

Future Workforce Survey 2012



Presentation of Findings

The Millennials

What they say about work and the workplace

- *“Give me ownership in my work and involvement and I’ll give my all”*
- *“It is frustrating when your boss tells you that you need to improve at this or that, but then doesn’t take any time to explain or teach you.”*
- *“I hate it when a seasoned employee says, ‘You should have to go through this because we did’.”*

Study Objectives

- To understand changing expectation profiles of GenNext
- To support industry in aligning workforce management processes to impact business performance
- Provide pointers to industry to overcome sourcing challenges
- To compare and contrast the findings of the current study with the previous edition of the study done in 2011

About the Study

- “Future workforce” - students eligible for being employed from campus
- Current study done during October 2011 to February 2012.
- Comprehensive sample of over 3100 respondents
- Covers students in the following disciplines:
 - Graduate Engineering
 - Graduate Non Engineering-Non Management
 - Post Graduate Management - Premier
 - Post Graduates Management – Non Premier

Areas investigated

- Criteria for evaluating and selecting a company
- Preferred source for obtaining information about the company
- Preferred assessment process for selection
- Preferred industry, work location
- Individual career projection in 5/10 years
- Work values

Research Methodology

- Sample of institutions randomly selected from the universe of colleges available across the country
- Stratified according to the four regions in India and the academic streams.
- Cluster of students from the selected sample of institutions was invited to participate in the study.
- Management institutes stratified based on published rankings

Research Methodology contd...

- Data collection was done in two modes: Online and Offline.
- Ninety eight percent of the respondents provided responses online while the rest of the responses were collected offline.
- The sampling technique was designed to ensure that all the four regions are adequately and equitably represented.

Sample Distribution

Region	N	Engg	Non Engg Non Mgmt	Mgmt Premier	Mgmt Others
North	757	227	214	125	191
East	675	163	236	92	184
West	878	275	241	130	232
South	839	251	258	113	217
Total	3149	916	949	460	824

What they look for in a company...

Student Category	FWS 2011	FWS 2012
Engineering	Technology	Company management
Non-Engineering Non-Management	Job security	Company image
PG in Management-Premier	Job Profile	Job Profile
PG in Management-Others	Job Profile	Job security

What a company stands for and who manages the company - Key expectation of Non-management students in 2012

Region-wise Trends - 2012

Company Selection – Top Factor

Region	FWS 2011	FWS 2012
North	Job Profile	Company Image
East	Company Image	Company Management
West	Job Profile	Job Security
South	Job Profile	Company Image

Regional trends indicate a clear shift from 'Job' related aspects to 'Company' related aspects

Region-wise Trends - 2012

Preferred source of Information

Region	FWS 2011	FWS 2012
North	Internet search	Company website
East	Feedback from Alumni	Feedback from Alumni
West	Pre-placement presentation	Search websites
South	Opinion of family members	Company website

'Web resources' have clearly become the preferred choice among students today

Region-wise Trends - 2012

Preferred Selection method

Region	FWS 2011	FWS 2012
North	Interviews	Personality Tests
East	General Aptitude Tests	Aptitude Tests
West	Interviews	Personality Tests
South	Subject Knowledge tests	Subject Knowledge Tests

- *Scientific assessments seem to have become the preferred selection method across all regions*
- *Respondents have also categorically stated a preference for **Online** mode of assessments with more than 80% favoring the internet medium*

GenNext Preferences

Preferred Work Location-National

FWS 2011	FWS 2012
National Capital Region	National Capital Region
Bangalore	Bangalore
Pune	Pune

NCR, Bangalore and Pune retain their top positions as the preferred work locations.

GenNext Preferences

Preferred Industry Segment-National

FWS 2011	FWS 2012
Manufacturing	Manufacturing
Consulting	Financial Services
Financial Services	Consulting

Manufacturing retains its top slot while Financial Services moves up to second place followed by Consulting

Where they see themselves in the future

5 years from now-National

FWS 2011	FWS 2012
Working abroad	Working abroad
Still with the first job	Second or third job
Higher Studies	Own business

10 years from now-National

FWS 2011	FWS 2012
Working abroad	Working abroad
Own business	Own business
Still with the first job	Second or third job

- *‘Mobility’ has been preferred over ‘Stability’ in this edition of the survey*
- *‘Entrepreneurship’ has made it to the top 3 replacing Higher Studies*
- *‘Working abroad’ continues to be the top aspiration from a short term projection perspective*

GenNext Preferences

What they value at work-National

FWS 2011	FWS 2012
Career Advancement	Work-life balance
Opportunity to learn	Opportunity to learn
Personally fulfilling work	Management that provides feedback

- *‘Work-life balance’ has replaced career advancement as the key work value.*
- *‘Opportunity to learn’ continues to be important to the GenNext*
- *GenNext appears to value the inputs and feedback from superiors*

Key Takeaways

- The expectation profile in 2012 appears to have changed significantly compared to 2011.
- Company image and management most important factor.
- ‘Mobility’ has been preferred over ‘Stability’ in the 5 year career projection
- Entrepreneurship finds favour in the short and medium term
- Work-life balance most important work value

Key Takeaways contd...

- Web resources appear to be most preferred source of information about potential employers
- Scientific assessments appear to be the most preferred selection method
- ‘Online’ mode of assessments preferred across the board
- Manufacturing chosen again as the preferred industry segment.
- The ‘National Capital Region’ (NCR) consolidates its position as the most favoured work location.

Thank you for your interest in the Future Workforce Study.

A detailed version of the report with all tables and charts is available. Please write to us at research@assesspeople.com if you are interested in receiving the full report