



**- CHANGE YOUR MINDSET -
WHAT TODAY'S WORKFORCE
TRULY WANTS**

FLEXIBILITY FIRST

Hybrid and remote work options help professionals balance their work and personal life. In 2024, only 15% of HR leaders at flexible-work firms reported retention issues, compared to 45% at entirely on-site firms. By 2025, 83% of workers ranked work-life balance ahead of pay (82%).

**CAREER PATHWAYS &
DEVELOPMENT**

Structured advancement and mentoring drive retention. Employees with career development stay 34% longer, and younger generations rank learning opportunities among their top three job factors.

PURPOSE AND IMPACT

Nearly 9 in 10 Gen Z and millennials say purpose is essential to job satisfaction, with many seeking roles that connect to broader goals.

BENEFITS BEYOND PAY

Health, retirement, and leave benefits greatly impact job choices. Surveys reveal 88% of employers focus on healthcare and 81% on retirement and leave.

RESPECTFUL CULTURE

A culture of respect and psychological safety boosts engagement. In 2025, 43% of employees reported feeling directionless due to a lack of leadership alignment.

UPSKILLING & GROWTH

Continuous learning is expected. Reports show 85% of employers plan to prioritize upskilling in the next few years.

**TRANSPARENT
COMMUNICATION**

Workers want regular feedback, clarity on their goals, and honesty about the challenges they face. Transparency around AI and technology use is especially valued.

ENABLING TECHNOLOGY

Outdated tools frustrate employees. Companies that adopt user-friendly technology and streamline their workflows experience higher productivity and satisfaction.

RECOGNITION MATTERS

Recognition motivates performance and loyalty. Well-recognized employees are 45% less likely to leave, and quality recognition reduces job searching by 65%.

WELL-BEING PRIORITY

Wellness programs signal employer care. Nearly two-thirds of companies plan to prioritize well-being as a key talent strategy, with mental health and family care at the forefront.

