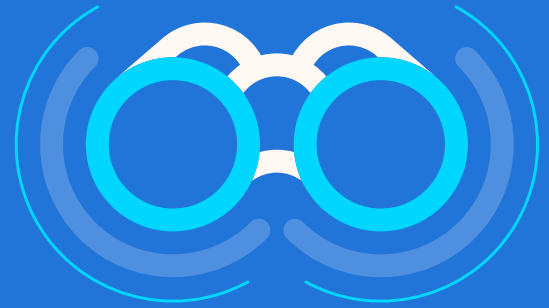


navigating talent and career perspectives in 2024.

a comparative look at the U.S. vs. Canada

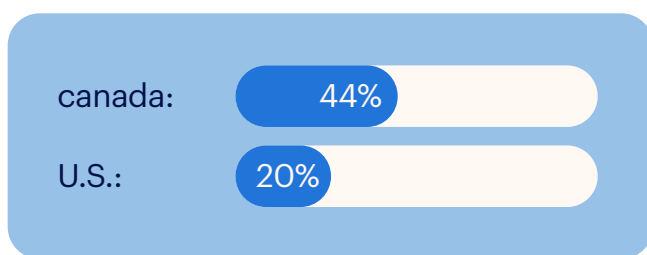


In an effort to understand professional ambitions and workplace priorities, Randstad conducted a survey that reached talent from various corners of the globe. Let's delve into the unique outlooks shaping today's workforce, shedding light on intriguing similarities and differences among workers in the U.S. and Canada.

ambitious... but not at the expense of work-life balance

The data may suggest a more optimistic outlook among American professionals regarding their career trajectories, as 56% feel ambitious about their current careers, compared to 51% in Canada. This is also reflected in their employees' feelings of job security, where close to a quarter more Canadians fear losing their jobs compared to their US counterparts. Ambition does carry different meanings, though, as 38% of U.S. workers seek additional managerial responsibilities, compared to 52% of Canadian respondents who aspire to take on more leadership roles.

job security: "I am worried about losing my job"



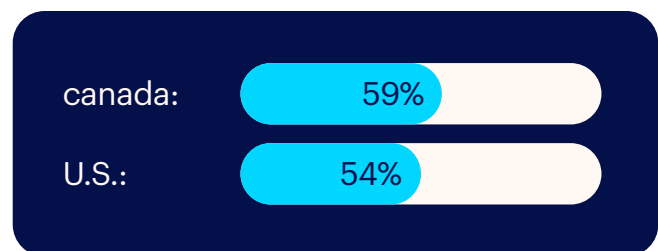
Both countries place a high emphasis on flexibility and work-life balance. 58% of Canadians vs. 56% Americans said that they would not accept a job offer that negatively impacted their work-life balance. When it comes to remote work preferences, Canada exhibits a stronger demand: 47% of Canadians consider remote work a non-negotiable when job searching, vs. 36% of Americans.

matching talent values to overcome a generation gap

Employees from both countries seek value alignment, although a nuanced difference is observed. While U.S. professionals prioritize proactive diversity efforts, Canadian professionals put a bit more emphasis on social and environmental values.

In both countries, a significant percentage of Generation Z and Millennials feel that their employers do not fully understand their generation, indicating a potential gap in communication that organizations need to address for better intergenerational collaboration. A concerning data point: more than half of respondents feel they have to hide parts of themselves at work. Despite efforts to create inclusive workplaces, employers still have work to do if they want their employees to feel comfortable expressing their true selves transparently and authentically.

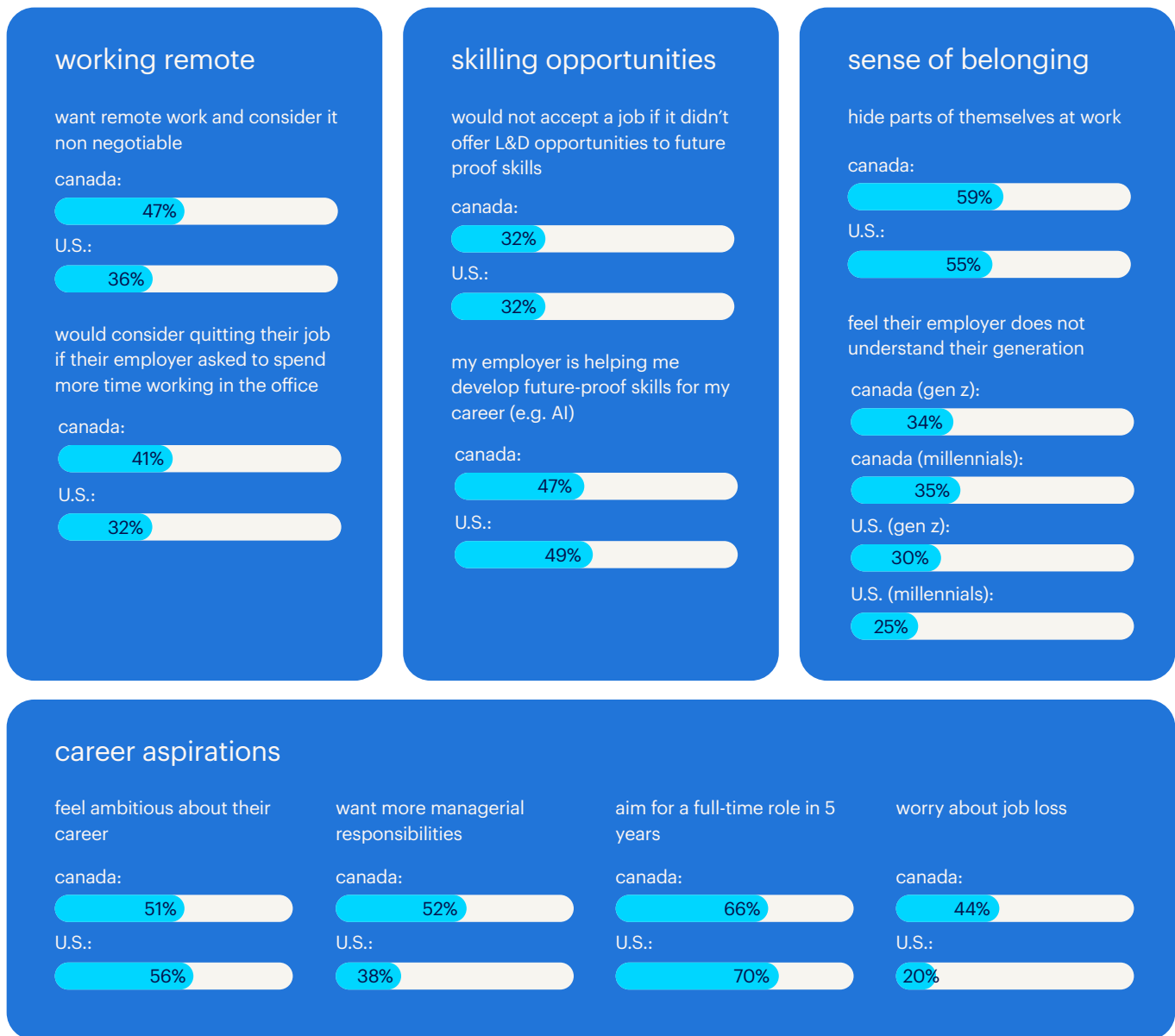
workplace transparency: "I hide aspects of myself at work"



looking ahead: the importance of upskilling

Upskilling and reskilling have become increasingly sought after in companies. As a matter of fact, in both countries, job seekers said they would not accept a job if it didn't offer L&D opportunities to future-proof skills (32%). Priorities differ slightly: both Canadians and Americans share a common interest in AI, IT, and wellbeing. However, the U.S. places a particular emphasis on management and leadership skills, indicating a strong recognition of the importance of effective leadership in the workplace.

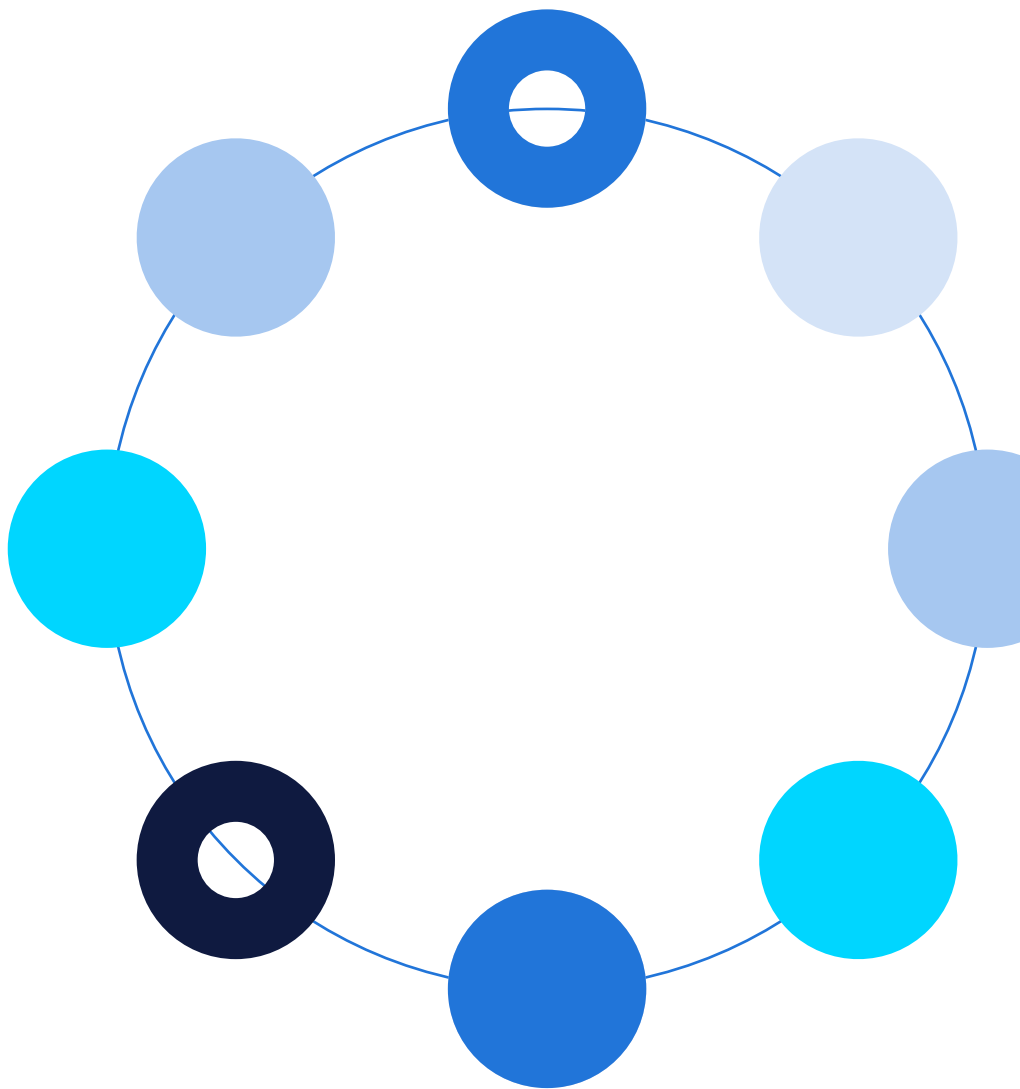
key insights - canada vs. U.S.



about workmonitor

Now in its 21st year, Randstad Workmonitor surveys working individuals in 34 markets across Europe, Asia-Pacific, and the Americas to gain insights into their attitudes, ambitions, and expectations amid ongoing transformations in the world of work. The online survey includes respondents aged 18–67, comprising those employed for at least 24 hours per week, sole traders, or individuals considering job-seeking in the future. There is a minimum sample size of 500 interviews per market. The 2024 study, conducted from October 23 to November 11, 2023, involved 27,000 workers.

Whether you are a job seeker looking to find a job that fits your needs and aspirations, or an employer searching for skilled and motivated people who will grow their business, we are here to help. We are your partner for talent. Connect with us at: [randstad.ca](https://www.randstad.ca)



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