Universsum professional survey 2011

Target report

Uniwersytet Warszawski

Polish Edition • Young & Senior Professionals

UNIVERSUM
Building Brands to Capture Talent

We help employers

KNOW
THEIR IMAGE,
AUDIENCE
AND COMPETITORS

DECIDE
DESIRED
BRAND POSITION

PLAN
THEIR
COMMUNICATION
ACTIVITIES

ACT
BY REACHING THE TALENT
MARKET THROUGH
PUBLICATIONS
AND EVENTS

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The eb funnel

DO YOU HAVE YOUR TALENT GOAL SET?	**Talent attraction strategy**
DOES TALENT KNOW WHO YOU ARE?	**familiarity**
WOULD THEY CONSIDER WORKING FOR YOU?	**consideration**
ARE YOU AN IDEAL EMPLOYER?	**desire**
HAVE THEY APPLIED OR WILL THEY APPLY TO YOU?	**application**
ARE YOU MEETING YOUR ACCEPTANCE LEVELS?	**acceptance**
DO YOU HAVE A RETENTION STRATEGY IN PLACE?	**Retention strategy**

ANNUAL RESEARCH
CONSULTING PROJECTS
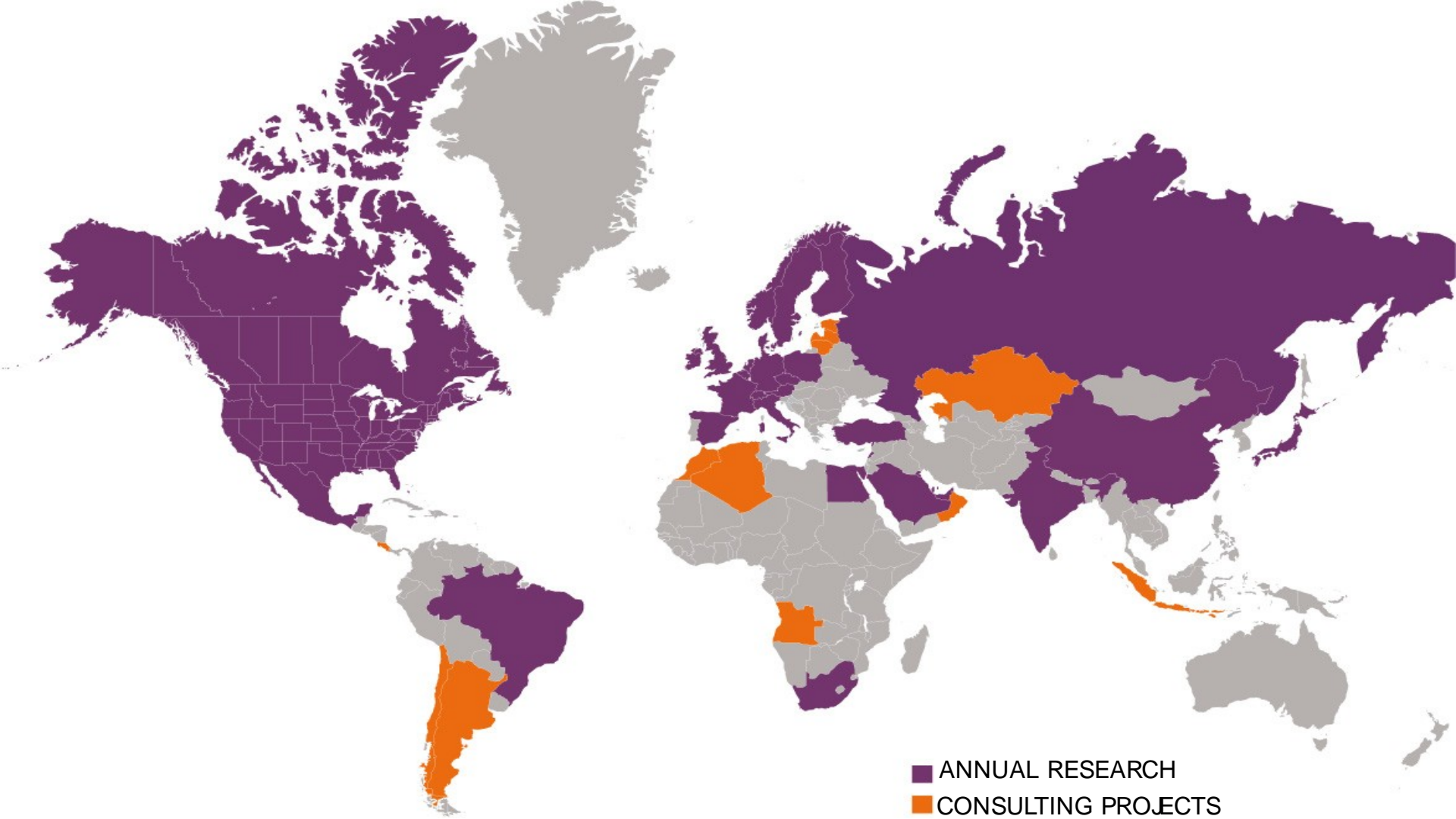
Universum in the world

Methodology
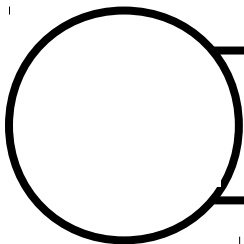
Field PERIOD
June 2011 to September 2011

The Questionnaire
· Created with 20 years of experience, extensive research within HR, focus groups and communication with both our clients and professionals.

· Global perspective - local insight.

· Comprised of closed-ended questions with an extensive list of alternatives and an 'Other' option.

Data collection
Conducted via an on-line survey. The on-line link has been distributed via alumni-networks, communities, the Universum Panel, companies and different local and global partners.
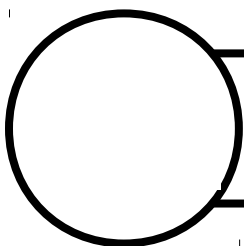
Target groups
Young Professionals - Professionals with an academic degree who are 40 years old or younger and have 1-8 years of working experience after completing their studies.
Senior Professionals - Professionals with an academic degree who are older than 40 years or have more than 8 years of working experience after completing their studies.

Groups in this report

	Group 1	Group 2
Base of the group	Uniwersytet Warszawski	Total
Number of respondents	675	15 452

TOPICS

- Gender
- Age
- Work experience
- Salary
- Top Current Industries
- Top cities
- Current job functions

Think about

- What characterizes the professionals?

- Which professionals are within your primary target groups?

- How do the groups differ from each other?

General profile

	Uniwersytet Warszawski	Total
Gender	77% women 23% men	65% women 35% men
Average age	33,3 years	32,9 years
Average work experience	7,9 years	7,1 years
Average annual salary	66 779 PLN	51 804 PLN

Top current industries

Uniwersytet Warszawski

- Educational and research institutions (12%)
- Media and advertisement (12%)
- Business services and operational consulting (9%)
- Public sector and Governmental Agencies (8%)
- Banks (5%)
- Fast moving consumer goods (4%)
- Retailers (3%)
- Software and computer services (3%)
- Pharmaceuticals and biotech (3%)
- Auditing and Accounting (3%)

Total

- Educational and research institutions (8%)
- Public sector and Governmental Agencies (7%)
- Retailers (7%)
- Engineering and manufacturing (6%)
- Banks (6%)
- Software and computer services (5%)
- Construction and materials (5%)
- Media and advertisement (5%)
- Business services and operational consulting (4%)
- Auditing and Accounting (4%)

⬤ SURVEY QUESTION

In which industry do you currently work?

Top Cities

Uniwersytet Warszawski

· Warszawa (78%)

· Płock (1%)

· Pruszków (1%)

· Piaseczno (1%)

· Legionowo (1%)

· Białystok (1%)

· Łódz (1%)

· Poznań (1%)

· Radom (1%)

· Wejherowo (1%)

Total

· Warszawa (21%)

· Kraków (8%)

· Wrocław (6%)

· Poznań (5%)

· Łódz (4%)

· Lublin (3%)

· Gdańsk (3%)

· Katowice (2%)

· Rzeszów (2%)

· Szczecin (2%)

⬤ SURVEY QUESTION

In which city do you currently live?

Current job functions

Job function	Uniwersytet Warszawski	Total
Administrative function (e.g. HR, Purchasing, IT support)	17%	13%
Marketing/communications/PR function	13%	5%
Customer service function	11%	14%
Project Manager	10%	5%
Middle management	7%	12%
Analyst	6%	5%
Finance function	6%	5%
Sales/Key account manager	4%	6%
Consultant	3%	3%
Upper management	3%	5%
Research and development function	3%	2%
IT specialist/developer	2%	4%
Engineer	0%	5%
Other	15%	15%

■ Uniwersytet Warszawski
■ Total

● SURVEY QUESTION

Which of the below best matches your current job function?

3. Attractiveness
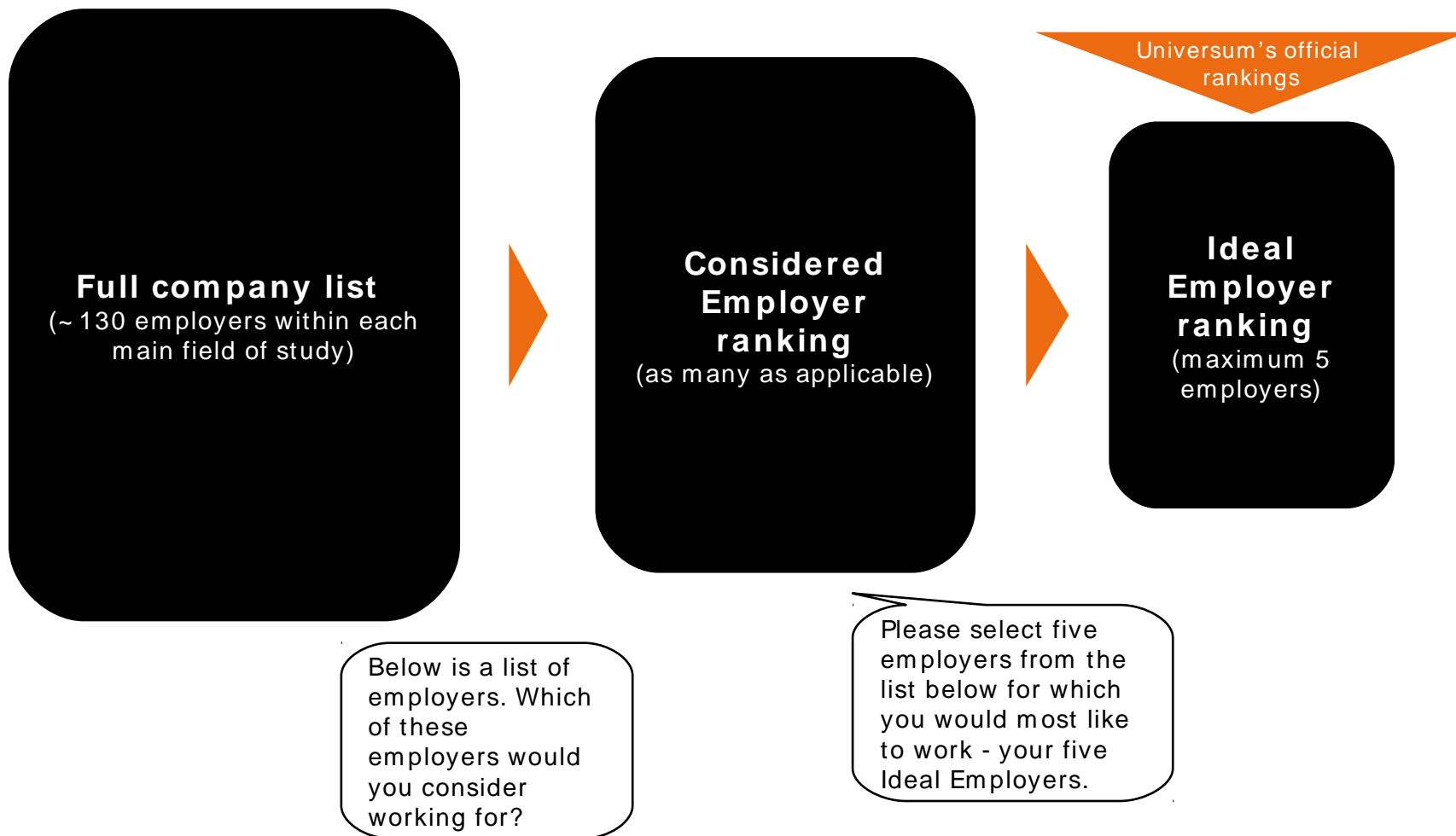
Topics

- Considered Employer ranking
- Ideal Employer ranking

Think about

- How do the groups differ?

- How can you improve your position? What actions can be taken?

- Do you need to improve your visibility or focus on building a stronger Employer Brand?

- What are your goals for next year? Set achievable goals!

The Universum rankings

Full company list
(~ 130 employers within each main field of study)

Considered Employer ranking
(as many as applicable)

Universum's official rankings

Ideal Employer ranking
(maximum 5 employers)

Below is a list of employers. Which of these employers would you consider working for?

Please select five employers from the list below for which you would most like to work - your five Ideal Employers.

16

Considered Employer ranking

Uniwersytet Warszawski

1. TVN S.A. (29,88%)

2. L'Oréal Polska (24,04%)

3. Google Poland (23,21%)

4. Nestlé Polska (21,04%)

5. Procter & Gamble (18,70%)

6. Johnson & Johnson (17,70%)

7. Polskie Linie Lotnicze LOT (17,03%)

8. Coca-Cola (16,36%)

8. Danone (16,36%)

10. Empik (15,86%)

11. Telewizja Polska (15,36%)

12. Agora S.A. (15,03%)

12. Grupa Zywiec (15,03%)

12. Microsoft (15,03%)

15. Nokia Poland (14,36%)

● SURVEY QUESTION

Below is a list of employers. Which of these would you considered working for?

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Ideal Employer ranking

Uniwersytet Warszawski

1. TVN S.A. (16,29%)

2. L'Oréal Polska (12,26%)

3. Google Poland (11,91%)

4. Agora S.A. (8,58%)

5. Telewizja Polska (7,36%)

6. Polskie Linie Lotnicze LOT (6,83%)

7. Empik (6,48%)

7. Ernst & Young (6,48%)

9. IKEA Retail (6,30%)

9. Procter & Gamble (6,30%)

● SURVEY QUESTION

Please select five employers from the list below for which you would most like to work
- your five Ideal Employers.

Attractiveness

Top 5 • Ideal Employer ranking

historical comparison

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Uniwersytet Warszawski

Uniwersytet Warszawski

Employer	Rank 2011	Rank 2010	Rank 2009	Rank 2008
TVN S.A.	1	1	1	-
L'Oréal Polska	2	3	3	6
Google Poland	3	2	2	1
Agora S.A.	4	5	6	3
Telewizja Polska	5	14	21	10

● SURVEY QUESTION

Please select five employers from the list below for which you would most like to work
- your five Ideal Employers.

4. Professionals' preferences & loyalty

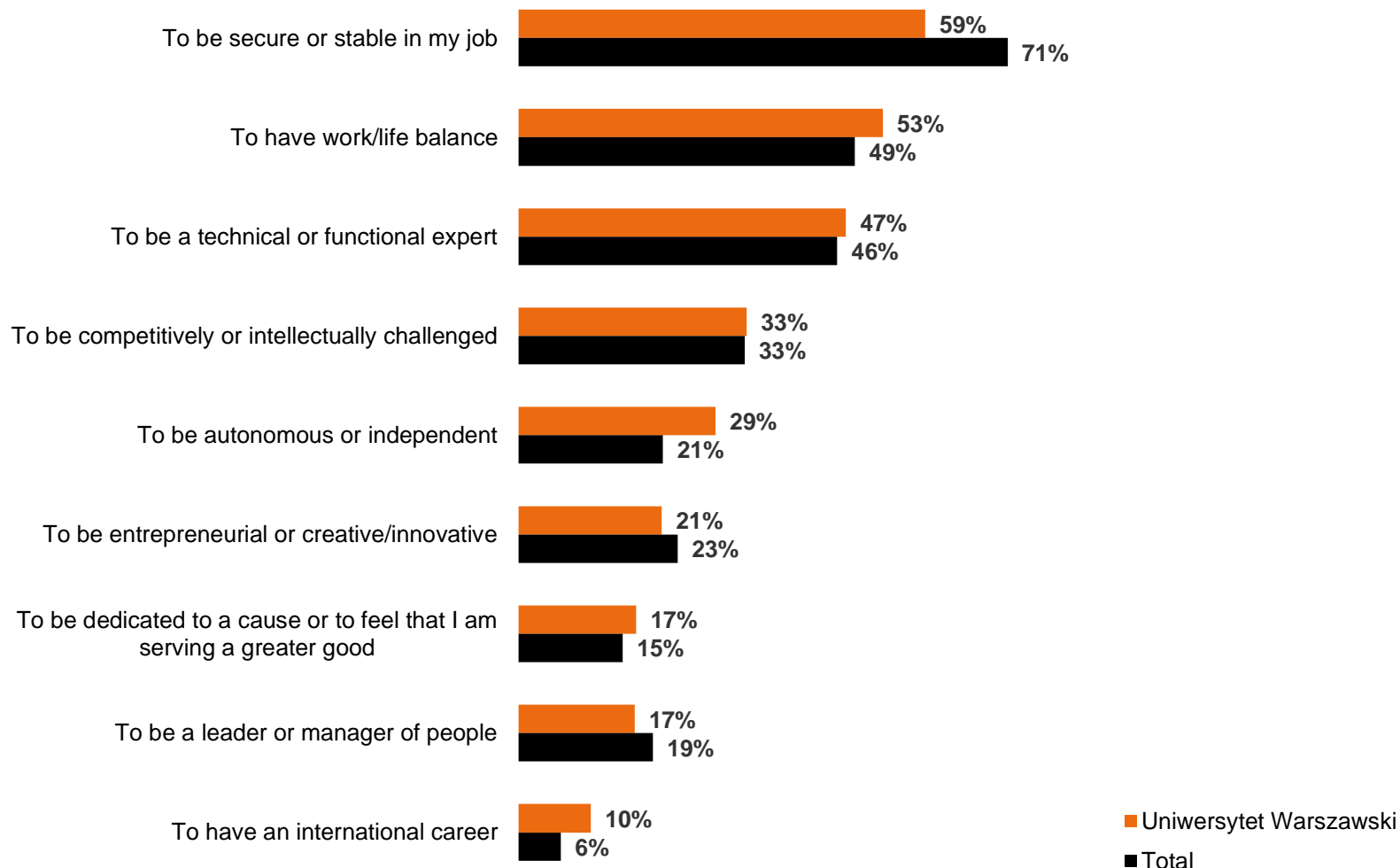Topics

- Career goals
- Satisfaction with current employer
- Interest in changing employer
- Applied for another job

Think about

- What are professionals' career goals? Can you provide them with the opportunity to achieve these

  goals?

- How interested are professionals in changing employer?

- Have they applied for another job? Internally or externally?

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Career goals

Career goal	Uniwersytet Warszawski	Total
To be secure or stable in my job	59%	71%
To have work/life balance	53%	49%
To be a technical or functional expert	47%	46%
To be competitively or intellectually challenged	33%	33%
To be autonomous or independent	29%	21%
To be entrepreneurial or creative/innovative	21%	23%
To be dedicated to a cause or to feel that I am serving a greater good	17%	15%
To be a leader or manager of people	17%	19%
To have an international career	10%	6%

■ Uniwersytet Warszawski
■ Total

⬤ SURVEY QUESTION

Below is a list of nine possible career goals. Which are most important to you? *Please select a maximum of three alternatives*

Satisfaction with current employer

1 — 4% / 4%

2 — 8% / 6%

3 — 10% / 10%

4 — 9% / 9%

5 — 13% / 15%

6 — 13% / 12%

7 — 15% / 15%

8 — 15% / 16%

9 — 8% / 7%

10 — 5% / 5%
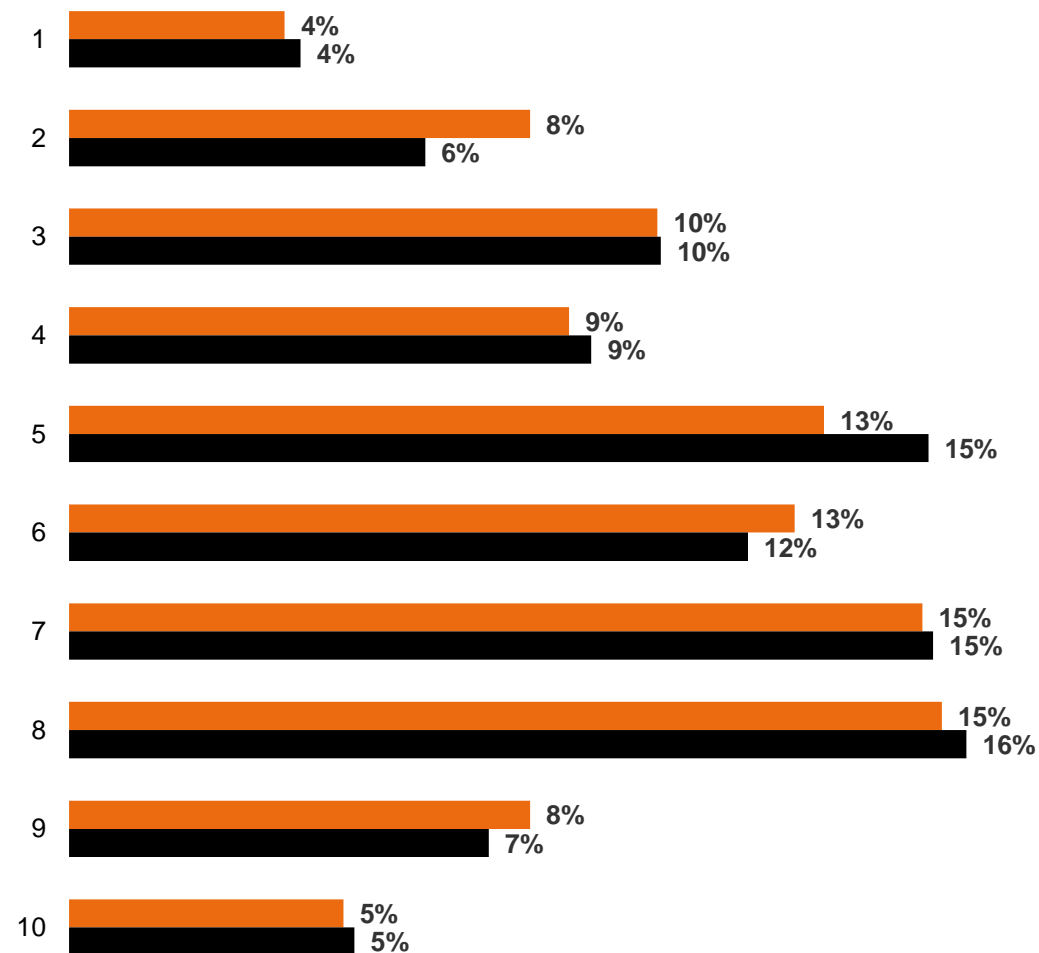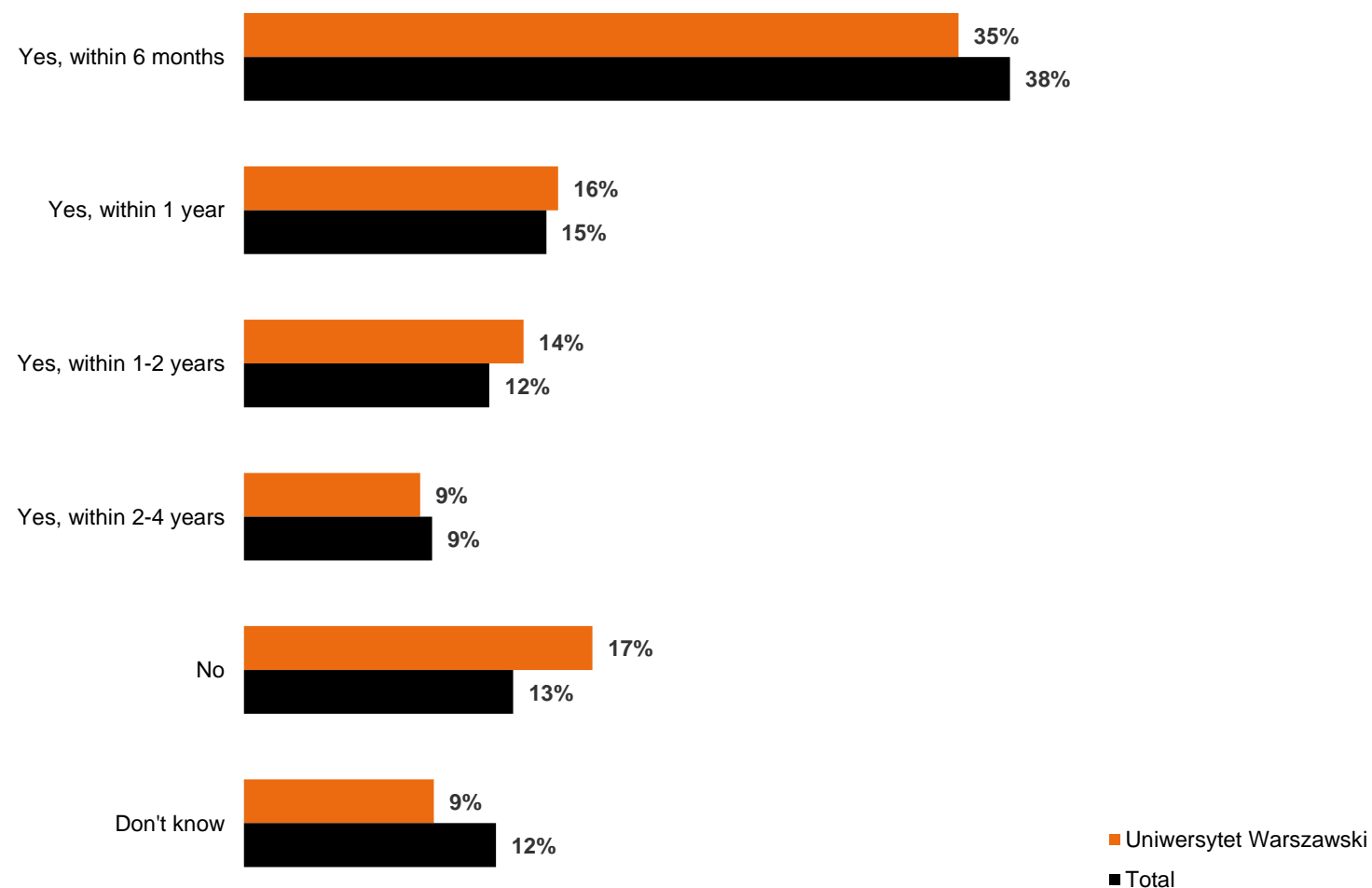
Uniwersytet Warszawski

5,8

Total

5,8

■ Uniwersytet Warszawski

■ Total

● SURVEY QUESTION

How satisfied are you with your current employer?
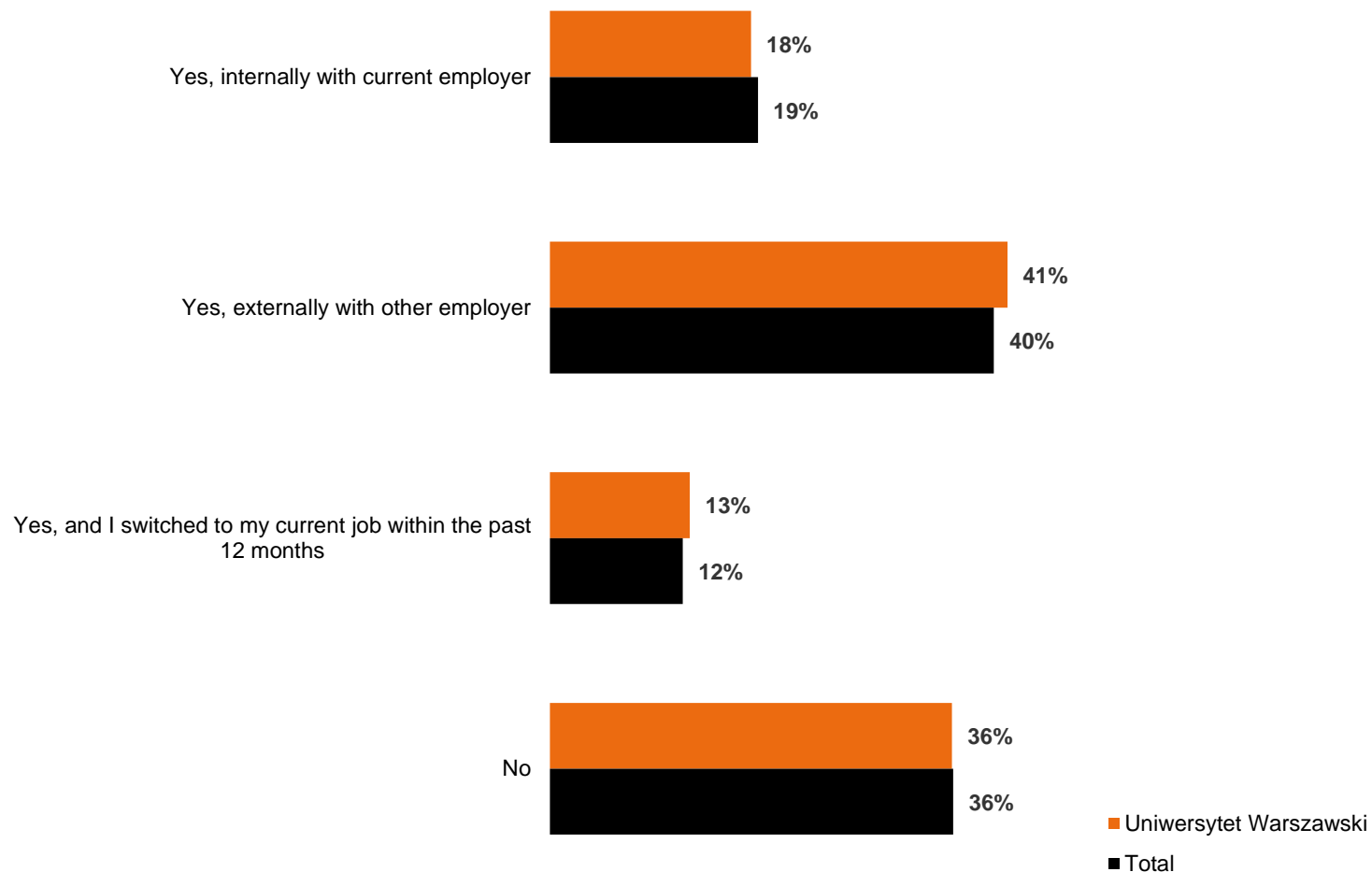*Scale: 1 = Very dissatisfied and 10 = Very satisfied*

Interest in changing employer

Yes, within 6 months
- Uniwersytet Warszawski: 35%
- Total: 38%

Yes, within 1 year
- Uniwersytet Warszawski: 16%
- Total: 15%

Yes, within 1-2 years
- Uniwersytet Warszawski: 14%
- Total: 12%

Yes, within 2-4 years
- Uniwersytet Warszawski: 9%
- Total: 9%

No
- Uniwersytet Warszawski: 17%
- Total: 13%

Don't know
- Uniwersytet Warszawski: 9%
- Total: 12%

■ Uniwersytet Warszawski
■ Total

● SURVEY QUESTION

Are you interested in changing employer?

Applied for another job

Yes, internally with current employer
- 18%
- 19%

Yes, externally with other employer
- 41%
- 40%

Yes, and I switched to my current job within the past 12 months
- 13%
- 12%

No
- 36%
- 36%

■ Uniwersytet Warszawski
■ Total

● SURVEY QUESTION

Have you applied for a new job in the past 12 months?

5. The Drivers of Employer Attractiveness

Topics

- relative importance of the Drivers of Employer Attractiveness
- attractiveness of the attributes within each driver:
  - Employer Reputation & Image
  - Job Characteristics
  - People & Culture
  - Remuneration & Advancement Opportunities

Think about

Compare your current employer brand and employer value proposition with the survey results. Are

the aspects that you focus on important and attractive to professionals? Or are you wasting time

and money communicating something that is not relevant for them?

- Are there attributes that are attractive to professionals that you can deliver on? Should these be

included in your external communication?

- As in any branding effort, you need to keep in mind that the preferences and goals vary greatly

The Drivers of Employer Attractiveness

Employer Reputation & Image
The attributes of the employer as an organisation
·Attractive/exciting products and services
·Fast-growing or entrepreneurial
·Financial strength
·Good reputation
·High ethical standards
·High level of Corporate Social Responsibility
·Innovative products and services
·Inspiring top management
·Market success
·Prestige

Job Characteristics
The contents and demands of the job, including the learning opportunities provided by the job
·A variety of assignments
·An attractive geographic location
·Challenging work
·Control over my working hours
·Flexible working conditions
·High level of responsibility
·Opportunities for international travel
·Opportunities for relocation abroad
·Professional training and development
·Secure employment

People & Culture
The social environment and attributes of the work place
·Has a culture that is accepting towards minorities
·Has a culture that respects my individuality
·Has a culture that supports equality between the sexes
·Has leaders who will support my development
·Offers a comfortable physical work environment
·Offers a creative and dynamic work environment
·Offers a friendly work environment
·Offers interaction with international clients and colleagues
·Recruits only the best talent
·Will enable me to have good work/life balance

Remuneration & Advancement Opportunities
The monetary compensation and other benefits, now and in the future
·Clear path for advancement
·Competitive base salary
·Competitive benefits
·Good possibilities for rapid promotion
·Good prospects for high future earnings
·Good reference for future career
·Leadership opportunities
·Overtime pay/compensation
·Performance-related bonus
·Sponsorship of future education

! The framework is developed together with professor Paula Caligiuri, Director of the Center for HR Strategy at Rutgers University. Based on specific research within HR, as well as focus groups and general communication with both our clients and professionals.

The Drivers of Employer Attractiveness

Employer Reputation & Image

Job Characteristics

People & Culture

Remuneration & Advancement Opportunities

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RELATIVE IMPORTANCE OF EACH DRIVER

Uniwersytet Warszawski

17%
31%
25%
27%

Total

18%
32%
24%
26%

Employer Reputation & Image

People & Culture

Job Characteristics

Remuneration & Advancement Opportunities
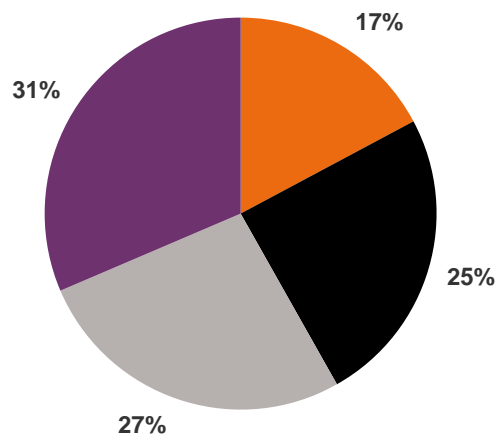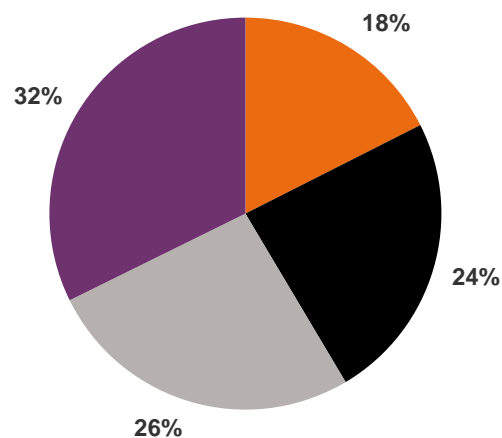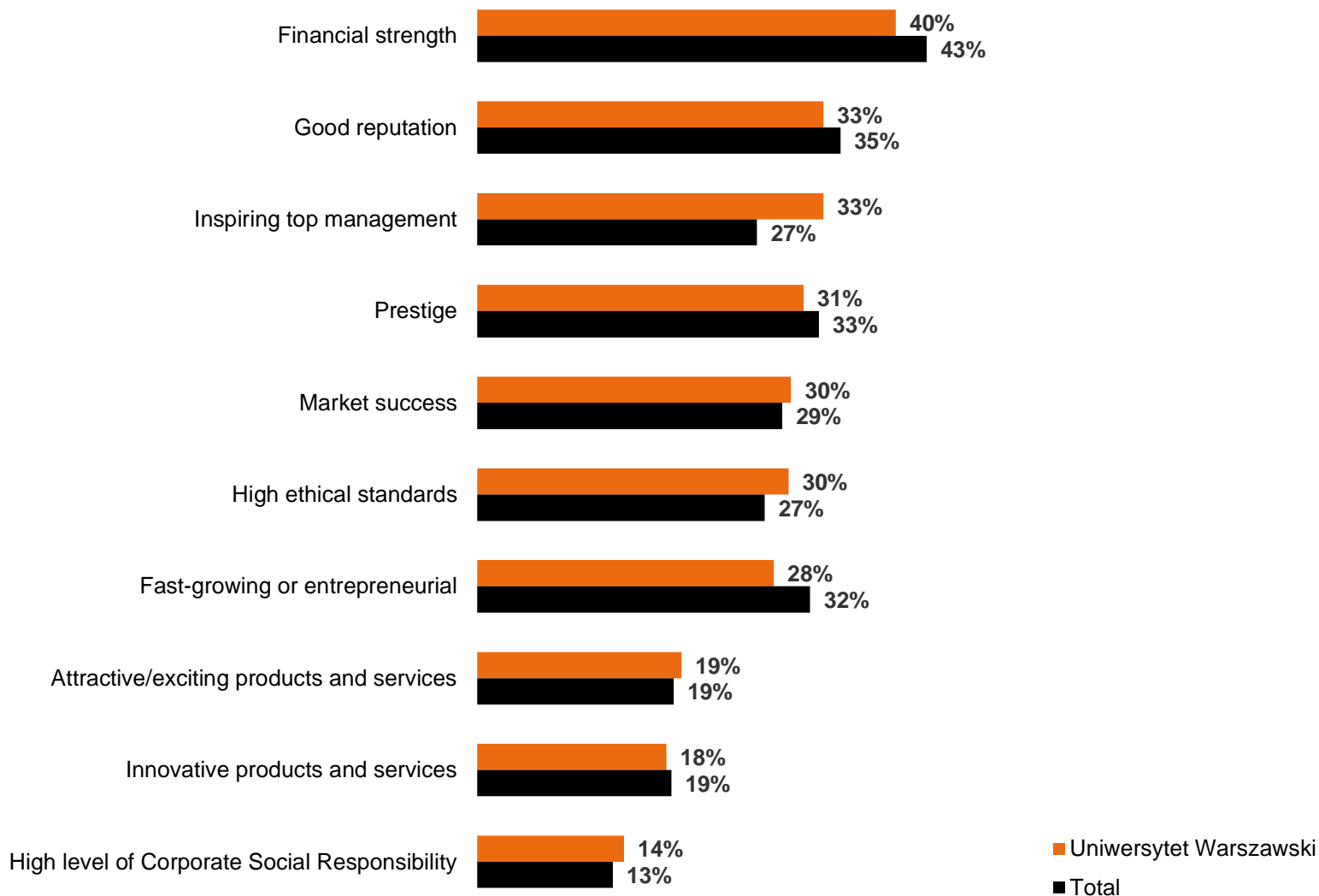
⬤ SURVEY QUESTION

How would you rate the relative importance of these aspects when choosing your Ideal Employer? *Please divide 100 points between the alternatives in accordance with importance*

Employer Reputation & Image

Employer Reputation & Image

Financial strength
- 40%
- 43%

Good reputation
- 33%
- 35%

Inspiring top management
- 33%
- 27%

Prestige
- 31%
- 33%

Market success
- 30%
- 29%

High ethical standards
- 30%
- 27%

Fast-growing or entrepreneurial
- 28%
- 32%

Attractive/exciting products and services
- 19%
- 19%

Innovative products and services
- 18%
- 19%

High level of Corporate Social Responsibility
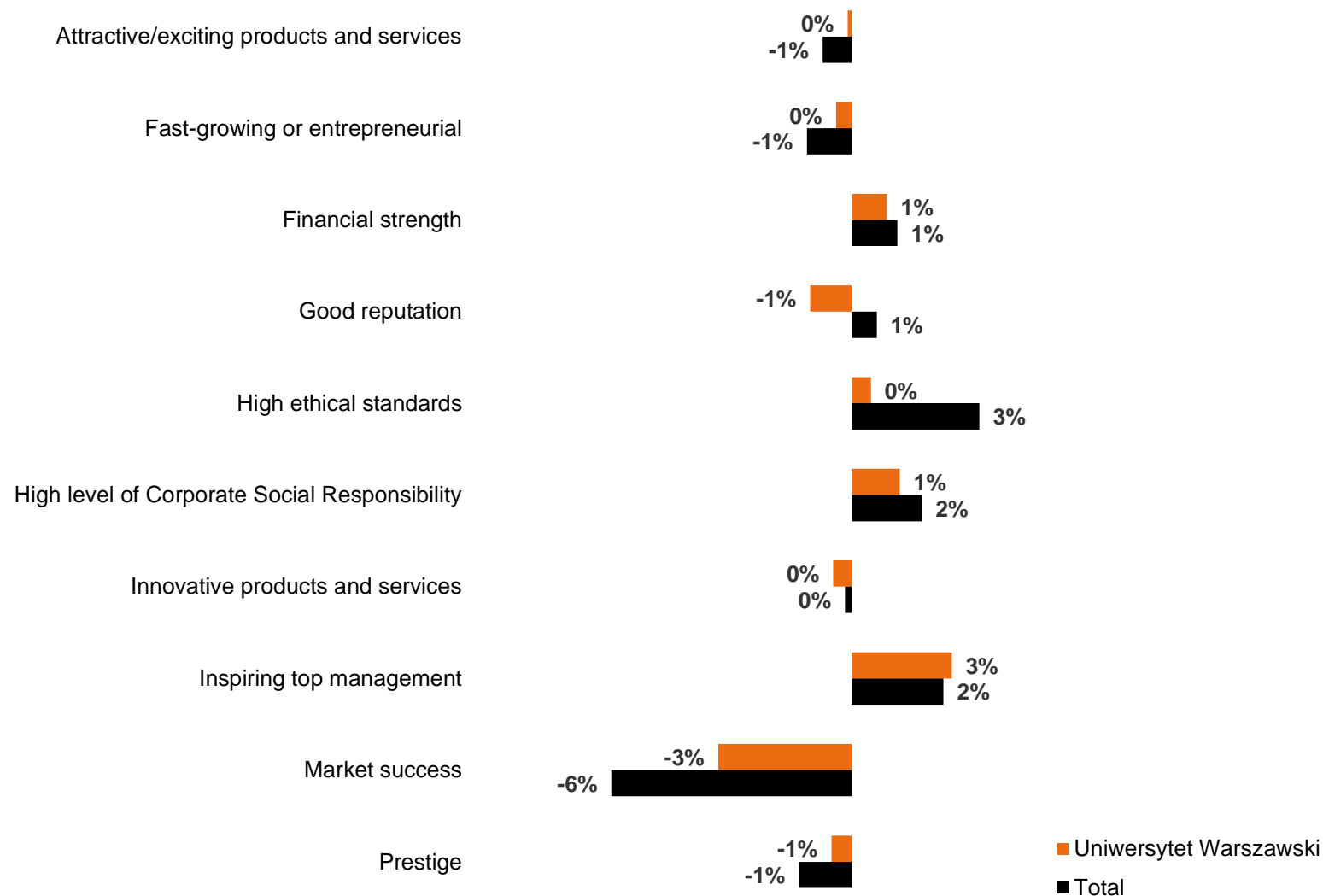- 14%
- 13%

■ Uniwersytet Warszawski
■ Total

⬤ SURVEY QUESTION

Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

The Drivers of Employer Attractiveness

Difference compared to 2010

Employer Reputation & Image

Employer
Reputation
& Image

Attractive/exciting products and services
0%
-1%

Fast-growing or entrepreneurial
0%
-1%

Financial strength
1%
1%

Good reputation
-1%
1%

High ethical standards
0%
3%

High level of Corporate Social Responsibility
1%
2%

Innovative products and services
0%
0%

Inspiring top management
3%
2%

Market success
-3%
-6%

Prestige
-1%
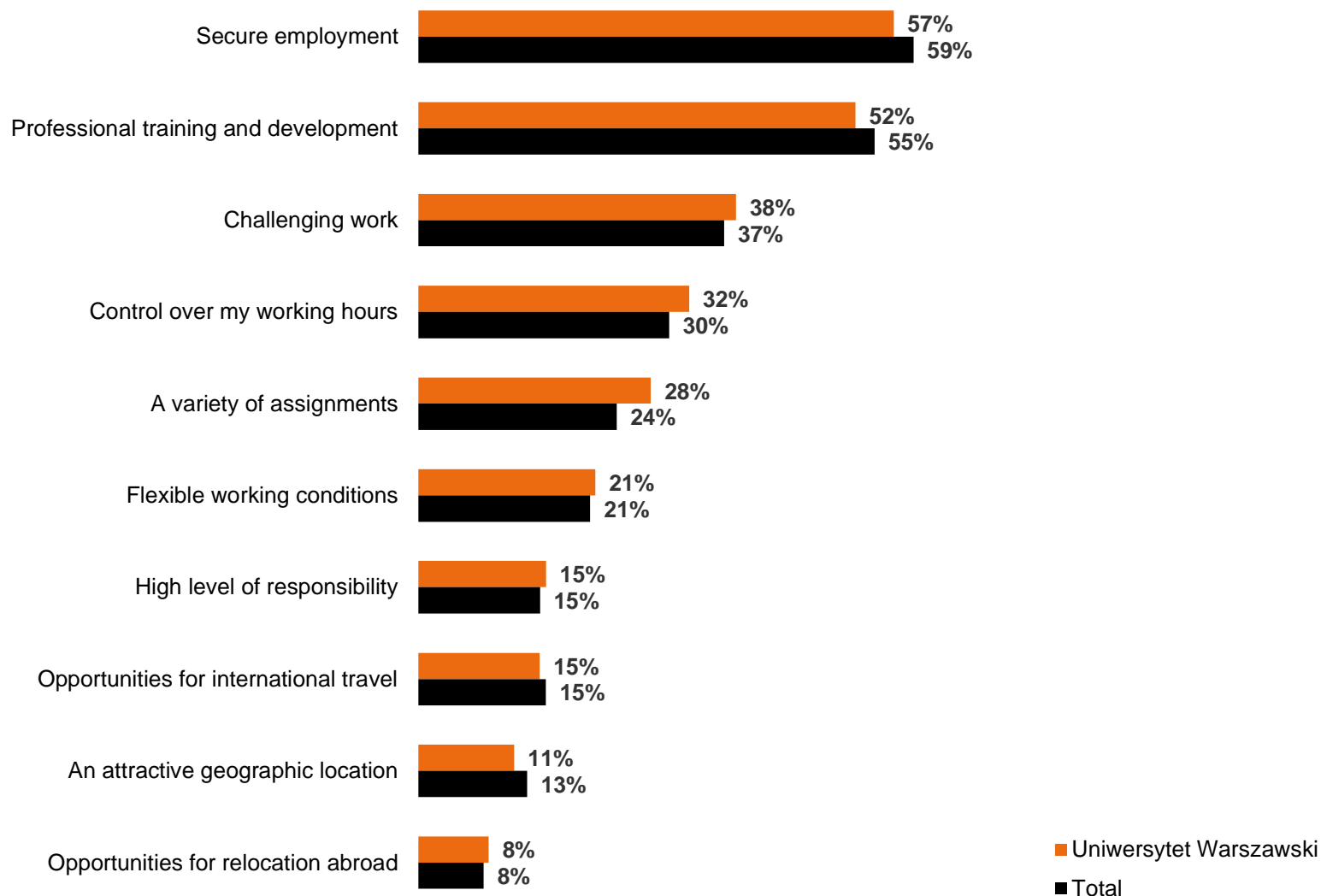-1%

■ Uniwersytet Warszawski

■ Total

● SURVEY QUESTION

Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

! PLEASE NOTE: This chart shows the difference between the attributes in 2011 compared to 2010. The difference is shown in per cent units.

Job Characteristics

Job
Characteristics

Attribute	Uniwersytet Warszawski	Total
Secure employment	57%	59%
Professional training and development	52%	55%
Challenging work	38%	37%
Control over my working hours	32%	30%
A variety of assignments	28%	24%
Flexible working conditions	21%	21%
High level of responsibility	15%	15%
Opportunities for international travel	15%	15%
An attractive geographic location	11%	13%
Opportunities for relocation abroad	8%	8%

■ Uniwersytet Warszawski
■ Total

● SURVEY QUESTION
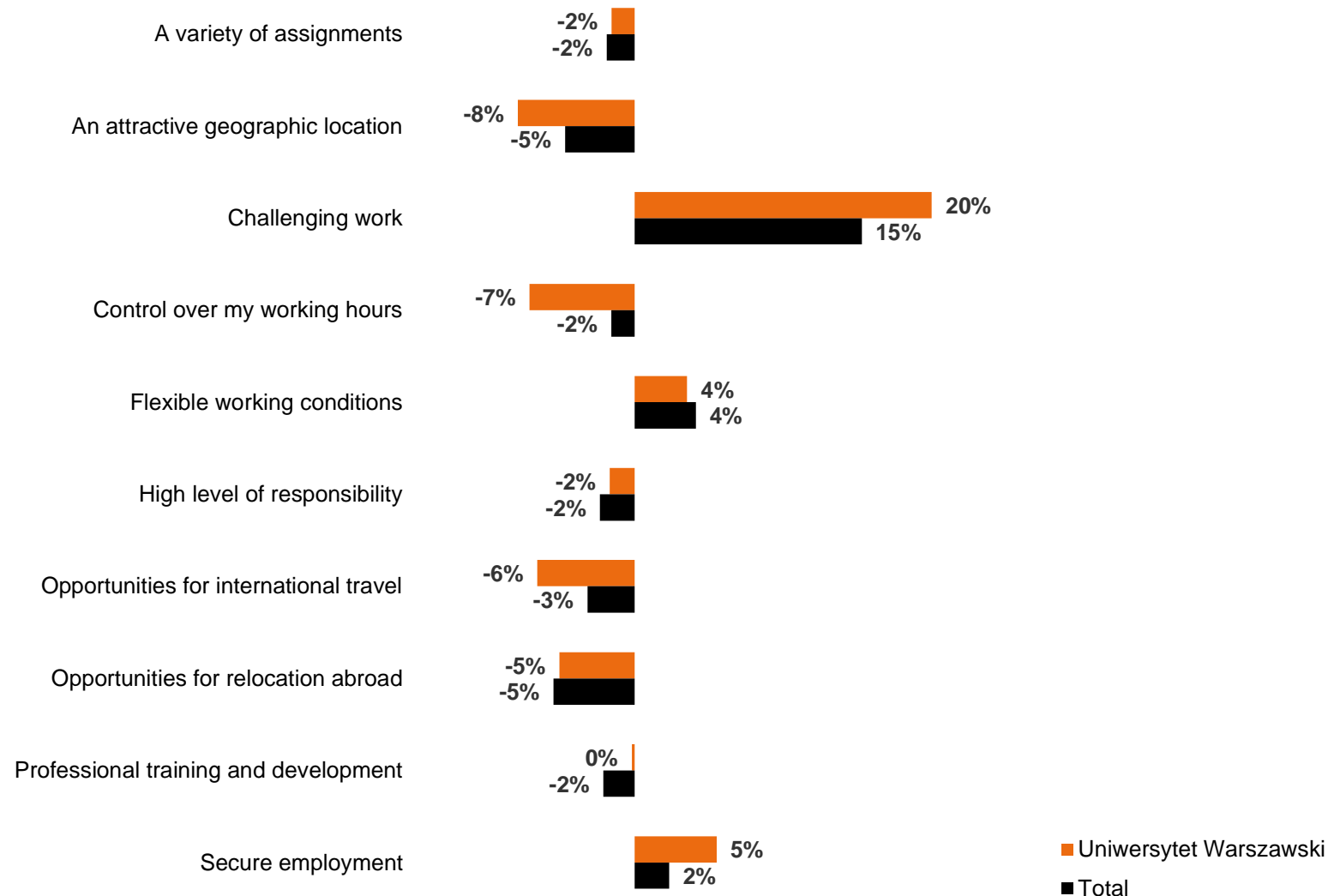
Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

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Difference compared to 2010

Job Characteristics

Job Characteristics

A variety of assignments
-2%
-2%

An attractive geographic location
-8%
-5%

Challenging work
20%
15%

Control over my working hours
-7%
-2%

Flexible working conditions
4%
4%

High level of responsibility
-2%
-2%

Opportunities for international travel
-6%
-3%

Opportunities for relocation abroad
-5%
-5%

Professional training and development
0%
-2%

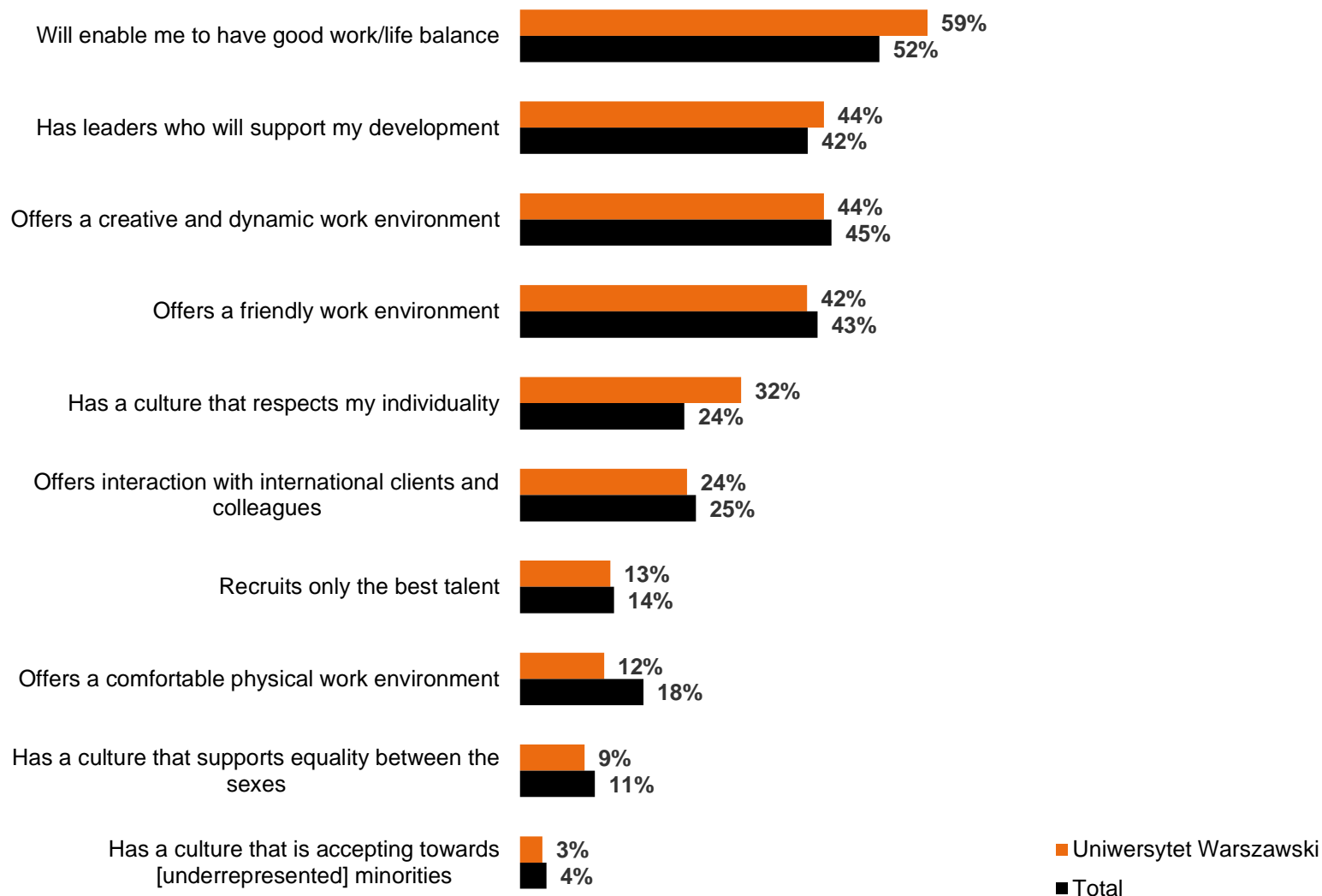**Secure employment**
5%
2%

■ Uniwersytet Warszawski
■ Total

● SURVEY QUESTION

Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

! PLEASE NOTE: This chart shows the difference between the attributes in 2011 compared to 2010. The difference is shown in per cent units.

34

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People & Culture

People
& Culture

Will enable me to have good work/life balance — 59% / 52%

Has leaders who will support my development — 44% / 42%

Offers a creative and dynamic work environment — 44% / 45%

Offers a friendly work environment — 42% / 43%

Has a culture that respects my individuality — 32% / 24%

Offers interaction with international clients and colleagues — 24% / 25%

Recruits only the best talent — 13% / 14%

Offers a comfortable physical work environment — 12% / 18%

Has a culture that supports equality between the sexes — 9% / 11%

Has a culture that is accepting towards [underrepresented] minorities — 3% / 4%
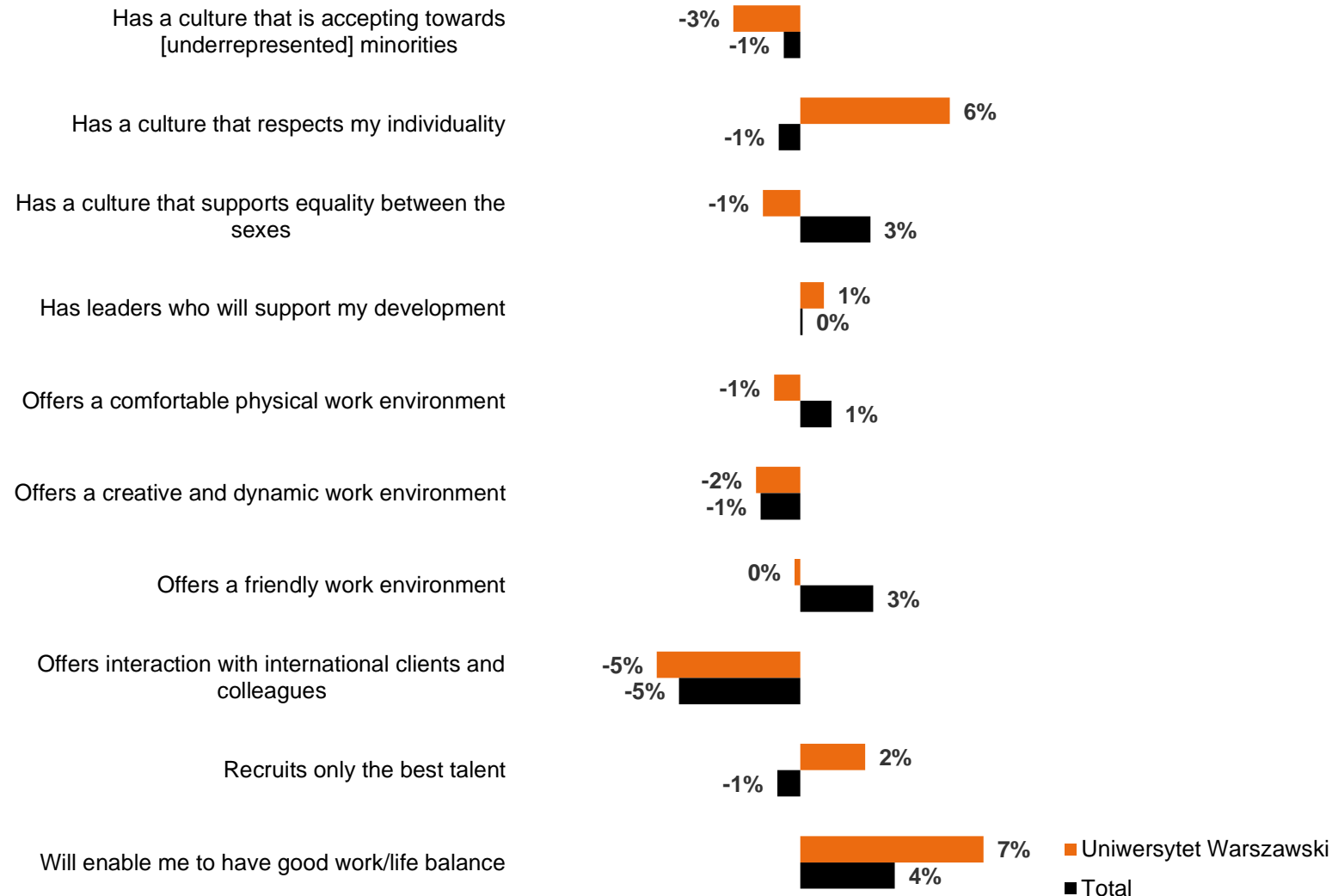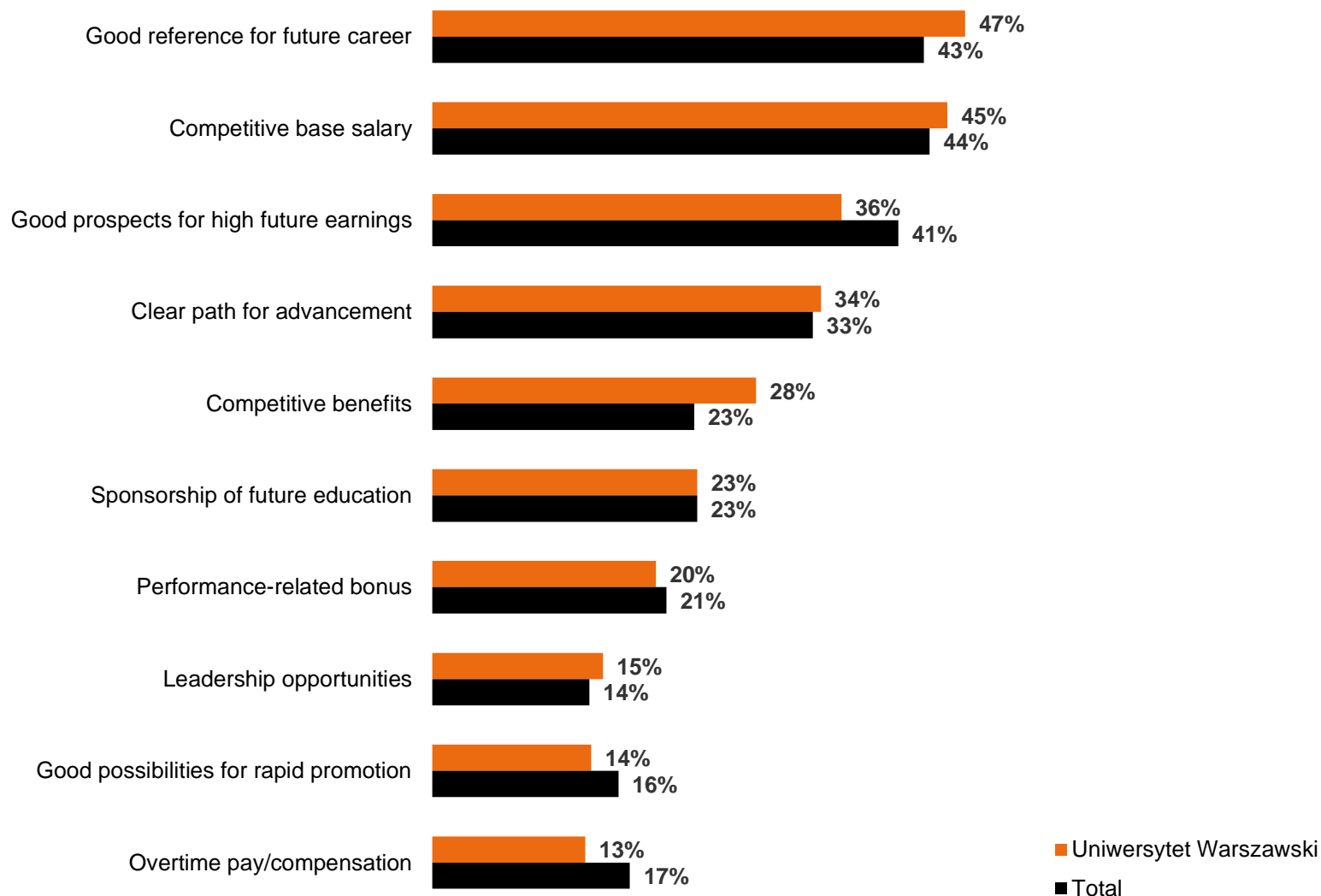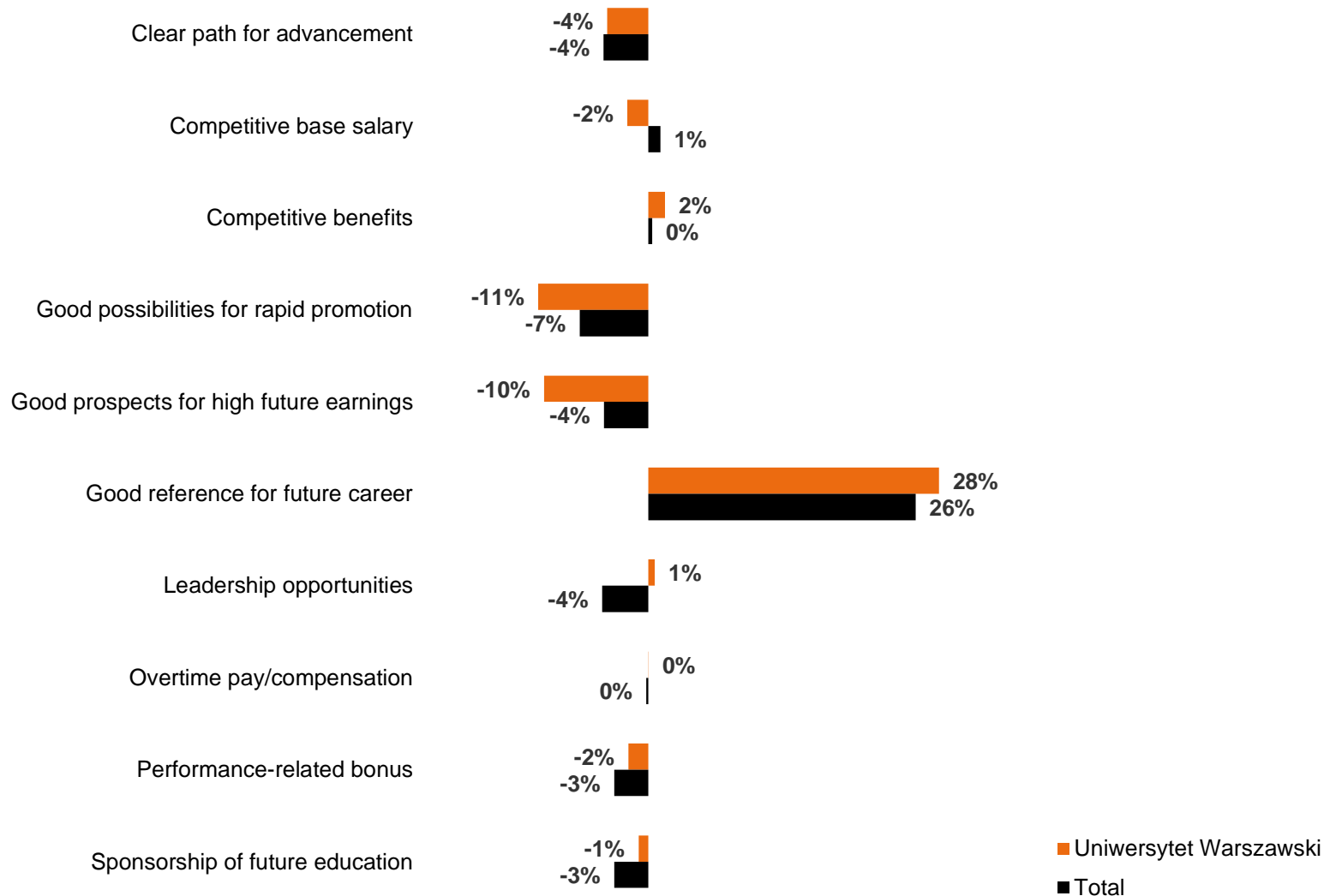
■ Uniwersytet Warszawski
■ Total

⬤ SURVEY QUESTION

Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

The Drivers of Employer Attractiveness

Difference compared to 2010

People & Culture

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Uniwersytet Warszawski

People & Culture

Has a culture that is accepting towards [underrepresented] minorities
-3%
-1%

Has a culture that respects my individuality
6%
-1%

Has a culture that supports equality between the sexes
-1%
3%

Has leaders who will support my development
1%
0%

Offers a comfortable physical work environment
-1%
1%

Offers a creative and dynamic work environment
-2%
-1%

Offers a friendly work environment
0%
3%

Offers interaction with international clients and colleagues
-5%
-5%

Recruits only the best talent
2%
-1%

Will enable me to have good work/life balance
7%
4%

■ Uniwersytet Warszawski
■ Total

● SURVEY QUESTION

Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

! PLEASE NOTE: This chart shows the difference between the attributes in 2011 compared to 2010. The difference is shown in per cent units.

36

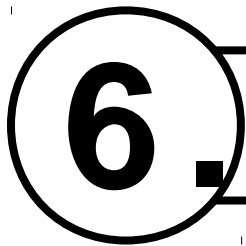# Remuneration & Advancement Opportunities

Attribute	Uniwersytet Warszawski	Total
Good reference for future career	47%	43%
Competitive base salary	45%	44%
Good prospects for high future earnings	36%	41%
Clear path for advancement	34%	33%
Competitive benefits	28%	23%
Sponsorship of future education	23%	23%
Performance-related bonus	20%	21%
Leadership opportunities	15%	14%
Good possibilities for rapid promotion	14%	16%
Overtime pay/compensation	13%	17%

■ Uniwersytet Warszawski
■ Total

● SURVEY QUESTION

Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

The Drivers of Employer Attractiveness

Difference compared to 2010

Remuneration & Advancement Opportunities

Remuneration &
Advancement
Opportunities

Clear path for advancement
-4%
-4%

Competitive base salary
-2%
1%

Competitive benefits
2%
0%

Good possibilities for rapid promotion
-11%
-7%

Good prospects for high future earnings
-10%
-4%

Good reference for future career
28%
26%

Leadership opportunities
1%
-4%

Overtime pay/compensation
0%
0%

Performance-related bonus
-2%
-3%

Sponsorship of future education
-1%
-3%

■ Uniwersytet Warszawski

■ Total

● SURVEY QUESTION

Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

! PLEASE NOTE: This chart shows the
difference between the attributes in
2011 compared to 2010. The difference
is shown in per cent units.

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The Drivers of Employer Attractiveness

Top findings

Overall most attractive attributes • Top 5

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Uniwersytet Warszawski

1. Will enable me to have good work/life balance (People & Culture)

2. Competitive base salary (Remuneration & Advancement Opportunities)

3. Secure employment (Job Characteristics)

4. Good reference for future career (Remuneration & Advancement Opportunities)

5. Professional training and development (Job Characteristics)

Total

1. Secure employment (Job Characteristics)

2. Competitive base salary (Remuneration & Advancement Opportunities)

3. Will enable me to have good work/life balance (People & Culture)

4. Good prospects for high future earnings (Remuneration & Advancement Opportunities)

5. Professional training and development (Job Characteristics)

! Please Note: These tables show the attractiveness of each of the 40 attributes in relation to how important the professionals think its driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.
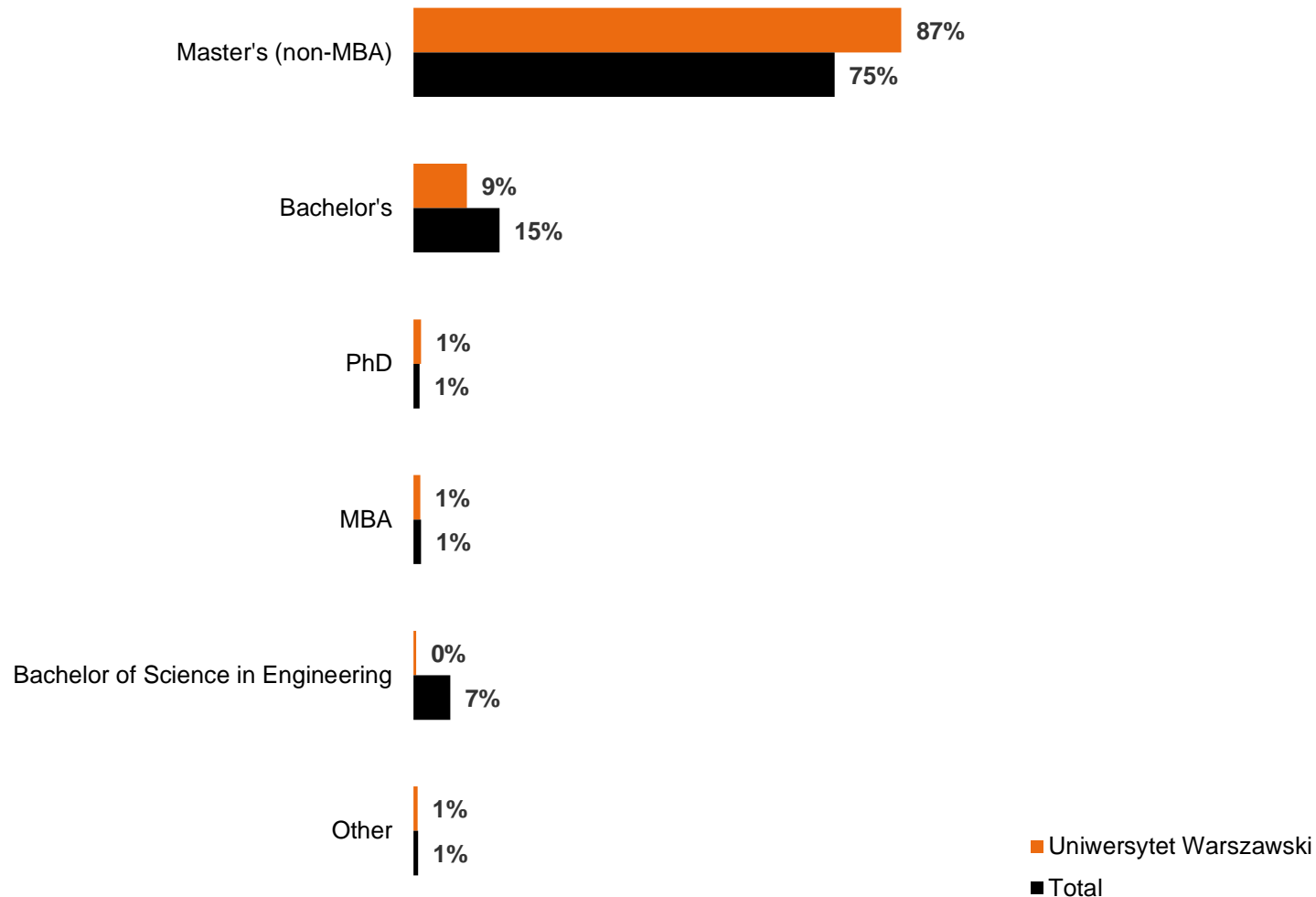
6. Appendix

Highest academic degree

Master's (non-MBA)
- 87% (Uniwersytet Warszawski)
- 75% (Total)

Bachelor's
- 9% (Uniwersytet Warszawski)
- 15% (Total)

PhD
- 1% (Uniwersytet Warszawski)
- 1% (Total)

MBA
- 1% (Uniwersytet Warszawski)
- 1% (Total)

Bachelor of Science in Engineering
- 0% (Uniwersytet Warszawski)
- 7% (Total)

Other
- 1% (Uniwersytet Warszawski)
- 1% (Total)

■ Uniwersytet Warszawski
■ Total

● SURVEY QUESTION

What is your highest academic degree?

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Educational institutions (1/4)

University	Uniwersytet Warszawski	Total
Akademia Górniczo-Hutnicza w Krakowie	0,00%	1,84%
Akademia Humanistyczna im. A. Gieysztora w Pułtusku	0,00%	0,42%
Akademia Humanistyczno-Ekonomiczna w Łodzi	0,00%	0,79%
Akademia Krakowska Im. A. Frycza-Modrzewskiego w Krakowie	0,00%	0,42%
Akademia Leona Koźmińskiego	0,00%	0,56%
Akademia Medyczna we Wrocławiu	0,00%	0,09%
Akademia Techniczno-Humanistyczna w Bielsku-Białej	0,00%	0,22%
Collegium Civitas w Warszawie	0,00%	0,18%
Collegium Medicum w Krakowie	0,00%	0,12%
Gdańska Wyższa Szkoła Administracji	0,00%	0,07%
Gdańska Wyższa Szkoła Humanistyczna	0,00%	0,21%
Gdański Uniwersytet Medyczny	0,00%	0,14%
Górnosląska Wyższa Szkoła Handlowa im. Wojciecha Korfantego w Katowicach	0,00%	0,80%
Górnosląska Wyższa Szkoła Przedsiębiorczości	0,00%	0,07%
Katolicki Uniwersytet Lubelski Jana Pawla II	0,00%	1,90%
Małopolska Wyższa Szkoła Ekonomiczna	0,00%	0,09%
Politechnika Białostocka	0,00%	0,61%
Politechnika Częstochowska	0,00%	1,00%
Politechnika Gdańska	0,00%	1,02%
Politechnika Koszalińska	0,00%	0,55%
Politechnika Krakowska	0,00%	0,88%
Politechnika Łódzka	0,00%	1,57%

● SURVEY QUESTION

Which educational institution did you attend?

Educational institutions (2/4)

University	Uniwersytet Warszawski	Total
Politechnika Lubelska	0,00%	0,78%
Politechnika Opolska	0,00%	0,53%
Politechnika Poznańska	0,00%	1,12%
Politechnika Radomska	0,00%	0,89%
Politechnika Rzeszowska	0,00%	0,72%
Politechnika Śląska	0,00%	2,57%
Politechnika Świętokrzyska w Kielcach	0,00%	0,53%
Politechnika Szczecińska	0,00%	0,62%
Politechnika Warszawska	0,00%	2,03%
Politechnika Wrocławska	0,00%	2,12%
Polsko-Japońska Wyższa Szkoła Technik Komputerowych	0,00%	0,11%
Prywatna Wyższa Szkola Businessu i Administracji w Warszawie	0,00%	0,16%
Śląski Uniwersytet Medyczny w Katowicach	0,00%	0,14%
Szkoła Główna Gospodarstwa Wiejskiego w Warszawie	0,00%	1,50%
Szkoła Główna Handlowa w Warszawie	0,00%	1,85%
Szkoła Wyższa Psychologii Społecznej w Warszawie	0,00%	0,85%
Uniwersytet Ekonomiczny w Katowicach	0,00%	1,87%
Uniwersytet Ekonomiczny w Krakowie	0,00%	2,08%
Uniwersytet Ekonomiczny w Poznaniu	0,00%	1,59%
Uniwersytet Ekonomiczny we Wroclawiu	0,00%	1,96%
Uniwersytet Gdański	0,00%	2,06%
Uniwersytet Humanistyczno-Przyrodniczy Im. Jana Kochanowskiego w Kielcach	0,00%	0,80%

● SURVEY QUESTION

Which educational institution did you attend?

Educational institutions (3/4)

University	Uniwersytet Warszawski	Total
Uniwersytet im. Adama Mickiewicza w Poznaniu	0,00%	2,70%
Uniwersytet Jagielloński w Krakowie	0,00%	2,93%
Uniwersytet Kardynała Stefana Wyszyńskiego w Warszawie	0,00%	0,90%
Uniwersytet Kazimierza Wielkiego w Bydgoszczy	0,00%	0,71%
Uniwersytet Łódzki	0,00%	3,29%
Uniwersytet Marii Curie-Sklodowskiej w Lublinie	0,00%	2,49%
Uniwersytet Medyczny w Białymstoku	0,00%	0,04%
Uniwersytet Medyczny w Łodzi	0,00%	0,27%
Uniwersytet Medyczny w Poznaniu	0,00%	0,17%
Uniwersytet Mikolaja Kopernika w Toruniu	0,00%	2,16%
Uniwersytet Opolski	0,00%	0,80%
Uniwersytet Przyrodniczy w Lublinie	0,00%	0,44%
Uniwersytet Przyrodniczy w Poznaniu	0,00%	0,64%
Uniwersytet Rolniczy w Krakowie	0,00%	0,63%
Uniwersytet Rzeszowski	0,00%	0,73%
Uniwersytet Śląski w Katowicach	0,00%	3,26%
Uniwersytet Szczeciński	0,00%	1,53%
Uniwersytet w Białymstoku	0,00%	0,61%
Uniwersytet Warmińsko-Mazurski w Olsztynie	0,00%	1,46%
Uniwersytet Warszawski	100,00%	4,39%
Uniwersytet Wrocławski	0,00%	2,54%
Uniwersytet Zielonogórski	0,00%	1,18%

● SURVEY QUESTION

Which educational institution did you attend?

Educational institutions (4/4)

University	Uniwersytet Warszawski	Total
Warszawska Wyższa Szkoła Ekonomiczna	0,00%	0,29%
Warszawska Wyższa Szkoła Informatyki	0,00%	0,08%
Warszawski Uniwersytet Medyczny	0,00%	0,18%
Wyższa Szkoła Bankowa w Poznaniu	0,00%	0,91%
Wyższa Szkoła Biznesu - National-Louis University w Nowym Sączu	0,00%	0,29%
Wyższa Szkoła Ekonomiczno-Informatyczna w Warszawie	0,00%	0,49%
Wyższa Szkoła Ekonomii i Informatyki w Krakowie	0,00%	0,12%
Wyższa Szkoła Europejska im. ks. Józefa Tischnera w Krakowie	0,00%	0,03%
Wyższa Szkoła Finansów i Zarządzania w Białymstoku	0,00%	0,26%
Wyższa Szkoła Handlowa w Radomiu	0,00%	0,16%
Wyższa Szkoła Handlowa we Wrocławiu	0,00%	0,15%
Wyższa Szkoła Handlu i Finansów Międzynarodowych w Warszawie	0,00%	0,18%
Wyższa Szkoła Handlu i Prawa im. Ryszarda Łazarskiego w Warszawie	0,00%	0,59%
Wyższa Szkoła Informatyki i Zarządzania w Rzeszowie	0,00%	1,13%
Wyższa Szkoła Informatyki Stosowanej i Zarządzania w Warszawie	0,00%	0,20%
Wyższa Szkoła Informatyki w Łodzi	0,00%	0,20%
Wyższa Szkoła Informatyki, Zarządzania i Administracji w Warszawie	0,00%	0,12%
Wyższa Szkoła Zarządzania - The Polish Open University w Warszawie	0,00%	0,25%
Wyższa Szkoła Zarządzania i Finansów we Wrocławiu	0,00%	0,16%
Wyższa Szkoła Zarządzania i Prawa im. Heleny Chodkowskiej w Warszawie	0,00%	0,16%
Wyższa Szkoła Zarządzania i Prawa w Warszawie	0,00%	0,23%
Other	0,00%	19,52%

● SURVEY QUESTION

Which educational institution did you attend?

Are you ready

To DIG

DEEPER

into the world of
employer
branding

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THANK YOU!

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UNIVERSUM
Building Brands to Capture Talent

Ideal Employer Brand Report

The Ideal Employer Brand Report gives you unrivalled insight into the mind-set of professionals, and provides you with the information you need to develop an employer brand that attracts the talent you want!

Ideal Employer Rankings

Find out how attractive you are among your target group, how to understand your current position, and how to set and track targets for attractiveness.

Career Preferences

Understand what potential lateral recruits want from a career and look for in an employer. Find out if your current communicated message is attracting the talent group you want to reach or if you are wasting valuable time and money communicating the wrong things to the right people.

Your Employer Image

Gain insight into how you are perceived by the professionals that are attracted to you, revealing both strengths as well as weaknesses.

Competitor Benchmarking

Benchmark your employer image against five other employers of your choice.

CONSIDERED EMPLOYER BRAND REPORT

The Considered Employer Brand Report gives you unrivalled insight into the professional mind-set, and provides you with the information you need to develop an employer brand that attracts the talent you want! The Considered Employer Brand Report covers the following areas:

Ideal Employer Rankings

Find out how attractive you are among professionals, how to understand your current position, and how to set and track targets for attractiveness.

Competitor Insights

Gain insight into how your key competitors are perceived, revealing both strengths as well as weaknesses. Find out what are they communicating that makes them attractive employers.

Your potential attraction groups

Look closer at the professionals who view you as an employer that they would consider. And at the ones who have not considered you at all.

Career Preferences

Understand what professionals want from a career and look for in an employer. Find out if your current communicated messages are attracting the professionals you want to reach or if you are wasting valuable time and money communicating the wrong things to the right people.

Internal Identity brand Report

**The Internal Identity Brand Report gives you unrevealed insights into the mindset of
your employees. You can study your employees´ perception of you as an employer, how satisfied they are at work, and compare the results with the peers of your own choice.**

Career and Employer Preferences

Find out what career opportunities you are perceived to offer internally and who your main competitors are.

Current Work Situation

Gives you insights into how satisfied your employees are, what is making them more or less satisfied and how the satisfaction differs compared to your peers.

Employer Identity

With the Universum framework Driver of Employer Attractiveness this section uncovers what your employees associate with you as an employer.

Image/Identity Gap Analysis report

The Image/Identity Gap Analysis Report provides you with deep insight into the attitudes and preferences of your employees compared to the external group of professionals attracted to you. You get insights into the gaps and overlaps between the internal and external perception of you as an employer.

Career Preferences

Gives you insights into gap and overlap between the career preferences among your current employees and the attracted professionals. Find out who your main competitors are both internally and externally and what is attractive for the groups of talent.

Employer Identity vs. Image

Find out how well the career expectations and employer associations matches between what you can offer your current employees and what your potential future talent expect from you.

The challenge with professional recruitment is often related to how to reach the talent you want to attract. Where do the professionals gather information about interesting job opportunities and which channels would they want you as employers to use more frequently in the future? This report will give you recommendations on which channels to invest your budget in to increase your visibility and attractiveness among professionals.

MOST USED COMMUNICATION CHANNELS

- Channels used to find interesting job opportunities broken down by gender and type of channel

USE OF CHANNELS IN DIFFERENT STAGES

- Channels used to become interested in employers
- Channels used to find interesting job opportunities
- Channels used to evaluate employers
- Communication channels future vs. past

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WHERE TO FIND PROFESSIONALS

- Which channels professionals are visible in when not actively searching for a job
- Which online networks/communities the professionals use and how
- How to using online networks/communities for recruiting
- Which job boards professionals are visiting on and have their profile on