

HR benchmark 2023 - highlights

The most important themes on the HR agenda

➤ Meet your presentors



Vera van Koot



Ester Koot



➤ Method HR Benchmark



Quantitative research

- July 2022



Target groups:

HR professionals and Directors	n=555
Employees	n=1154

at companies with more than 100 employees





**Employees are in
charge in today's
market**

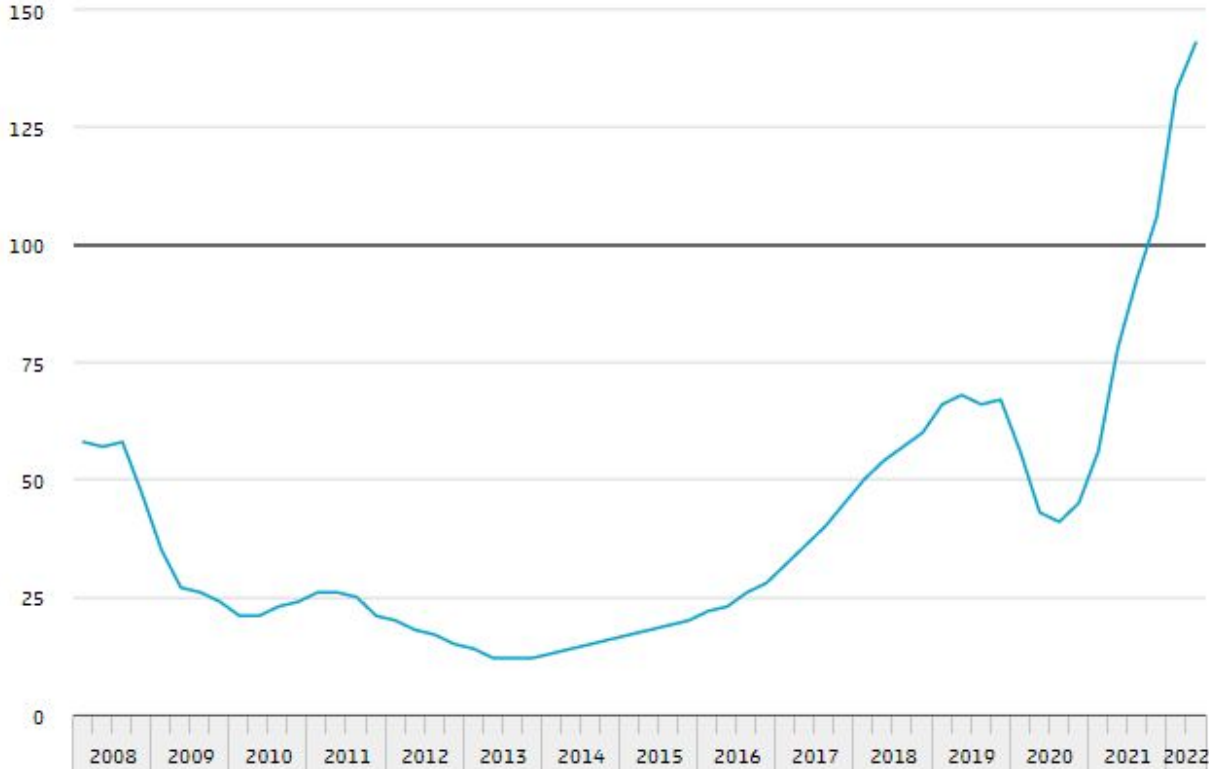


The 'war on talent' is higher than ever

Spanning op de arbeidsmarkt



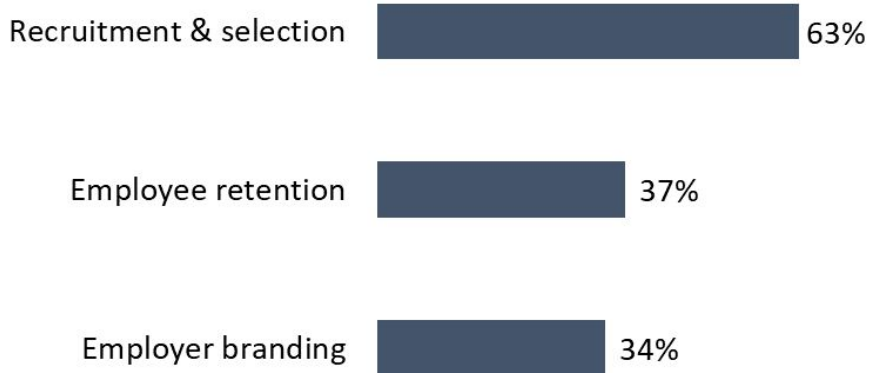
vacatures per 100 werklozen



A woman with long dark hair tied back, wearing black-rimmed glasses and a light blue button-down shirt, is looking down at an open book she is holding. She is in a library, with rows of bookshelves filled with books in the background. The lighting is soft and focused on her. A large, semi-transparent white hexagonal graphic is overlaid on the left side of the image.

“In 2023, employers will focus on new talent.”

Key focus areas for HR in 2023

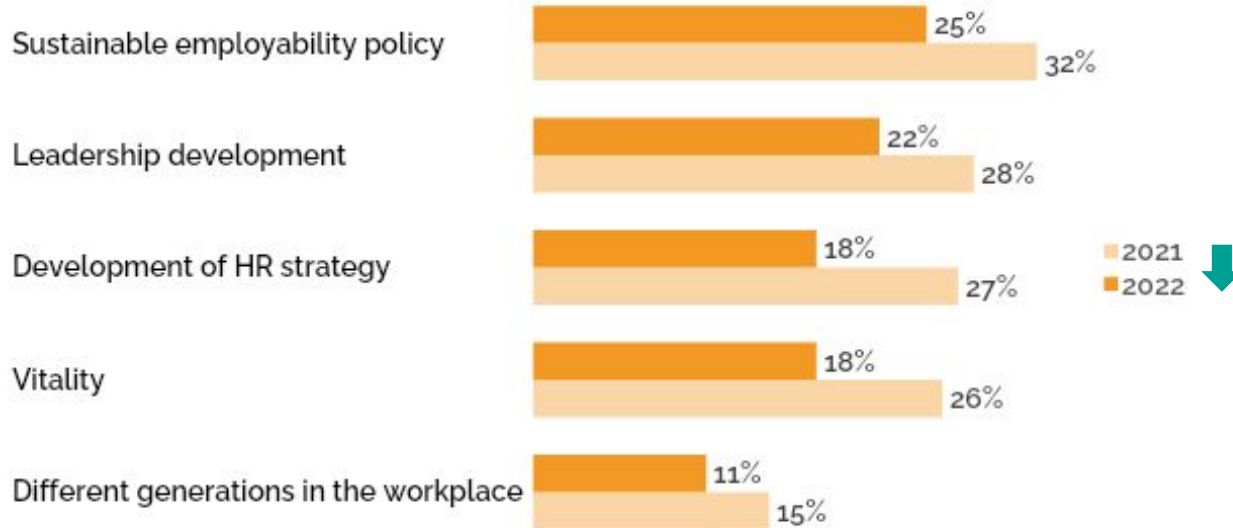


Employers invest more in employer branding than last year:





Less attention for current employees



Recruitment channels do not quite match the preference of workers



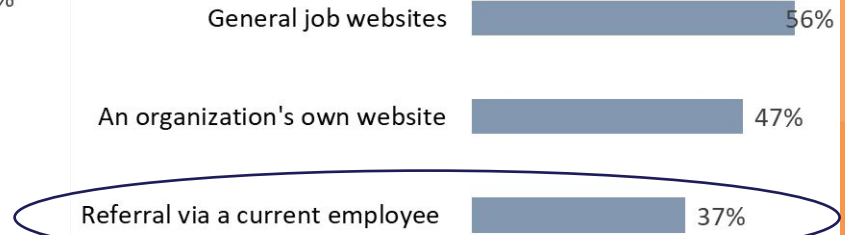


Referral over Socials

Top 3 most commonly used channels by HR to fill vacancies:



Top 3 channels that candidates prefer to use to view and/or respond to vacancies:





Alignment with
organizational
culture is
important in the
application
process



"If I don't feel a good match with the culture of the company when applying for a job, then I don't want to work there"

employee, n=1.154

81%

"If a candidate fully matches on CV but not on culture then I do not hire this person"

employer, n=555

49%



Employers miss opportunities when it comes to employee development



Much is still unknown about development

In what way(s) is development and growth discussed with employees?





Want to read more?