

newsworthy trends

Job Satisfaction: What Employees Think

(NAPSA)—The latest workforce data is helping give employers some new insights into how workers feel about their jobs. The new study also dispels some long-held myths about how different generations view their jobs.

In the survey:

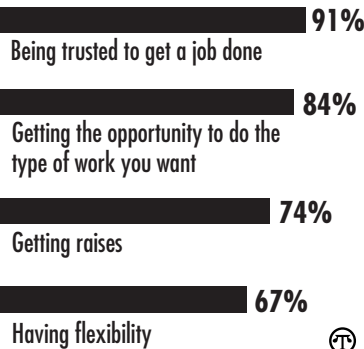
- Nine out of 10 employees say that true success is about being trusted to get a job done; trust ranks higher than pay or title
- 67 percent rank flexibility as part of their personal definition of workplace success
- 81 percent of workers over the age of 55 are interested in trying new things
- Gen Xers are not job-hoppers: 77 percent currently say that success is finding a company where you want to work for a long time

Results of the study were announced by Randstad North America and Roper Starch Worldwide. The 2001 Randstad North American Employee Review explored generational mindsets about job satisfaction, motivation and success in today's workforce. The Review identified the three key elements that drive employee satisfaction—trust, flexibility and a career mindset.

"This is the second year that Randstad North America worked with Roper Starch Worldwide to survey the opinions and satisfaction level of today's workforce," said Daryl Evans, managing director, marketing and communications for Randstad. "Employers can leverage the survey data to increase employee satisfaction and better understand workforce issues. In turn, satisfied employees will improve customer service and lower employee turnover, which have a positive impact on a company's bottom line."

Interestingly, flexibility is still important to the 2001 workforce—employees are not willing to give up the flexible work schedules

Definition of Success in the Workplace



A recent survey found intriguing answers to the question of what defines success at work.

that have emerged over the last 10 years—and 67 percent of people ranked flexibility as part of their definition of workplace success. Employees who have some flexibility in when, where or how they get their work done are more satisfied with their jobs.

More than three-quarters of employees say finding a company where they want to work for a long time is important and nearly six in 10 say that it would be great if an employer helped them with career planning. Employees are eager to receive training and counseling to help them excel in their work. By fostering the career mentality through training, employers demonstrate commitment to an employee that can result in employee loyalty.

Each year, Randstad North America represents more than 500,000 individuals in a wide variety of skill segments and provides employment services, outsourcing and counsel to businesses through its more than 500 branch offices located across the United States and Canada.