

# Introducing: The World's Most Attractive Employers

By Jens Trulsson

Nothing creates such a big a buzz in the media for Universum as when we release the global talent attraction index: "The World's Most Attractive Employers". Reported on by newspapers and magazines from across the globe, the survey is the most comprehensive of its kind. Everyone from the Financial Times to Bloomberg and The Times of India publish the ranking, together with comments from CEO Michal Kalinowski and research and consulting director Lovisa Öhnell.

Based on the findings from Universum's in-depth student research, the global ranking is compiled from the surveys from the 12 countries with the world's largest GDP. Almost 130,000 career seekers (students and young professionals) with a business or engineering background took part and it's all Universum's own unique findings, painstakingly collected and compiled by the research team under many intense months. Universum's global talent attraction index is based on the number of nominations by career seekers for companies they would ideally like to work for. The ranking is important to employers because:

- 1) This target group will soon graduate from top academic institutions and enter tomorrow's workforce.
- 2) The index indicates the companies that are top-of-mind employers and to what degree.
- 3) These are the companies that have a competitive advantage in the "war for talent".

2010 is the second year Universum presented the global rankings and as different economic climates move across the globe, talent shifts its focus too, vying for the business area with the best job security (in times of negative growth) or best career outlook.

## Auditing up, banking down

Internet giant Google retains its position as the most attractive employer in both the business and engineering category. In the business category the Big Four auditing firms have made an interesting climb and now hold the second to fifth place with KPMG leading the pack. The consumer goods giant Procter & Gamble sits steady on number six, the same as last year.

"We're witnessing the auditing firms and fast-moving consumer goods (FMCG) companies re-conquering their talent group after a brief loveaffair with the IT industry," said Michal Kalinowski, CEO of Universum.

This year has not been so kind to the banking and investment industry. Oil and gas, as

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– Michal Kalinowski, CEO of Universum

## WORLD'S TOP 10—BUSINESS

1	GOOGLE (1)
2	KPMG (8)
3	ERNST & YOUNG (5)
4	PWC (2)
5	DELOITTE (10)
6	PROCTER & GAMBLE (6)
7	MICROSOFT (3)
8	THE COCA-COLA COMPANY (13)
9	J.P. MORGAN (7)
10	GOLDMAN SACHS (4)

## WORLD'S TOP 10—ENGINEERING

1	GOOGLE (1)
2	MICROSOFT (2)
3	IBM (3)
4	SONY (7)
5	BMW (4)
6	INTEL (5)
7	GENERAL ELECTRIC (6)
8	SIEMENS (8)
9	PROCTER & GAMBLE (10)
10	APPLE (NEW ENTRY)

In parenthesis is the company's position in 2009.

## American multinationals increase their lead over the rest of the world.

Employer brands decoupled more and more from corporate brands.

Already in 2009 American companies were the largest single group in the top 50 companies (20 amongst business students and 17 amongst engineering students – not counting the Big Four and large management consulting firms as US organisations). This year the number is 24 for both lists.

"It seems that despite the challenges to the supremacy of the Anglo-Saxon capitalist model, American corporations are increasingly the preferred destination for global top talent. They are often perceived as the true international organisations, where nationality will not stand in your way to the top," said Michal Kalinowski, CEO of Universum.

"An interesting sign of things to come is that for the first time ever there is a Chinese company in top 50 – Lenovo, no. 44 amongst engineers," commented Kalinowski.

well as management consulting, are likewise experiencing times with less perceived attractiveness than in 2009. J.P. Morgan is down to nine from a seventh position and the investment bank Goldman Sachs has plummeted six positions from fourth to a tenth.

## IT holds top three

IT dominates the engineering category, with the top three being the same as last year, Microsoft and IBM trailing Google. The consumer electronics company Sony jumps to number four from a seventh position in 2009.

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– Lovisa Öhnell, Universum's research and consulting director

IT-darling Apple is a new entry at number 10 and BMW is clinging to its top five spot, clearly distancing itself from other automobile manufacturers in terms of attractiveness.

"Regarding the career seekers in the engineering field, potential hires find companies that are innovative and produce exciting products & services to be attractive employers," said Lovisa Öhnell, Universum's research and consulting director. "Firms in the professional services need to attract top talent to be successful; the auditing firms are aware of the challenges and spend a lot of resources in talent attraction and employer branding." Top performing employees are becoming a scarce commodity worldwide. It is now critical for business success and stock market value to find the right people. At a time where low birth and death rates are significantly shifting world demographics, the dilemmas of the 21st century are not only "Who will make up the workforce?", yet more importantly "Who will own it?"

"Multinational corporations are increasingly aware of the current and future challenges of a shrinking workforce," Kalinowski said. "To counter problems in securing their talent pipeline requires a talent attraction and employer branding strategy. The companies that will succeed in drawing this next generation of top talent are what we've presented in Universum's global talent attraction index 2010." ■

## Employer brands decoupled more and more from corporate brands

Comparing the list of the most attractive employers with the list of most admired companies (by Fortune) or most valuable brands (by Interbrand), it is clear that extremely attractive employers do not depend as much on their consumer or corporate brands. The overlap between the rankings above and Universum's global index is only half.

## FAST FACTS: About Universum's Global Talent Attraction Index

The global top 50 is based on the frequency of being selected as an Ideal Employer by career seekers in the world's 12 largest economies: US, Japan, China, Germany, France, UK, Italy, Brazil, Spain, Canada, Russia and India. The target group is comprised of close to 130,000 career seekers, who are studying for degrees in one of the world's leading academic institutions.