

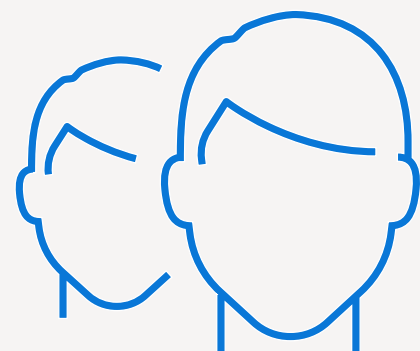
# What Job Seekers Wish Employers Knew

## 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



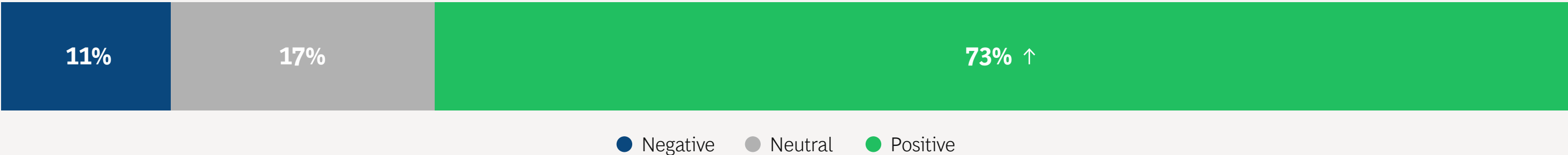
They can be best approached through direct personal outreach from friends, their network, or a headhunter



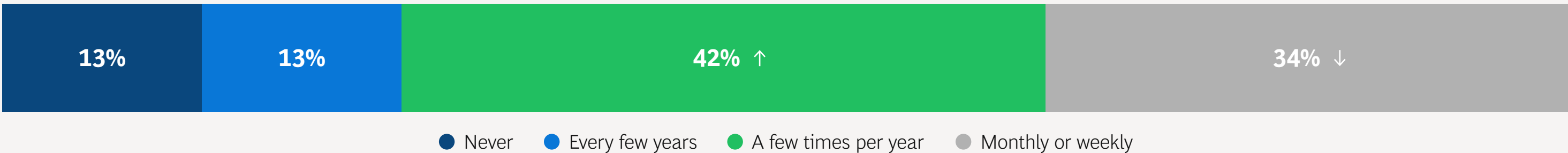
They expect a smooth process with a personal touch, and they take a particularly negative view of digital and AI solutions during recruitment

# 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.

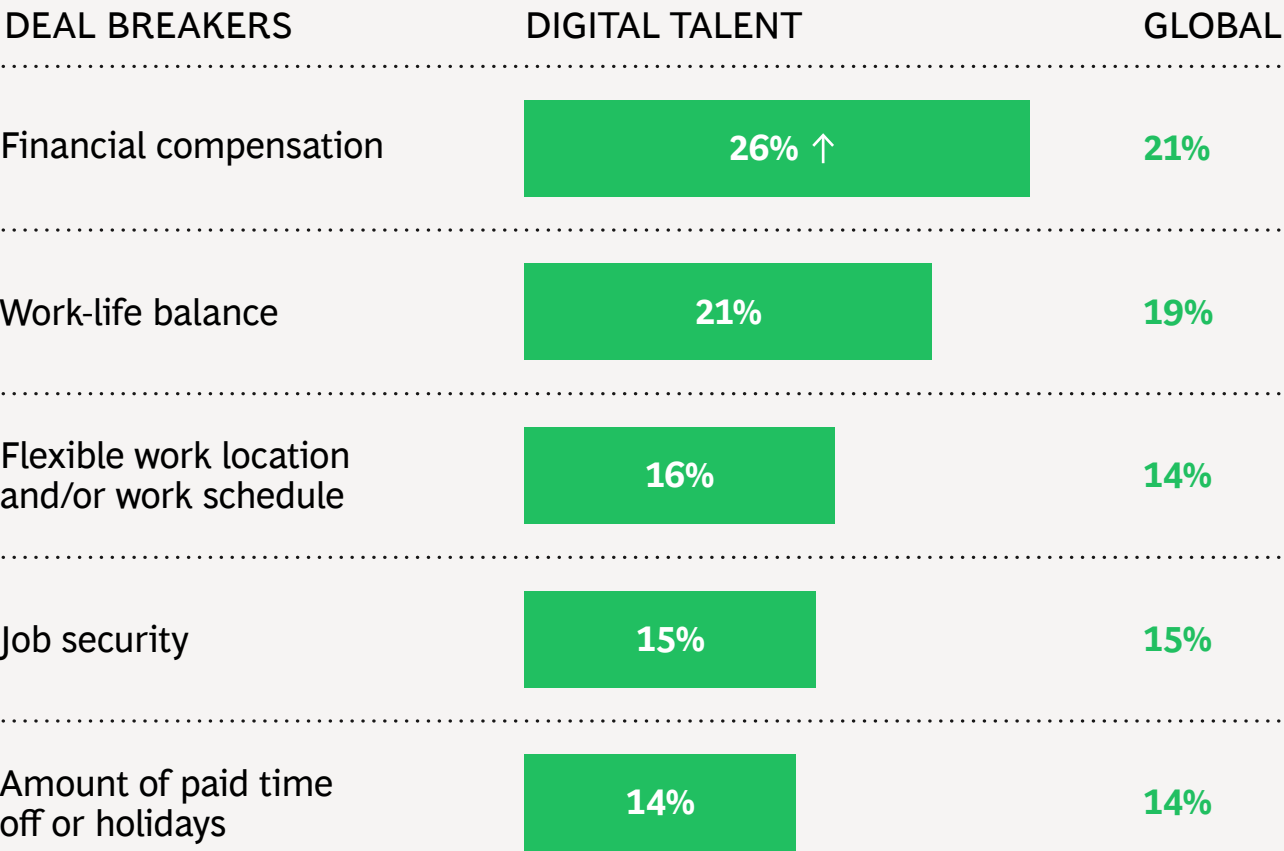
↑ >3% higher than the average job seeker    ↓ >3% lower than the average job seeker

# 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?

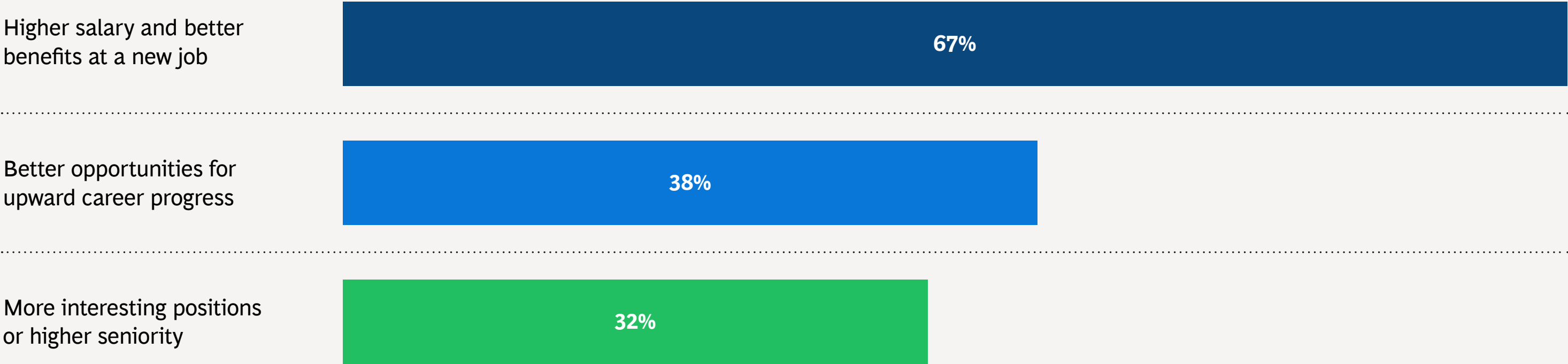


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# A higher salary and better career opportunities are key topics that can capture the attention of passive candidates

How could an offer catch your interest?



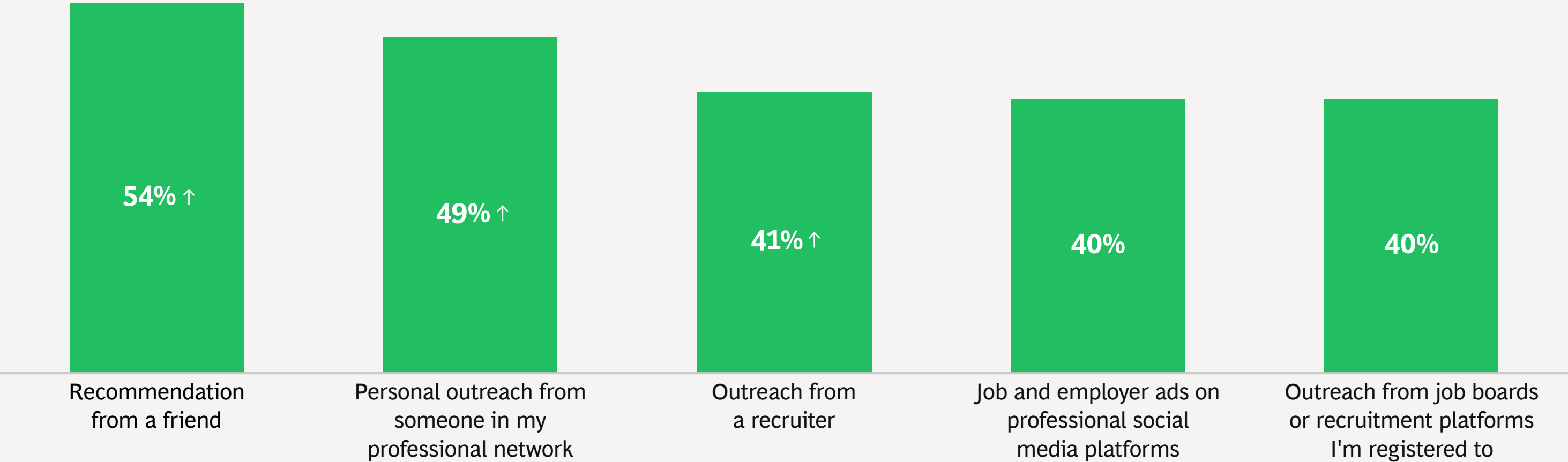
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Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.

# 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?



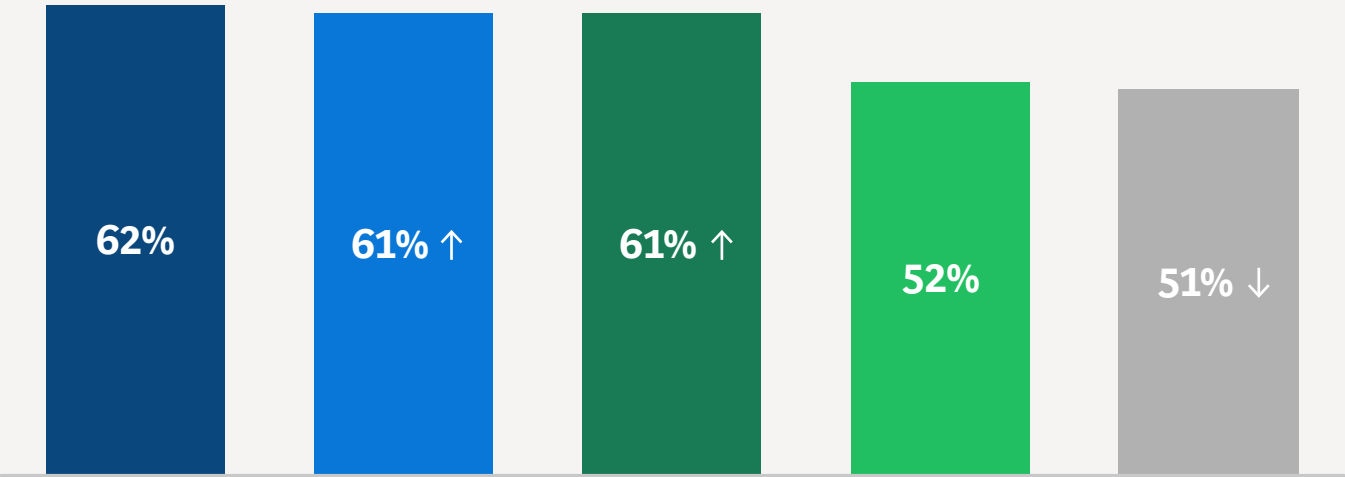
**Source:** 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.  
**Note:** Respondents were asked to select all options that were applicable.

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# Preferences along the recruitment journey for passive job seekers

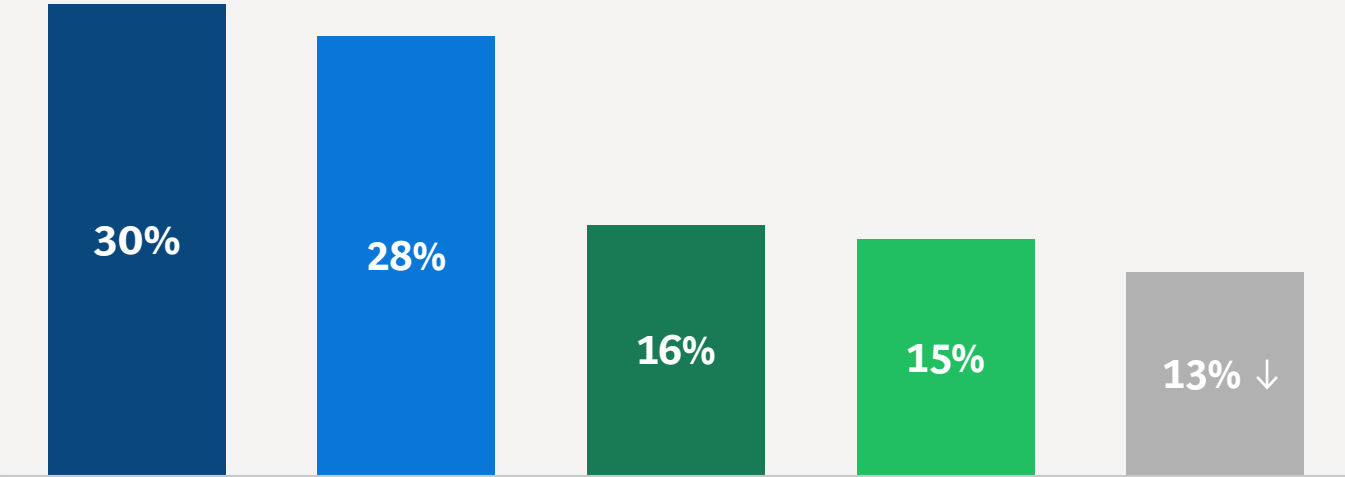


Which channels would you use when looking for a new job?



- 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

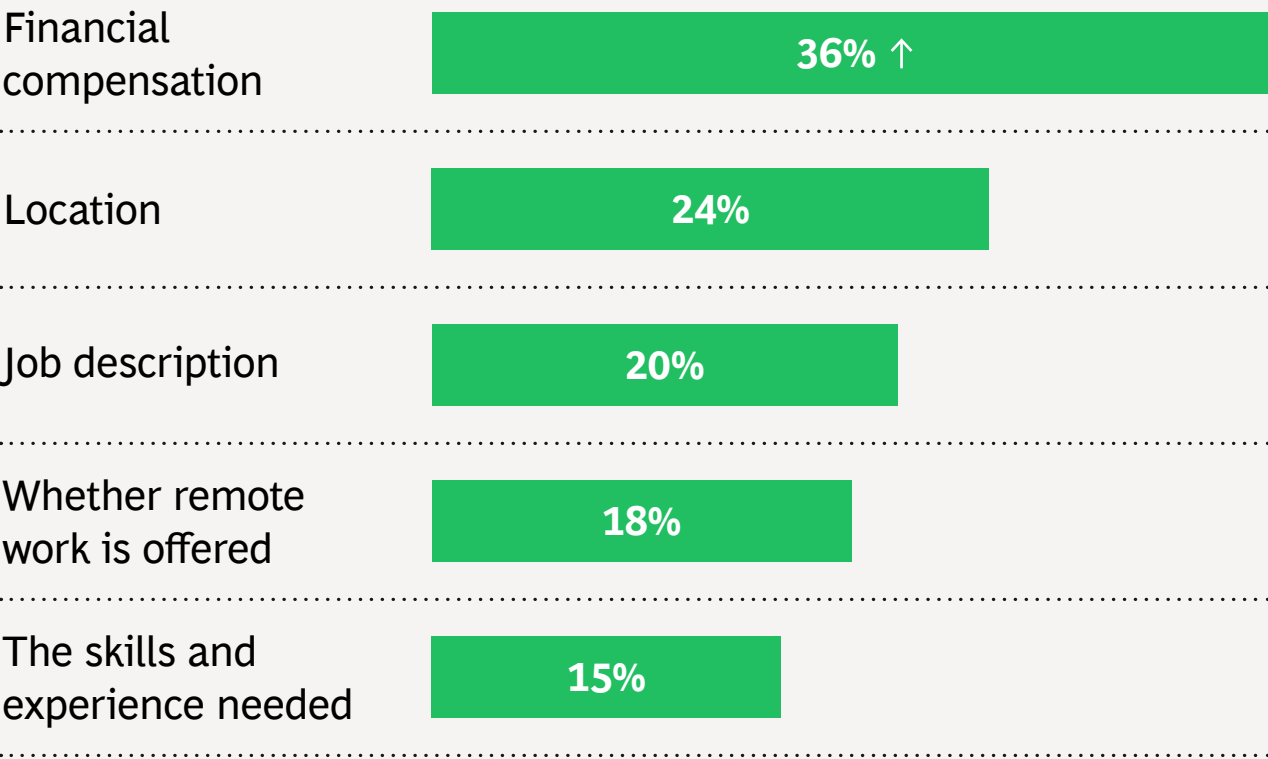
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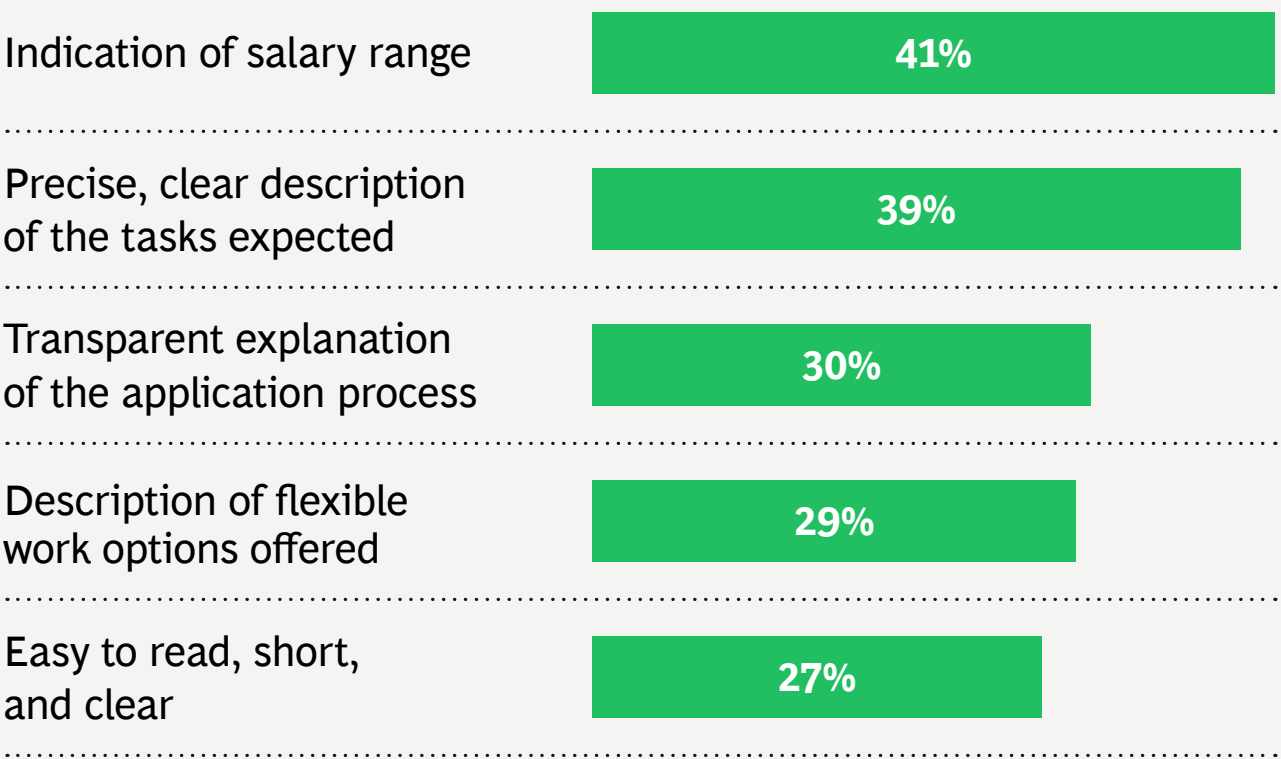
# Preferences along the recruitment journey for passive job seekersv



## What do you look at first in a job ad?



## What matters in a good job ad?



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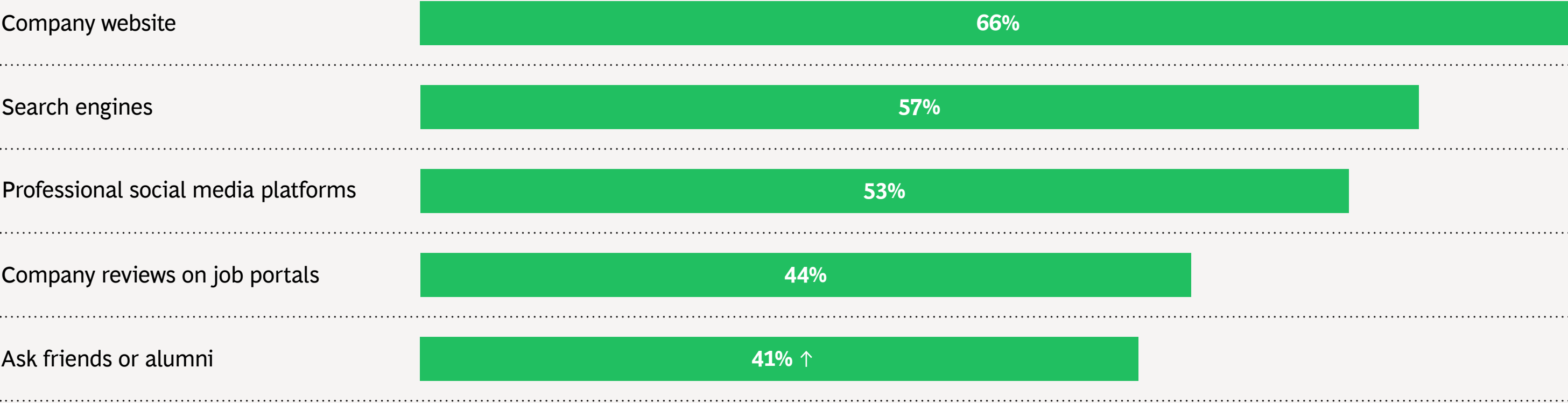
**Source:** 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.  
**Note:** Respondents were asked to rate each option as “not important,” “neutral,” or “very important”; the percentages of respondents who chose “very important” for each factor are shown here.



# Preferences along the recruitment journey for passive job seekers



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



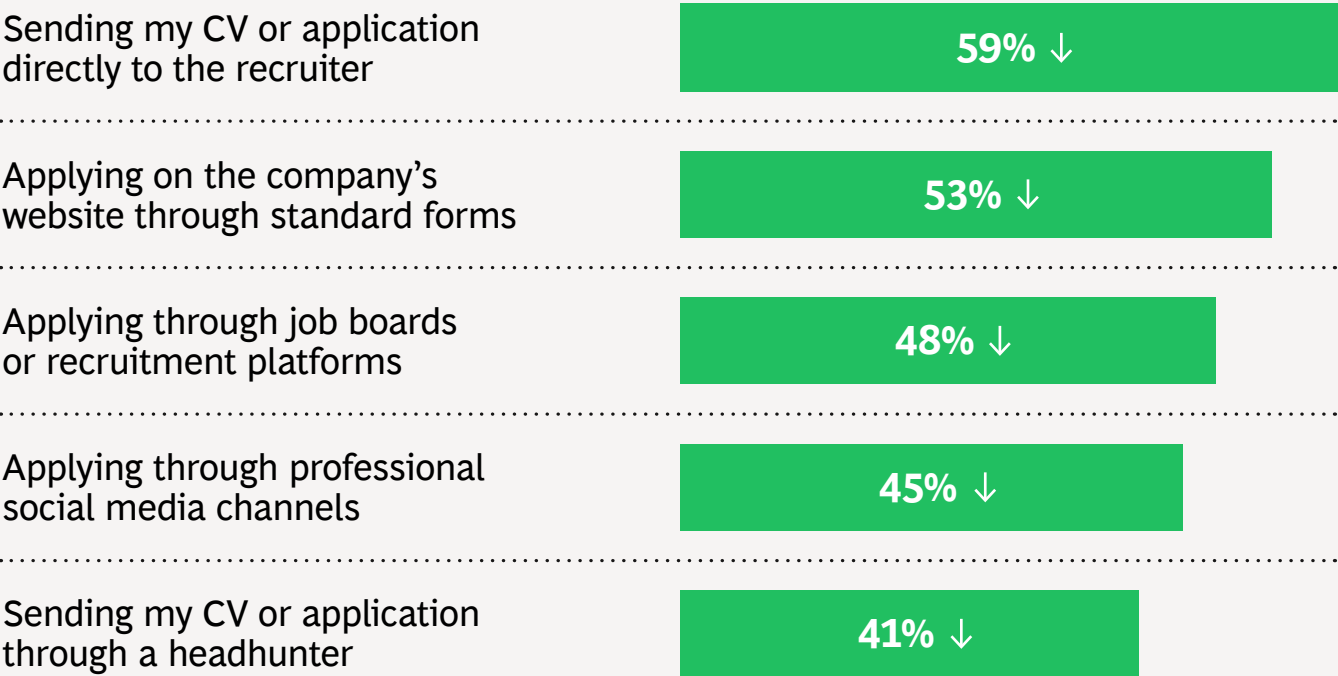
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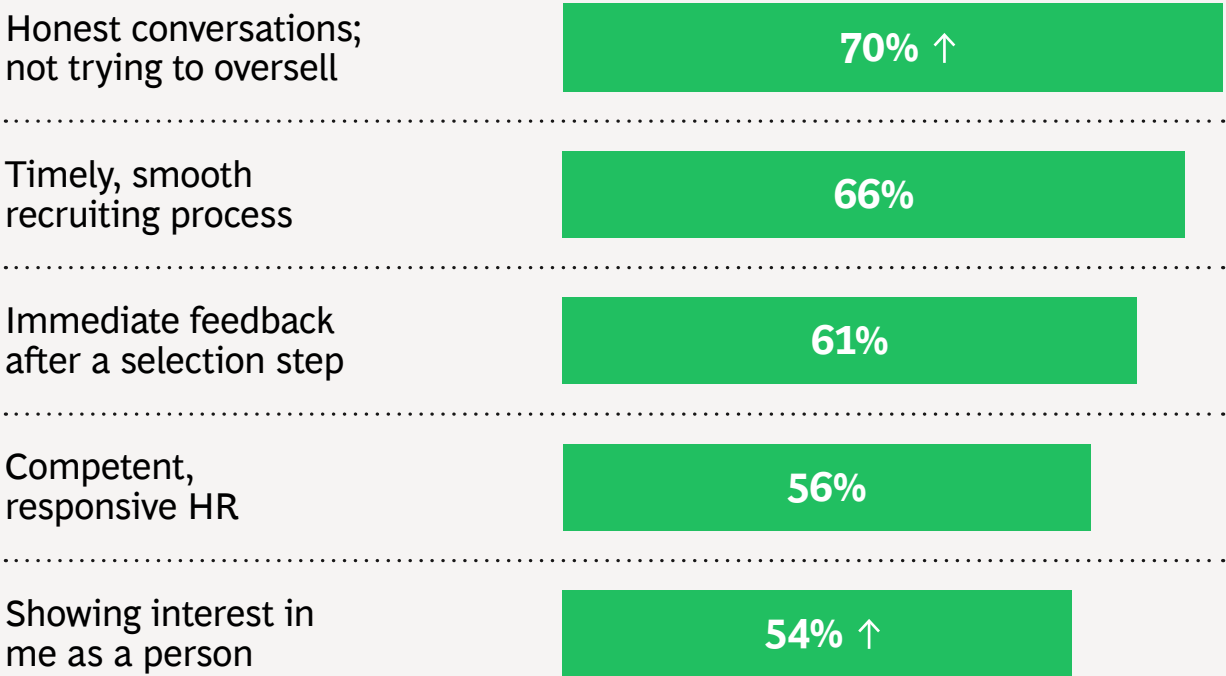
# Preferences along the recruitment journey for passive job seekers



## Which application channels would you use?



## What makes an employer stand out during application and selection?



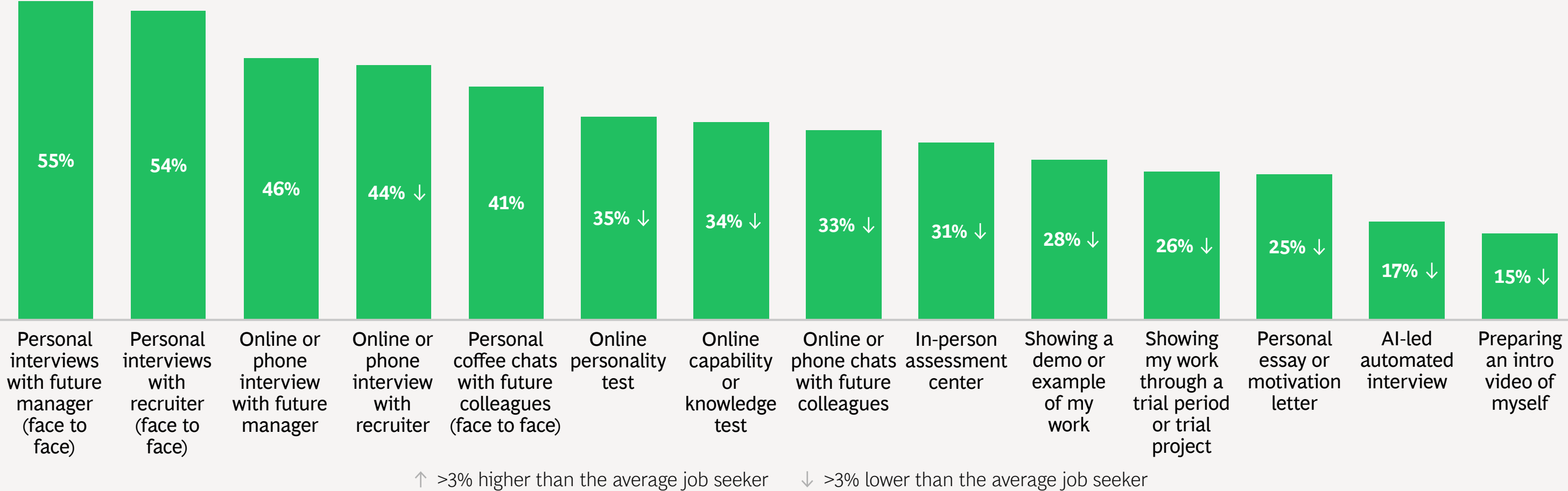
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# Preferences along the recruitment journey for passive job seekers



## Which selection methods do you prefer?

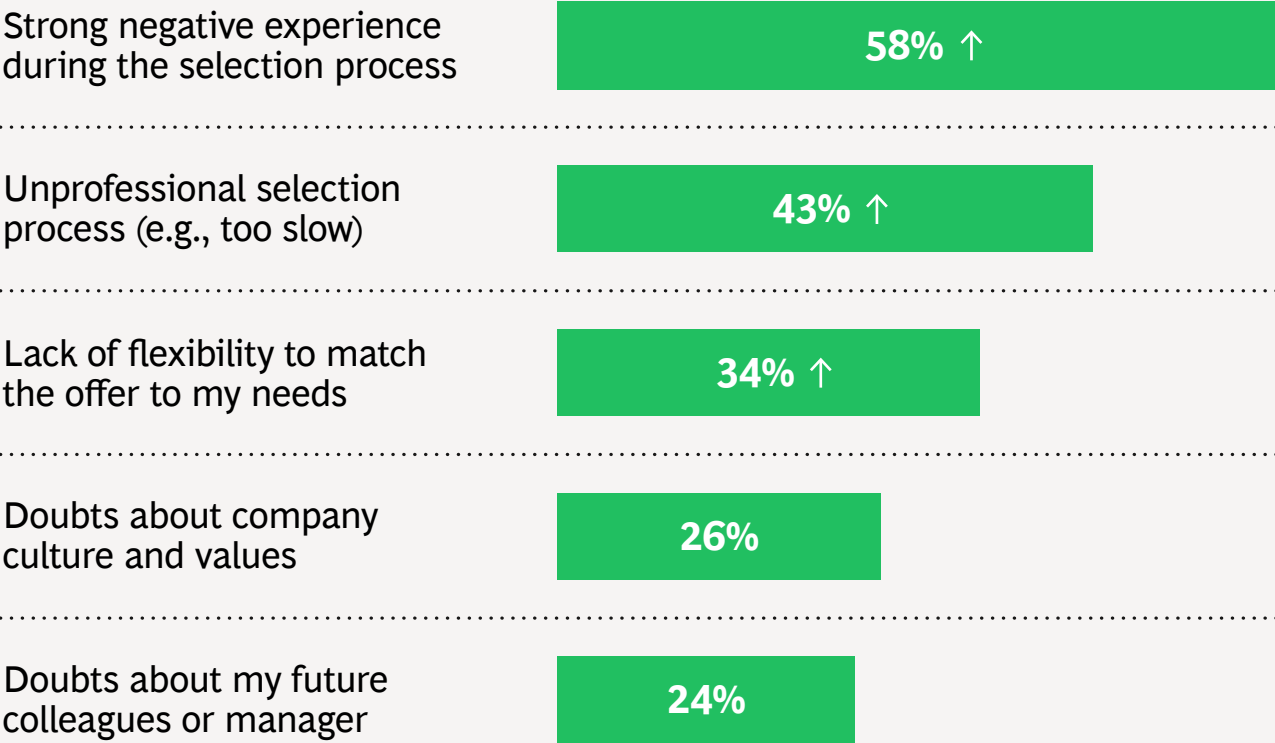


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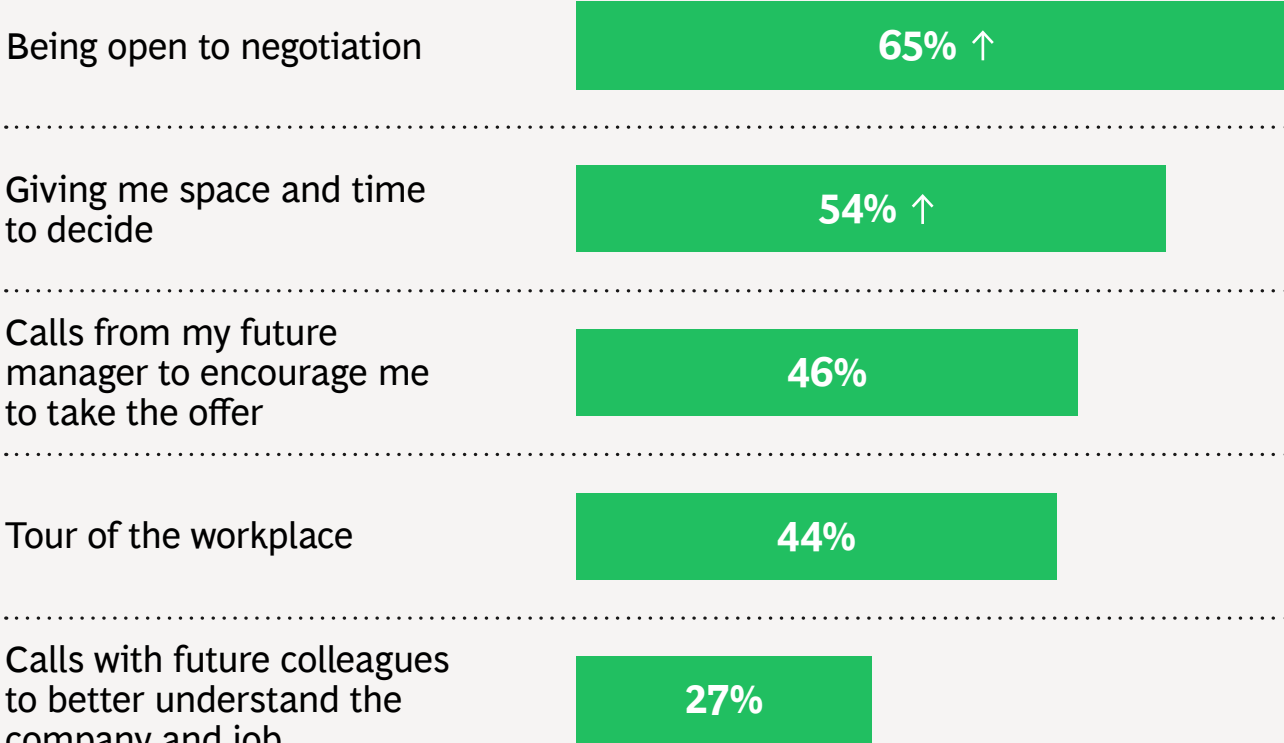
# Preferences along the recruitment journey for passive job seekers



## 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.