

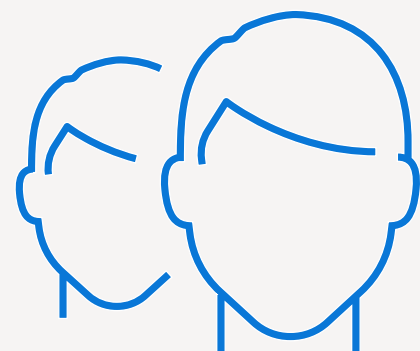
What Job Seekers Wish Employers Knew

Focus on Highly
Experienced Talent

JANUARY 2023



Highly experienced talent



Highly experienced talent consists of employees who have more than 20 years of work experience and have obtained a master's or higher advanced degree

5,318
respondents



68% believe they are in a positive negotiating position; 39% say they are approached with job opportunities a few times per year



They care most about salary and work-life balance, but also value a good relationship with their manager and interesting, impactful work



They will reject a good offer if they doubt company values and culture



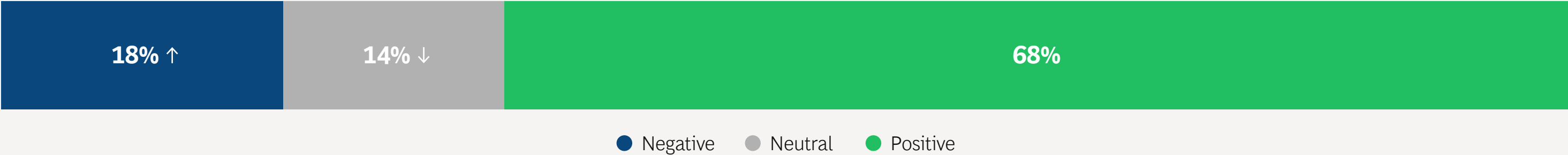
The best way to approach them is through personal outreach by someone in their professional network



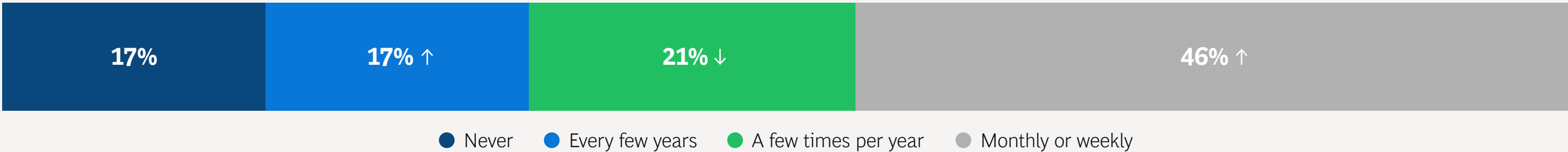
One-third of these respondents say that when looking for a new job, they focus on a more interesting and senior position

Highly experienced candidates are approached about job opportunities often and are generally confident about their negotiating position

How do you perceive your negotiating position?



How often are you approached with potential job opportunities?

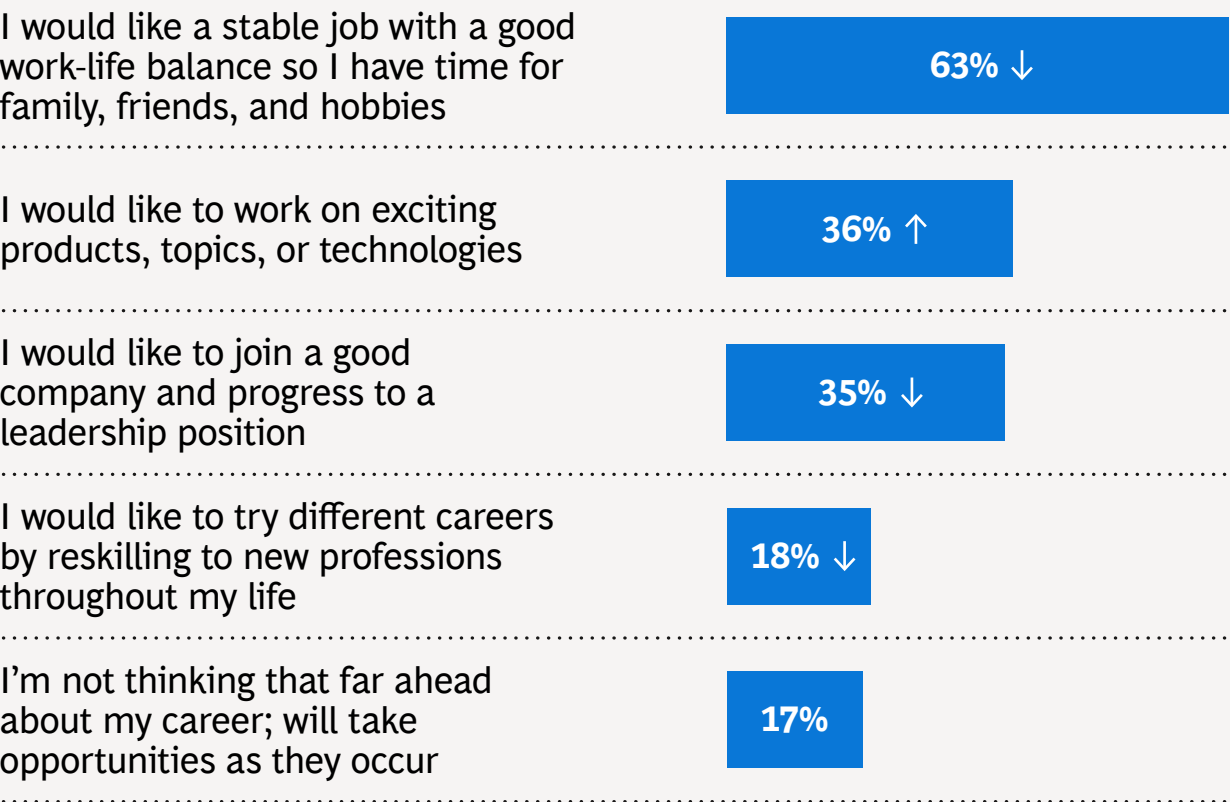


Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.

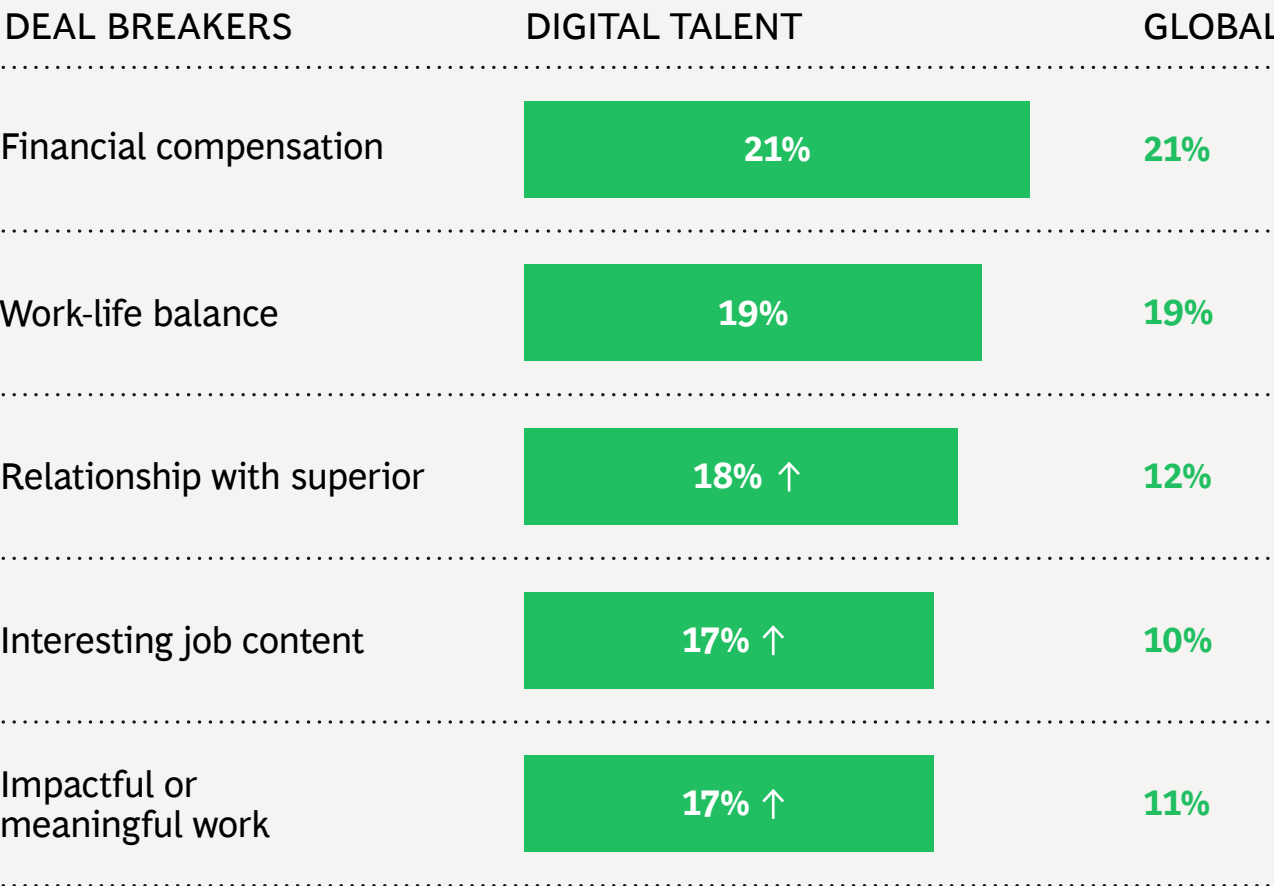
↑ >3% higher than the average job seeker ↓ >3% lower than the average job seeker

Apart from a good work-life balance, highly experienced employees value having interesting topics to work on and having a good relationship with their manager

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.

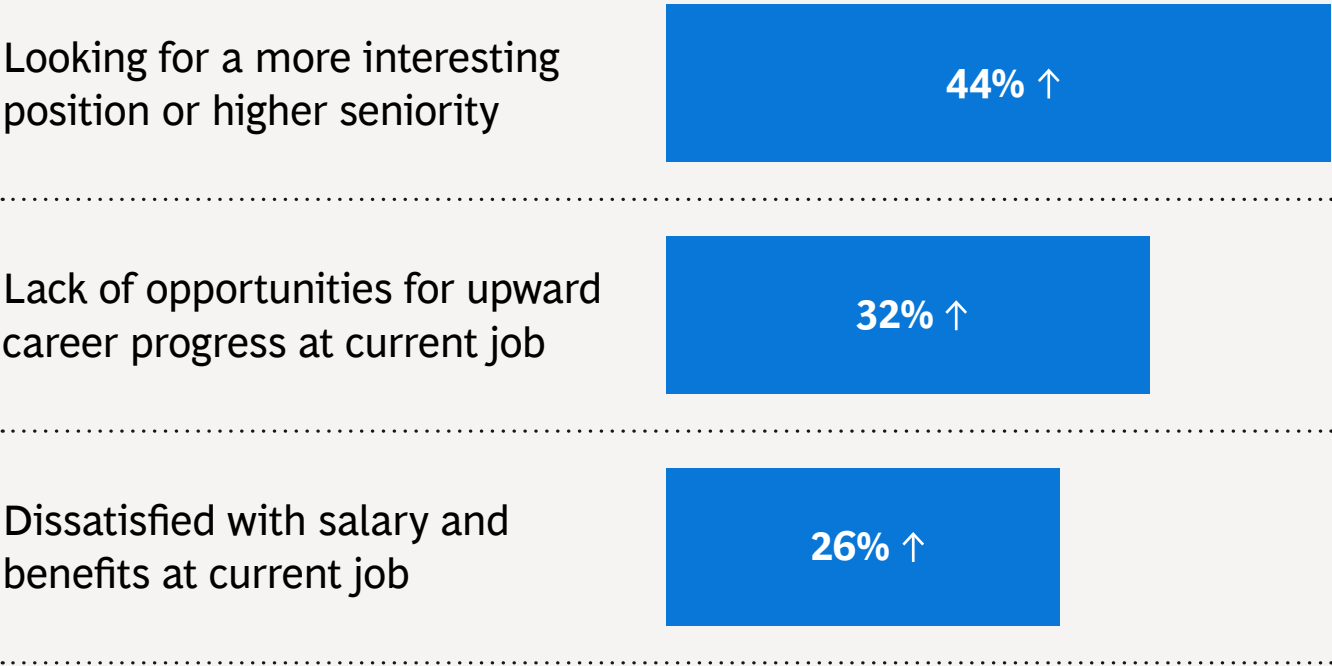
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Highly experienced employees seek higher seniority and career progress, and companies can draw their interest by offering a higher salary

ACTIVE CANDIDATES

32% of respondents are actively searching for a job

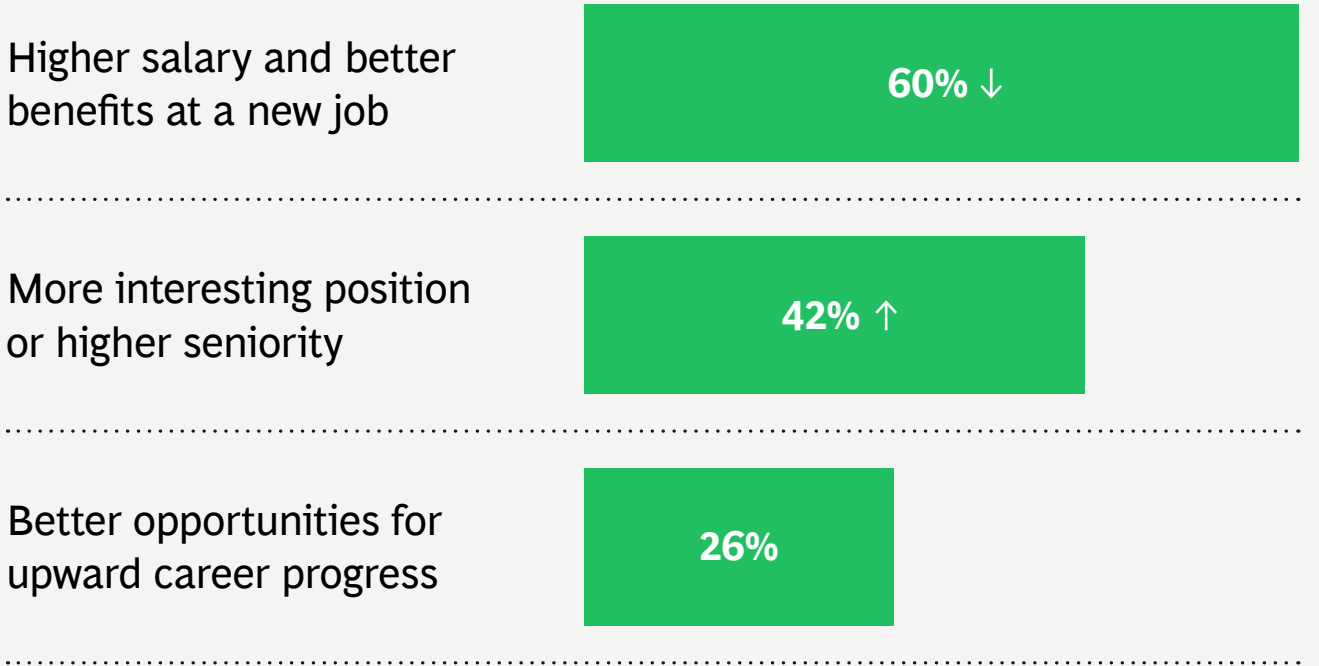
WHY ARE YOU LOOKING FOR A NEW JOB?



PASSIVE CANDIDATES

54% of respondents are not searching for a job, but would consider a good offer

HOW COULD AN OFFER CATCH YOUR INTEREST?



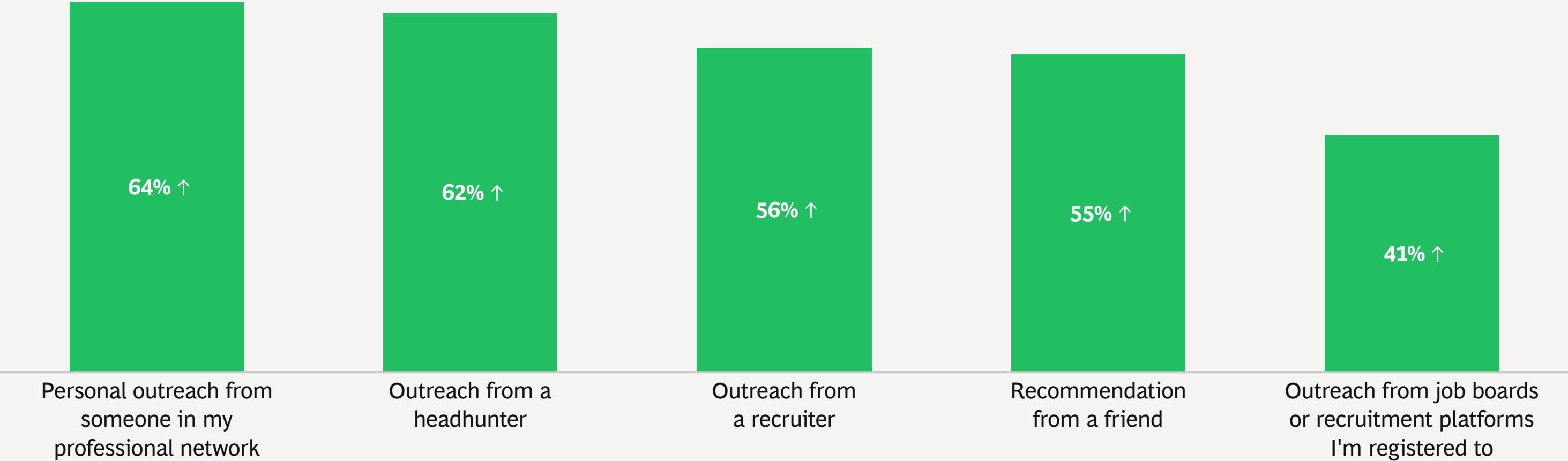
Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.

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Preferences along the recruitment journey for highly experienced talent



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



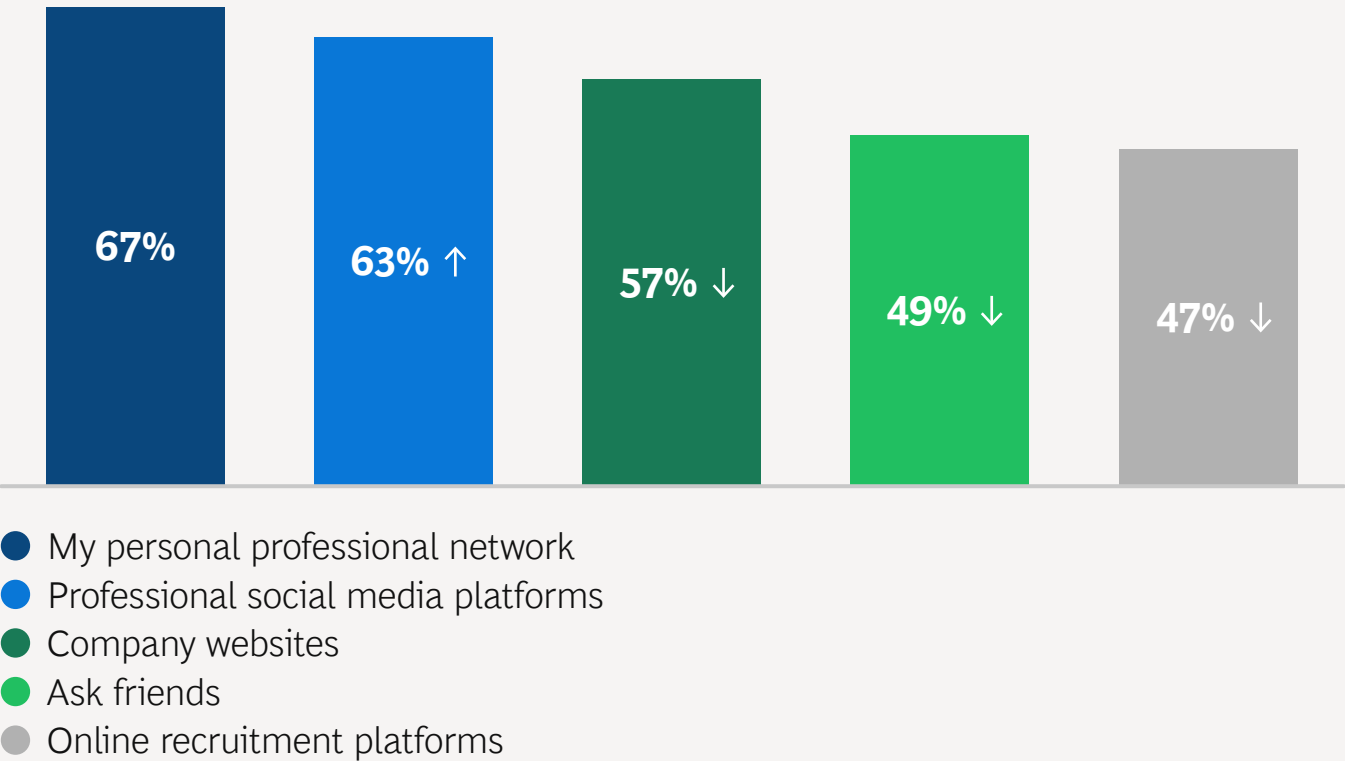
Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.
Note: Respondents were asked to select all options that were applicable.

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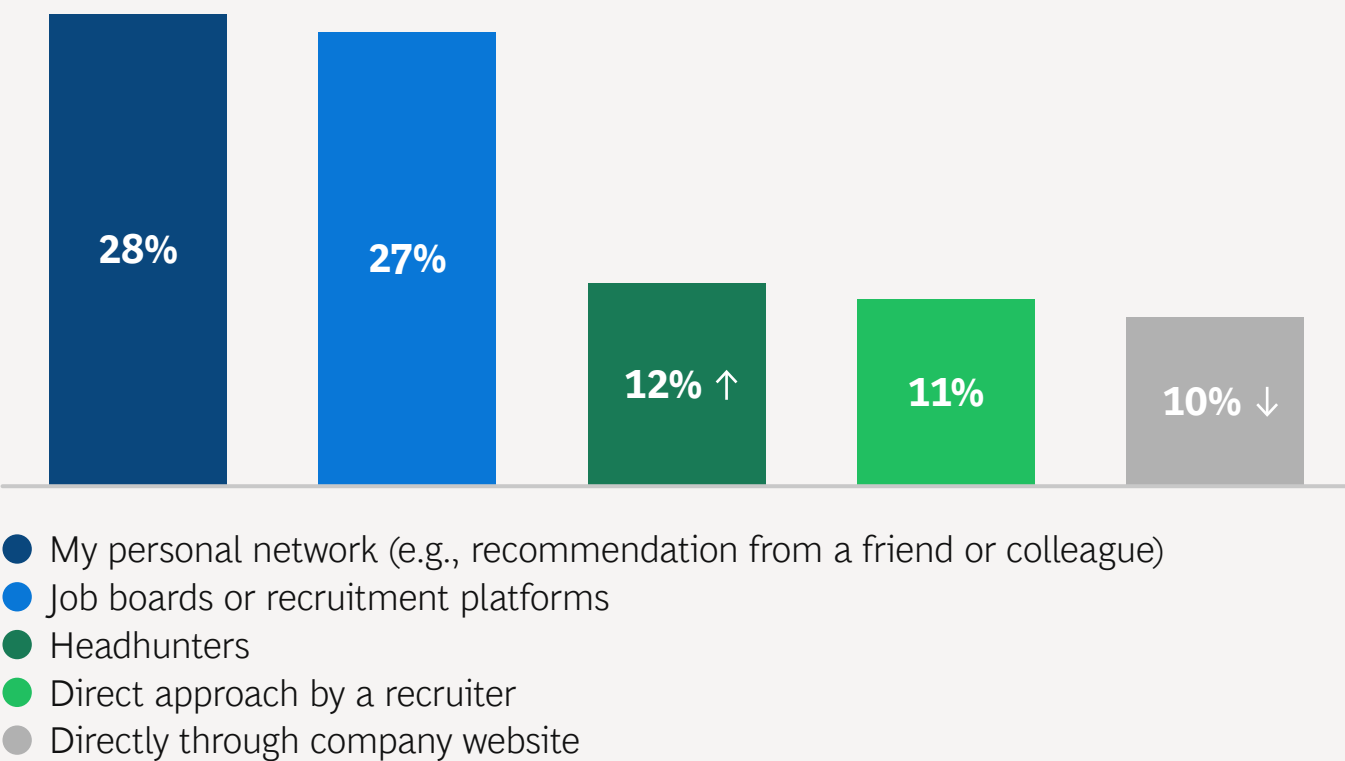
Preferences along the recruitment journey for highly experienced talent



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



Through which channels did you get your current job?



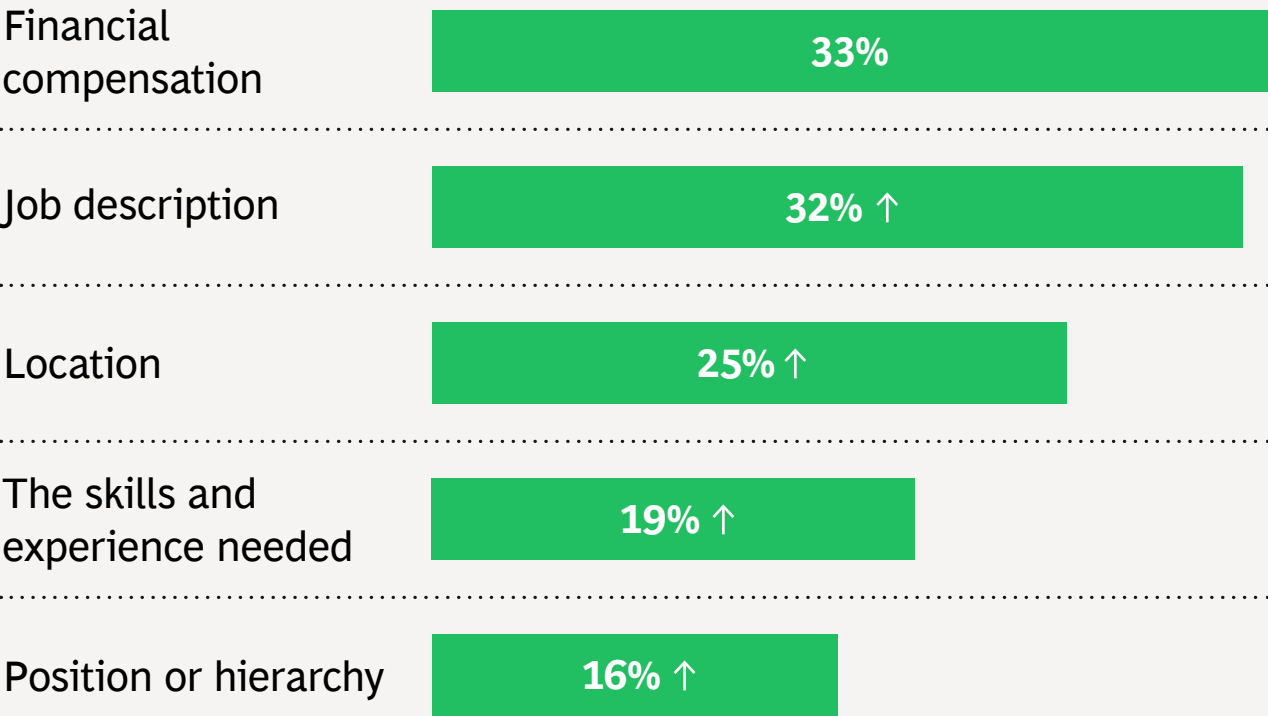
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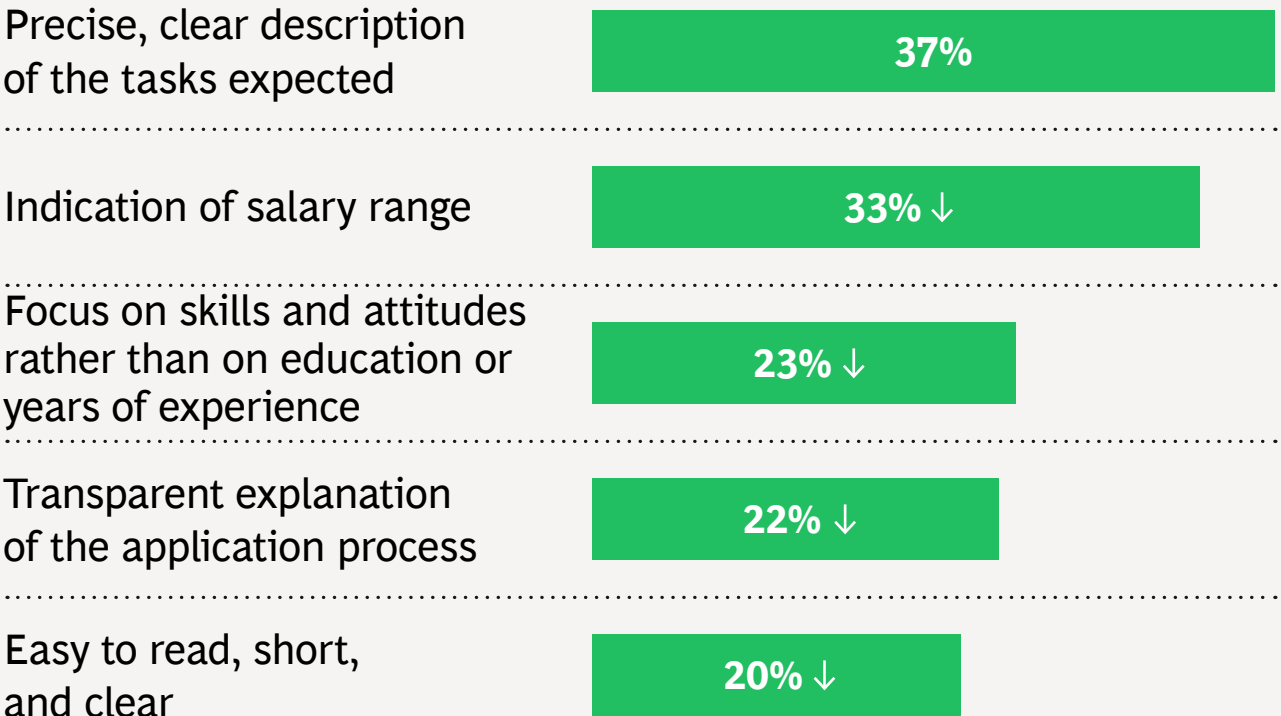
Preferences along the recruitment journey for highly experienced talent



What do you look at first in a job ad?



What matters in a good job ad?



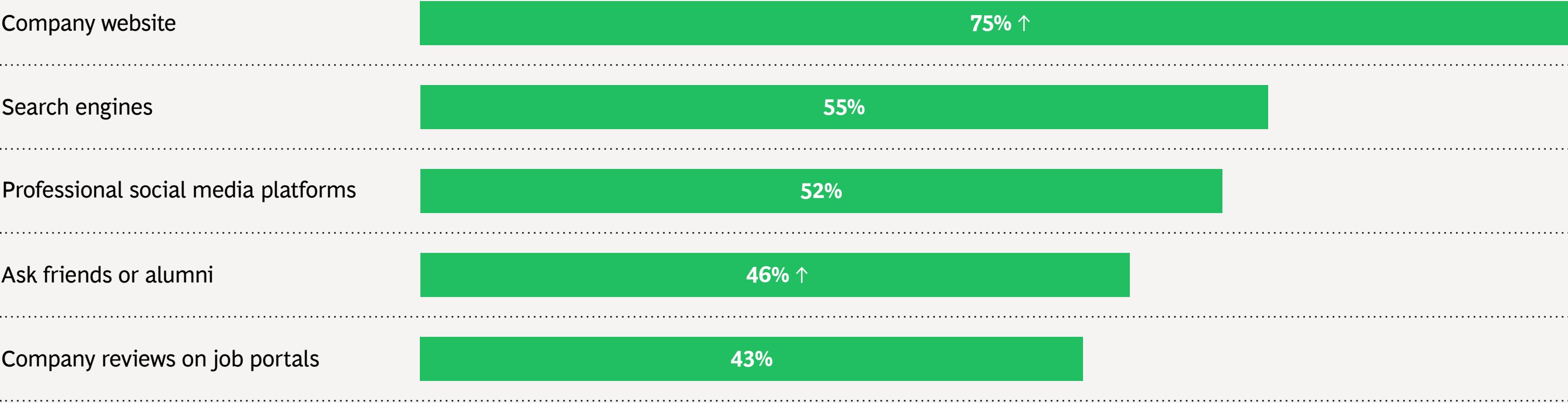
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Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.
Note: Respondents were asked to rate each option as “not important,” “neutral,” or “very important”; the percentages of respondents who chose “very important” for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

Preferences along the recruitment journey for highly experienced talent



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



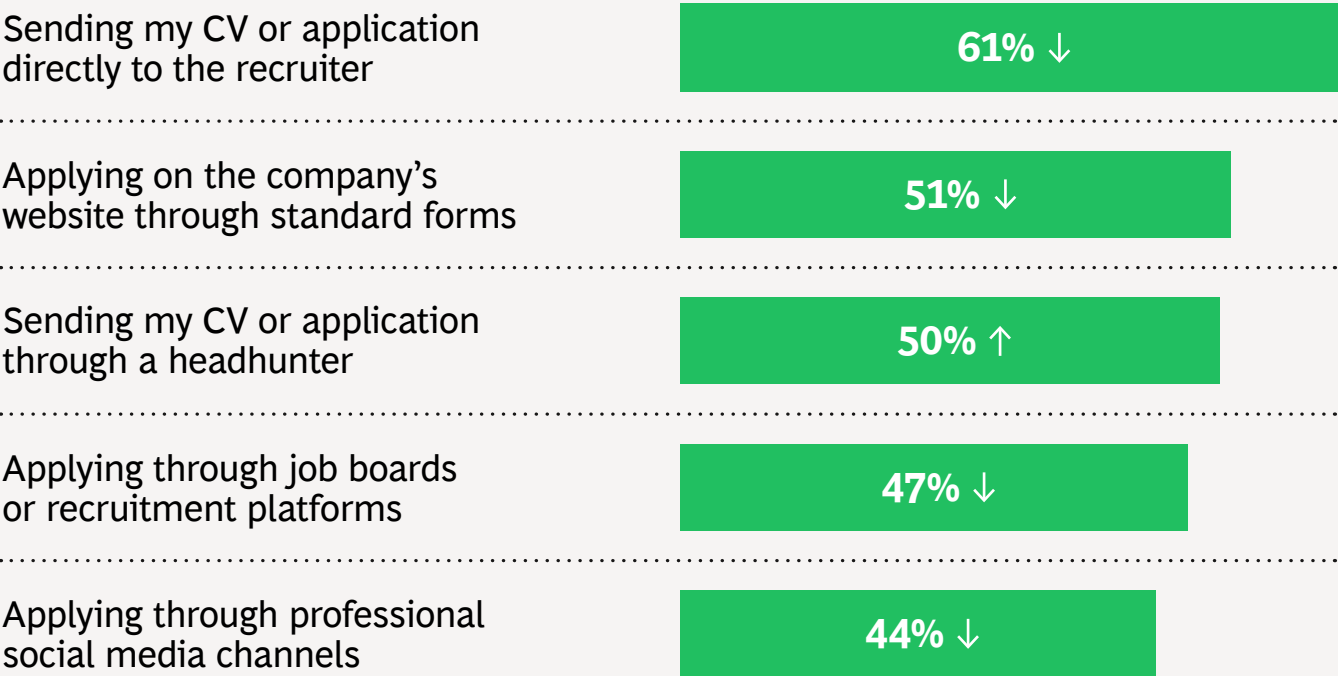
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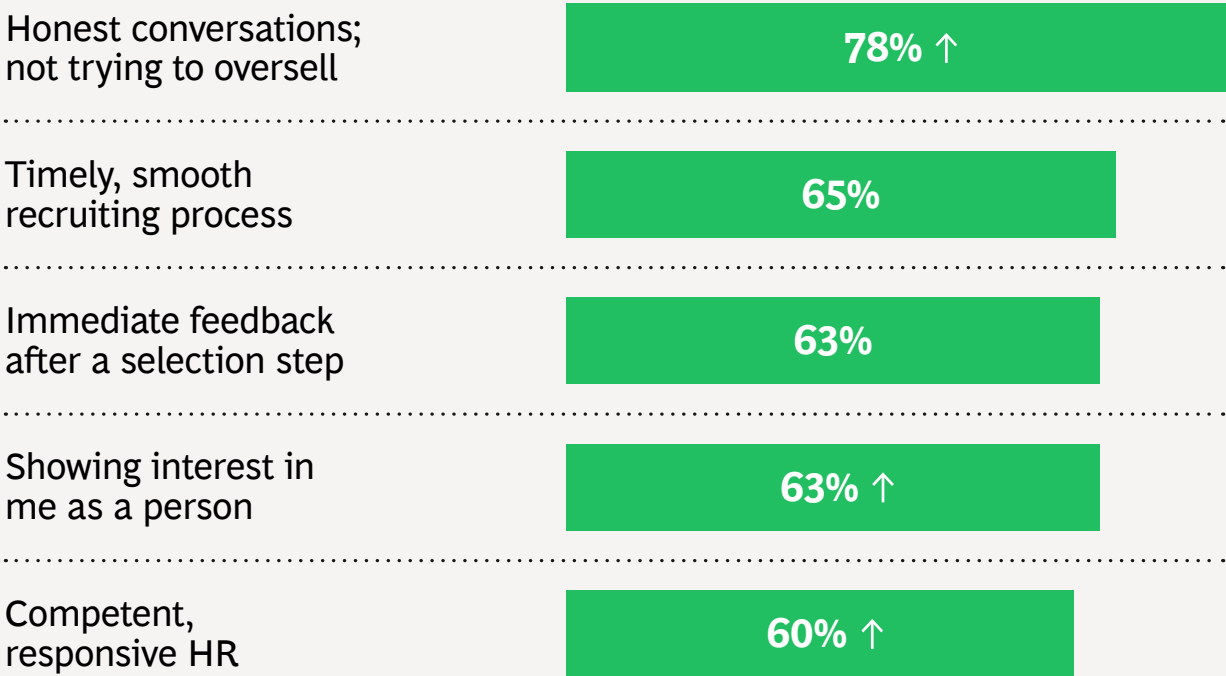
Preferences along the recruitment journey for highly experienced talent



Which application channels would you use?



What makes an employer stand out during application and selection?



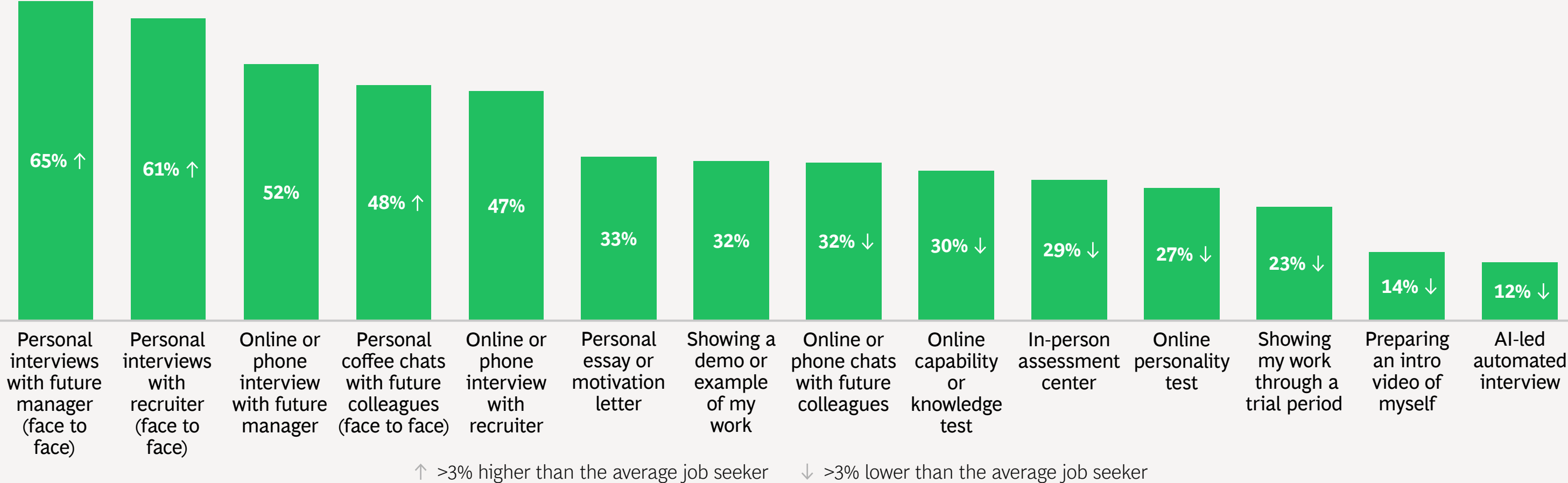
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Preferences along the recruitment journey for highly experienced talent



Which selection methods do you prefer?



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 highly experienced talent



What would make you refuse a good offer?

Strong negative experience during the selection process	61% ↑
Unprofessional selection process (e.g., too slow)	44% ↑
Lack of flexibility to match the offer to my needs	34% ↑
Doubts about company culture and values	33% ↑
Doubts about my future colleagues or manager	32% ↑

How can an employer motivate you to take the offer?

Being open to negotiation	68% ↑
Calls from my future manager to encourage me to take the offer	56% ↑
Tour of the workplace	54% ↑
Giving me space and time to decide	49%
Calls with senior leaders from the company to better understand the company and job	37% ↑

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