



cracking the talent code:

your guide to deciphering the perfect benefits package for industrial 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 workers about the benefits and perks that would make them more likely to accept a job offer or stay with their current employer if the base salary was comparable.





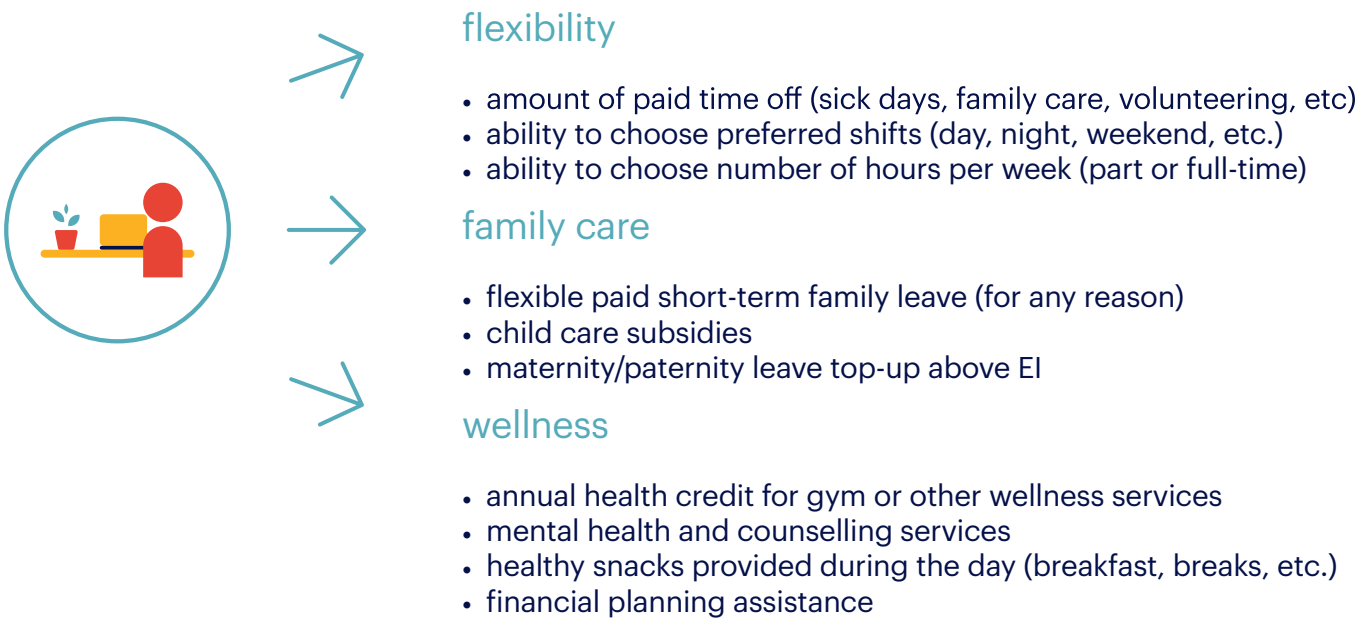
a deep dive on benefits.

For industrial workers, retirement planning ranks higher than it does for office workers. Interestingly, upskilling and opportunities for training are also more valued as a bonus perk. It's clear that industrial workers are future-minded and showing them that you have a clear plan to support their future - both through training and financially - is important to them.



what does work-life balance really mean?

Industrial workers highly value their time off. The top perk they're looking for is additional paid time off, particularly flex-time that can be used for any reason, without qualifications. Given the high rates of burnout in industrial sectors over the past few years, mental health is also a pressing concern, ranking higher than for office workers.



supporting employees' potential.

Receiving training to future-proof their career against automation and the ability to transition into higher paying roles down the line are key selling points for industrial workers. In terms of recognition, vacation is the most highly valued, with 57% of industrial workers saying they would like to be awarded extra vacation days for outstanding performance.

upskilling

- professional development and on-the-job training
- retraining for jobs that may be automated in the future
- discounts with educational institutions and online courses

rewards and recognition

- merit-based bonus vacation days
- retention bonuses
- merit-based recognition with senior leaders (i.e. coffee, lunch, dinner)

career advancement

- opportunity to switch to a higher paying role within 6 months
- opportunity to be promoted within 1 year
- gain experience that will look good to future employers

job security

- work for a financially stable company
- financial bonuses for years of service
- job does not have a 3-month probation period

making your workplace culture shine.

Industrial workers are motivated when their workplace fosters a sense of community and belonging. They value personal connections with their leaders and peers, and want to work for an organization that thinks beyond profit and cares for their people. Diversity in all forms is also extremely important to them - they value fairness above all, and that's exemplified by their desire for equal pay for work.

company culture

- personalized recognition from leaders (i.e. thank you notes)
- peer recognition programs to nominate coworkers
- leaders and company focus on social purpose, not just profit

social responsibility

- commitment to equal pay for equal work
- commitment to increasing diversity in workplace (women, BIPOC)
- commitment to observing important dates and holidays for diverse groups

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