



cracking the talent code:

your guide to deciphering the perfect benefits package for office workers.

Talent scarcity. Employee retention. Remote work. These are challenges keeping leaders up at night. To cut through these obstacles, you need to craft compelling benefits packages that deliver what workers are actually looking for. To help you crack the complex code, we asked Canadians what they want in an employer. We surveyed professionals about the benefits and perks that would make them more likely to accept a job offer or stay with their employer if the base salary was comparable.



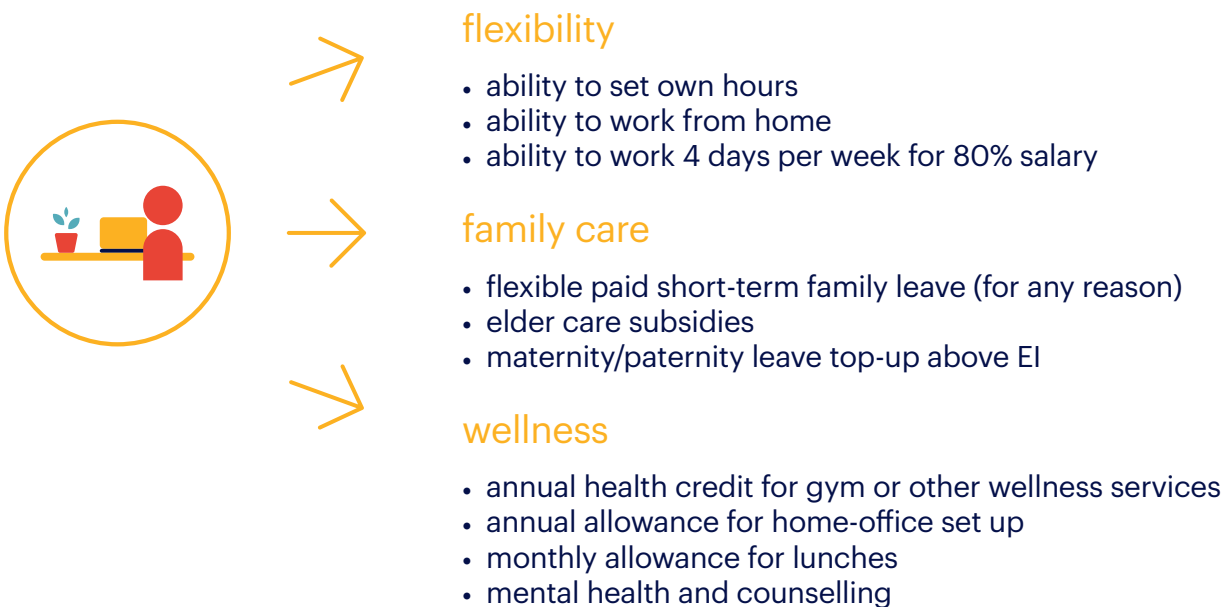
a deep dive on benefits.

To cover your bases and remain competitive in the job market, **you should have most, if not all, of the traditional benefits factored into your compensation plan.** On the less traditional side, small convenience perks make a big difference in job seekers’ eyes. **Perks that enhance lifestyle** such as employee discounts, gym memberships, and free snacks are top picks to sway office workers.



what does work-life balance really mean?

The pandemic ushered in an era of unprecedented ‘work flexibility’ - but what does that really mean to workers? Well, above all, **workers want the autonomy to choose their own hours and work location.** Interestingly, **24% of workers are even willing to give up 20% of their pay for more flexibility and time off.** On the family care side, workers are focused on flexibility, too. Having flex leave to spend as needed is a plus. Meanwhile, elder care is a growing concern for office workers, outpacing the desire for childcare by a good margin.



supporting employees’ potential.

Office workers are thinking about more than the job they’re accepting today; they’re looking at future potential. **Notably, they’re seeking roles with advancement opportunities within 6 months to 1 year.** Offering upskilling and opportunities for employees to grow with your company shows that you’re willing to invest in your people and their success. That commitment is a tick in the ‘pro’ column for office workers when choosing a potential employer.

upskilling

- professional development and on-the-job training
- upskilling for jobs expected to be automated
- tuition reimbursement

rewards and recognition

- merit-based performance bonus program (approx +3% salary)
- goal-based profit-sharing plan (30% of base salary)
- annual bonus structure (approx +5% salary)

career advancement

- opportunity to be promoted within a year
- opportunity to grow into a leadership role
- opportunity to increase salary within 6 months

job security

- work for a financially stable company
- financial bonuses for years of service
- job is unionized

making your workplace culture shine.

Who doesn’t want to feel proud of where they work? **Today’s office workers are prioritizing working for an organization where the vision and goals for the future align with their own.** Choosing an employer that’s committed to a common vision fosters a sense of belonging and community, and keeps workers motivated and engaged much more than more traditional benefits ever could, especially in today’s fragmented world of remote work.

company culture

- personalized recognition from leaders
- leaders and company focus on social purpose, not just profit
- corporate sponsorship of community events and charities

social responsibility

- commitment to equal pay for equal work
- mandatory anti-bias, harassment and microaggression training
- commitment to gender balance/representation at all levels

about this study

All data in this guide was collected from a survey Randstad Canada conducted in partnership with Ipsos in late 2021, with 1000 workers across the country.

Stay tuned for more insights as we dive deeper into the survey results for different demographics and further unravel the mystery of the talent code. Visit www.randstad.ca/crack-the-talent-code