



# Driving employee engagement

## HeadlineJobs Quality Workplace Index 2011H2

Prepared by Sing Tao Research & Development Department (Nov 2011)



HeadlineJobs.hk

# Job Satisfaction: 5 Main Drivers and 16 Factors



## Compensation

- Safe Working Environment
- Job Security
- Salary
- Benefit
- Work Flexibility



## Recognition

- Relationship with Supervisor/ Management
- Management Recognition
- Full play to Potentials and Autonomy



## Relationship

- Relationship with Co-workers
- Networking
- Contribution to the Organization



## Job Nature

- Job Nature and Meaningfulness
- Job Variety
- Corporate Culture



## Advancement

- Professional Development
- Career Advancement Opportunities

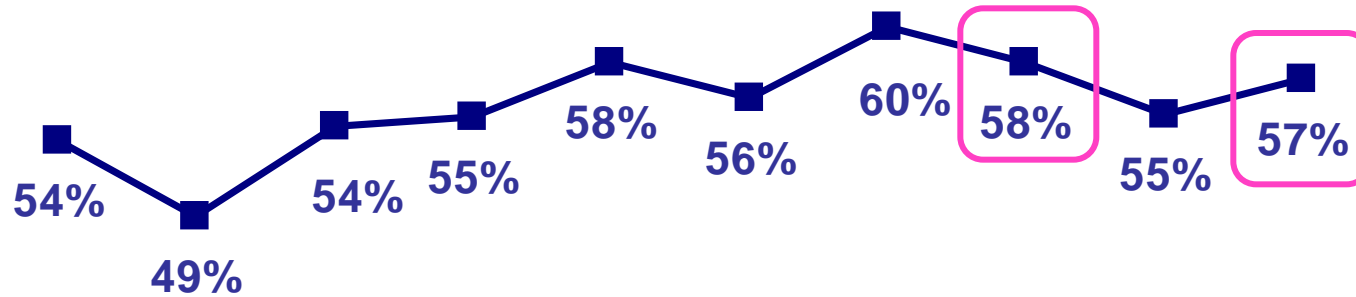


# Methodology

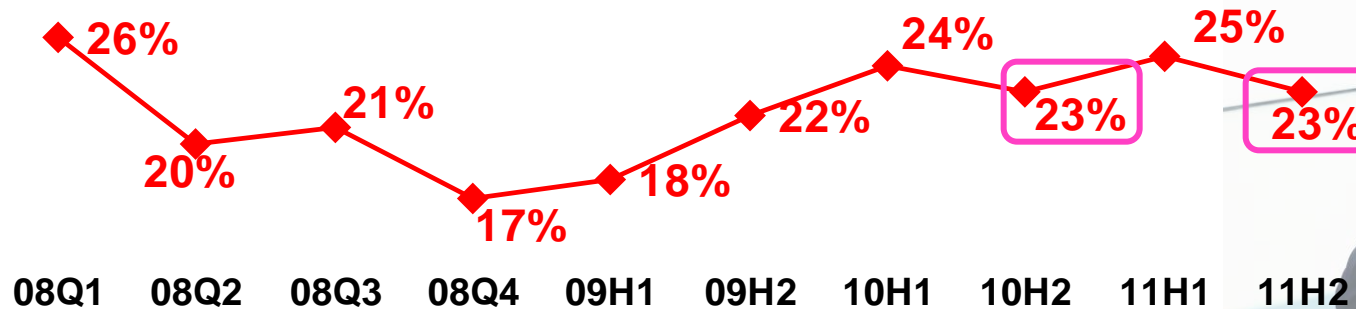
<b>Survey Approach</b>	<b>Random telephone survey using CATI system</b>
<b>Fieldwork Period</b>	<b>September 19-30, 2011</b>
<b>Target Respondents</b>	<b>HK working population of age 18 or above</b>
<b>Sample Size</b>	<b>N = 502</b>
<b>Weighting</b>	<b>Sourced from C&amp;SD - General Household Survey (Apr-Jun 2011) on HK working population of age 15+</b>
<b>Sampling error</b>	<b>± 4.5%</b>



# Job satisfaction & job seeking rates

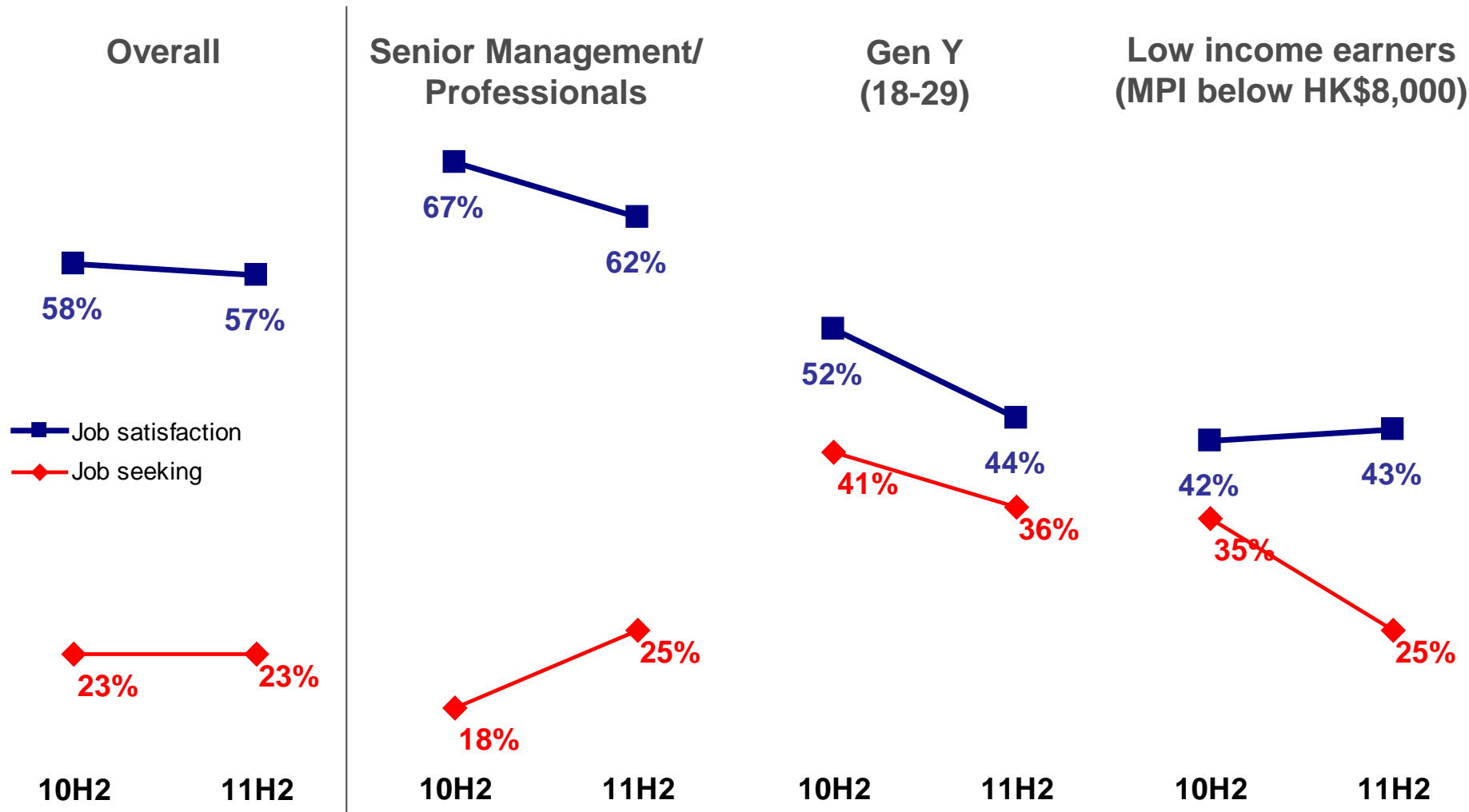


■ Job satisfaction  
◆ Job seeking



Satisfaction refers to the percentage of respondents who were very satisfied or quite satisfied with their current post of work  
 Sources:  
 - Employees, HKUPOP, HeadlineJobs Quality Workplace Index

# Job satisfaction & job seeking rates

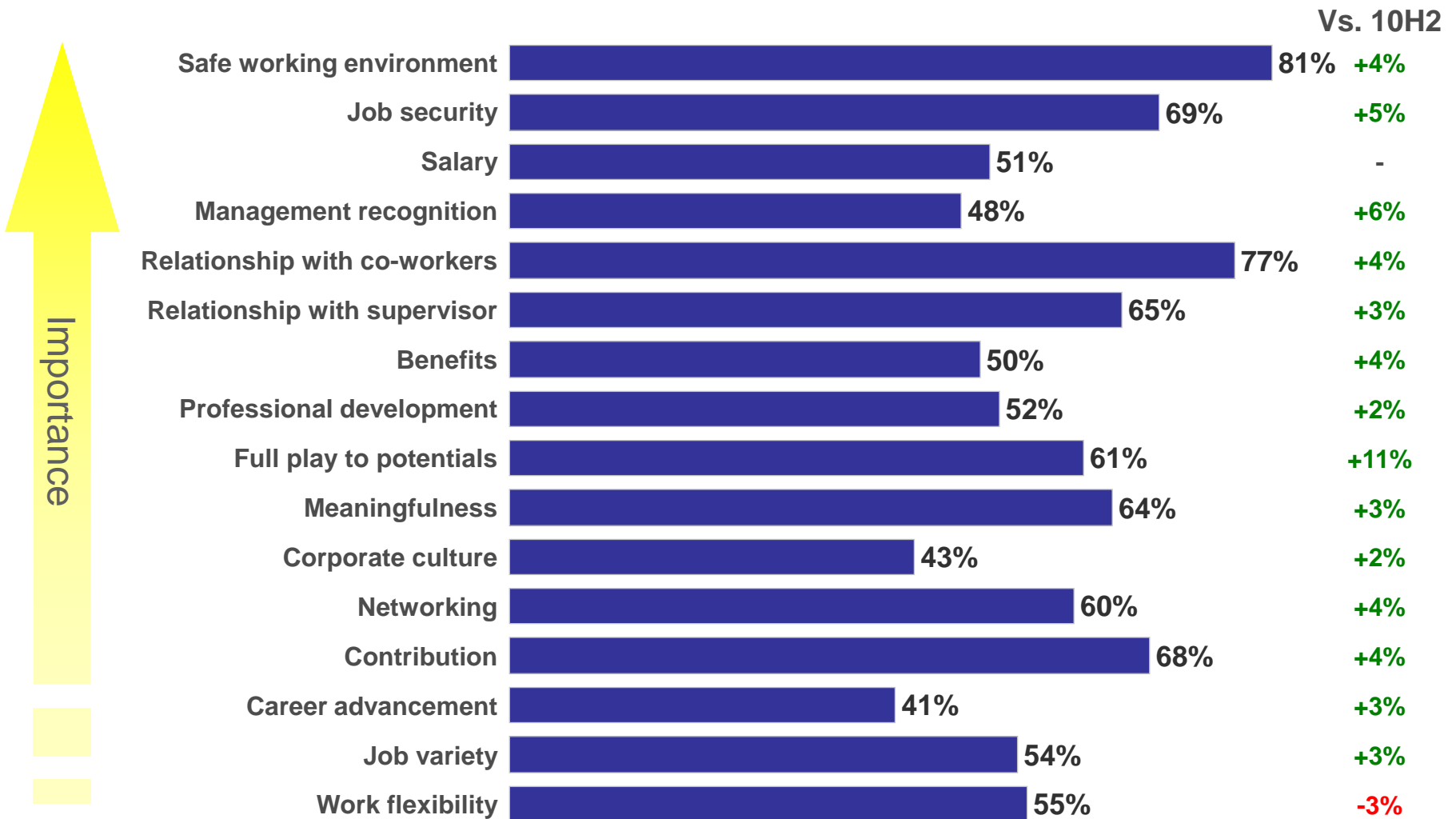


Satisfaction refers to the percentage of respondents who were very satisfied or quite satisfied with their current post of work

Sources:

- Employees, HKUPOP, HeadlineJobs Quality Workplace Index

# Changes on job satisfaction factors



Satisfaction refers to the percentage of respondents who were very satisfied or quite satisfied with their current post of work  
 Base: Employees only  
 Source: HKUPOP, HeadlineJobs Quality Workplace Index

# Relative Importance among Satisfaction Factors



Compensation



Recognition



Relationship



Job Nature



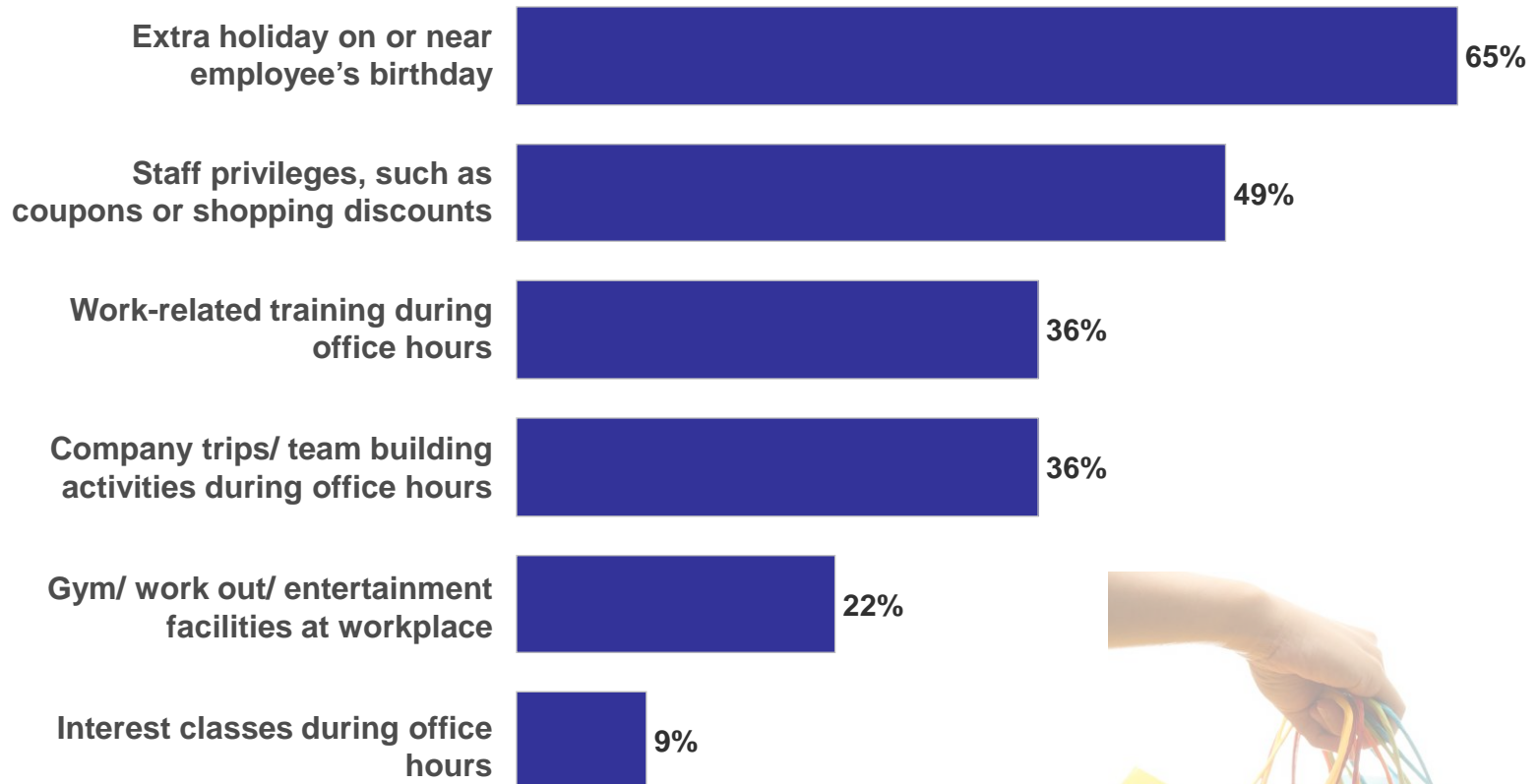
Advancement

Importance	2008 Q4 Financial Tsunami	2009 H2 Post Recession	2010 H2 Recovering	2011 H2 Uncertain
1	Job Security	Safe working environment	Safe working environment	Safe working environment
2	Safe working environment	Job security	Salary	Job security
3	Salary	Salary	Relationship with co-workers	Salary
4	Relationship with co-workers	Relationship with co-workers	Job security	Management recognition
5	Relationship with supervisor	Management recognition	Management recognition	Relationship with co-workers



Base: Employees only  
Source: HKUPOP, HeadlineJobs Quality Workplace Index

# Compensation for limited salary raise



Base: Employees only  
Source: HKUPOP, HeadlineJobs Quality Workplace Index



# What makes a “Good Boss”?

Let employees know the relationship between their work and company's strategies

67%

Meet regularly with employees to know them better

71%

Set clear goals/ standards for employees

78%

Share with employees company's strategies

65%

Cultivate a non-hierarchical atmosphere/ relationship with employees

56%

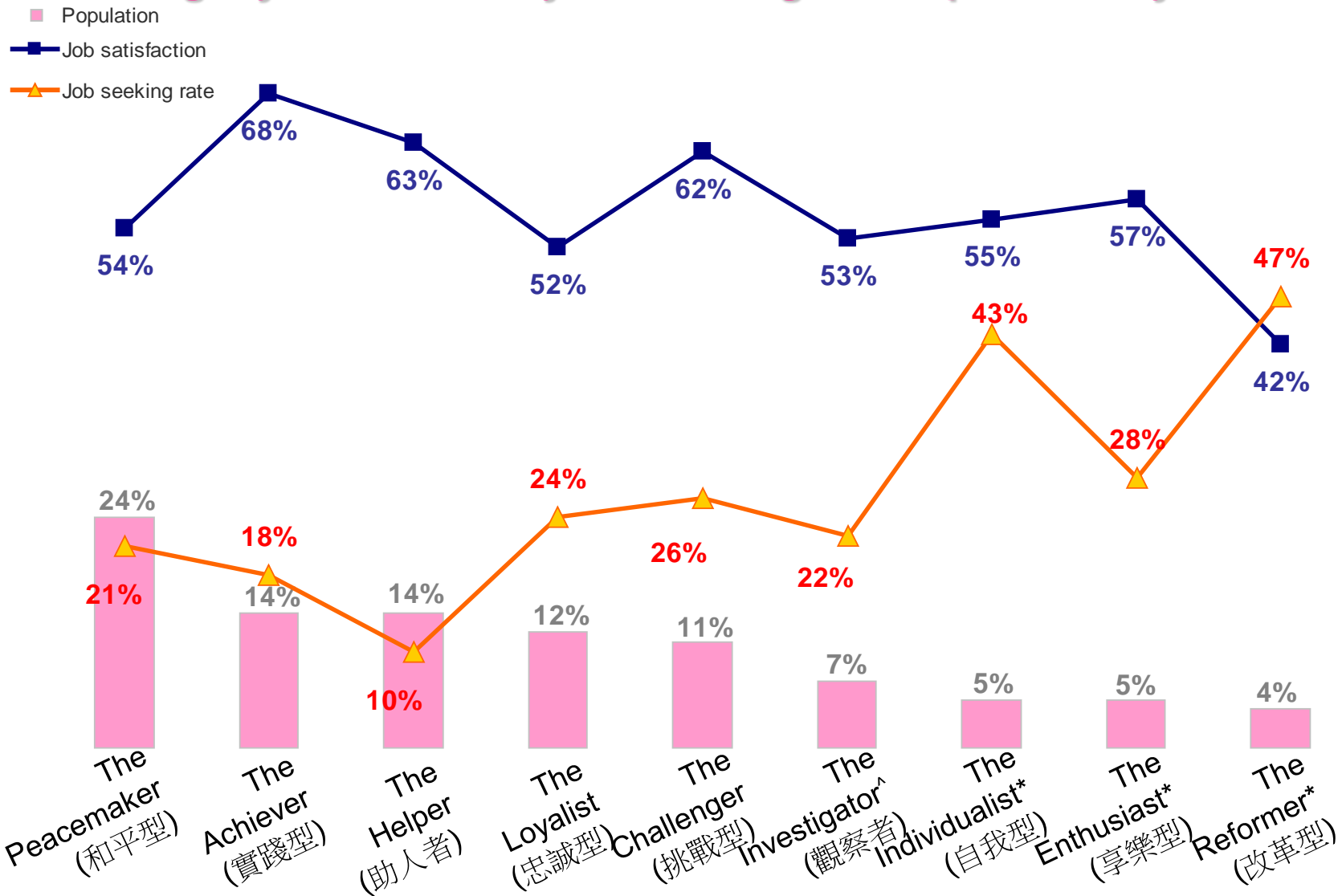
Set standards and give orders as a boss/ supervisor when needed

43%



Base: Employees only  
Source: HKUPOP, HeadlineJobs Quality Workplace Index

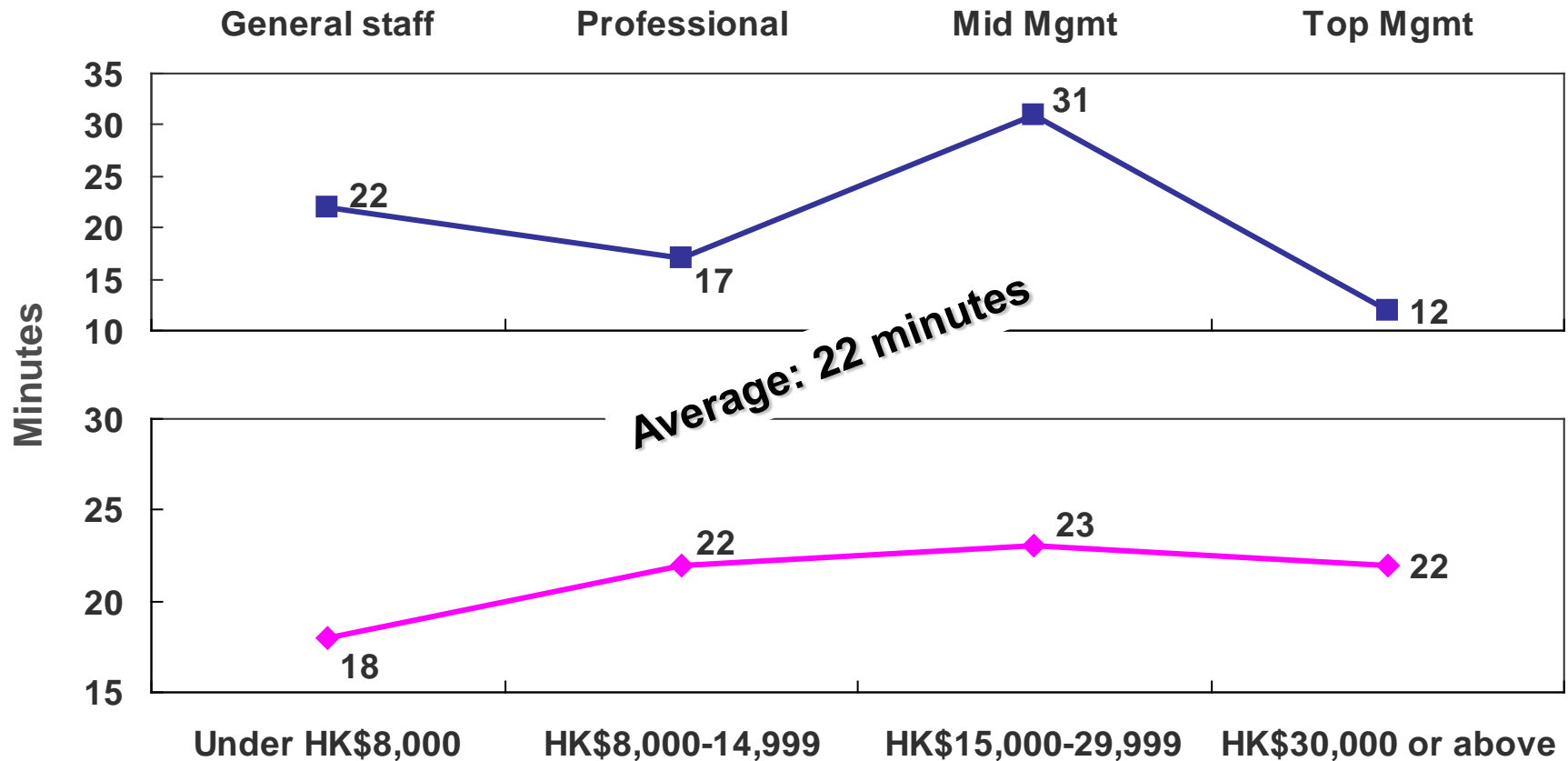
# Working styles defined by the enneagram of personality



^Small sample size (<50), read with caution  
 \*Very small sample size (<30), for indication only  
 Base: Employees only  
 Source: HKUPOP, HeadlineJobs Quality Workplace Index



# Time spent on dressing up for work



<sup>^</sup>Excluding positions with sample size less than 30  
 Base: Employees only  
 Source: HKUPOP, HeadlineJobs Quality Workplace Index



Thank you!



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