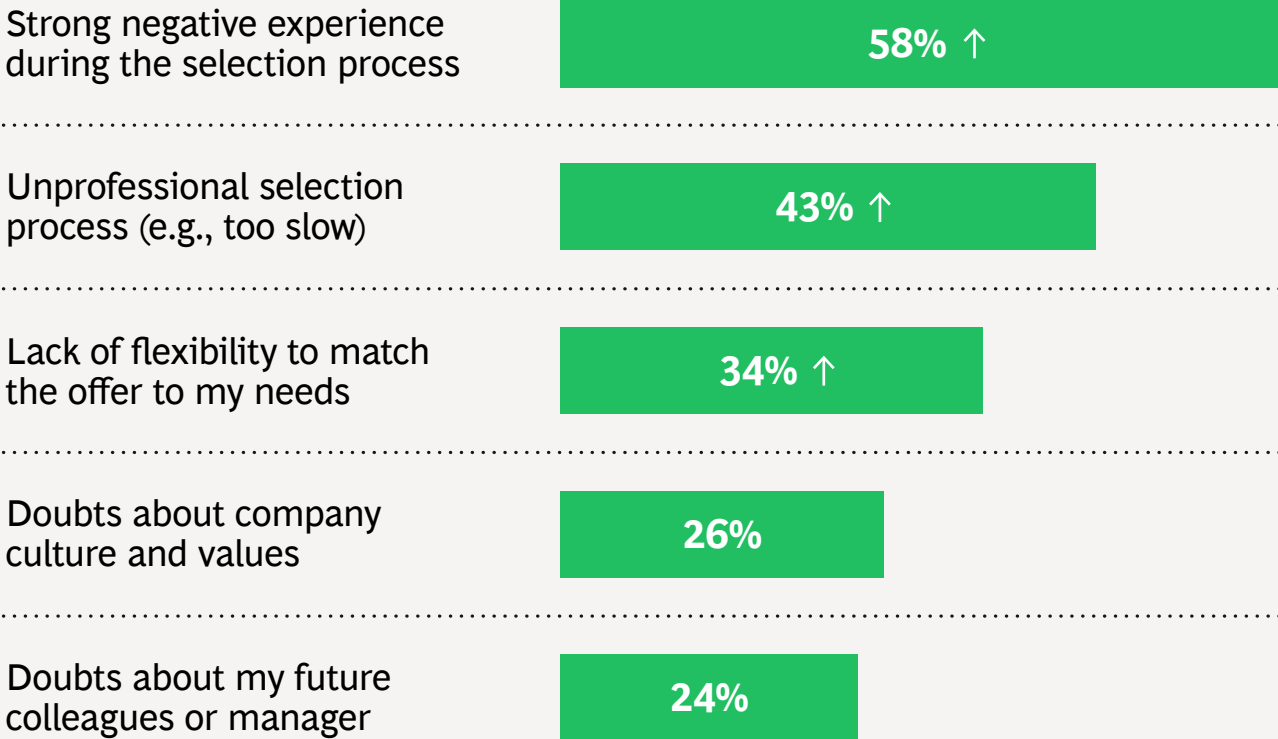
Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.

Note: Respondents were asked to each method as “not comfortable,” “neutral,” or “comfortable”; the percentages of respondents who chose “comfortable” for each factor are shown here.

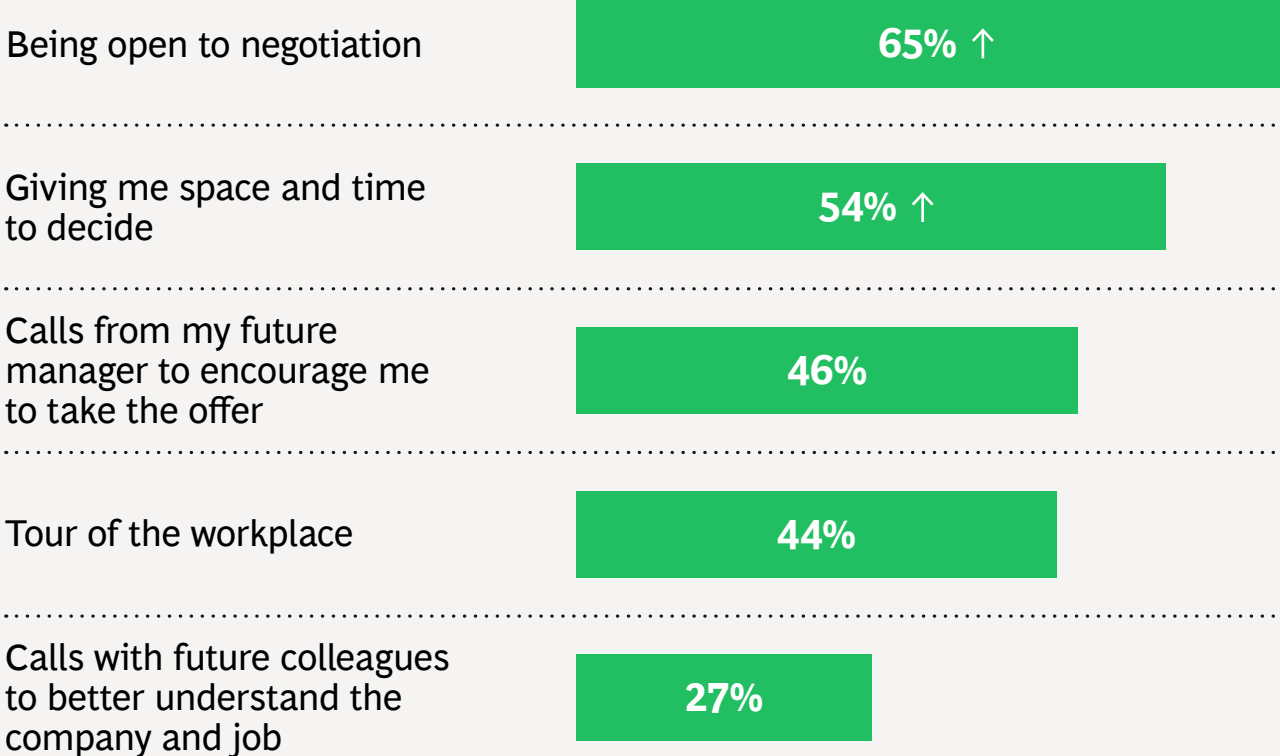
Preferences along the recruitment journey for passive job seekers



What would make you refuse a good offer?



How can an employer motivate you to take the offer?



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 Note: Respondents were asked to select all options that were applicable.