

Beat: Lifestyle

What do CHINA S YOUNG PROFESSIONALS Want at Work ?

Are Already Fighting The Status Quo

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USPA NEWS - Young Professionals in China are already fighting the Status Quo and redesigning the Way Work is done, leaving many Employers confused by the Seemingly Unrealistic Expectations of the Post-80's and Post-90's Generations. As these Professionals will soon account for the Majority of the Workforce, Smart Companies looking to attract Top Talent have to ensure that they have (and communicate) a Clear and Authentic Corporate Culture.

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To better understand what Chinese Young Professionals are seeking in the Workplace, RTG Consulting Group's Research Division, RTG INTUITION, surveyed 2,000 Young Professionals, building on the Results with Two Years of Data based on In-Depth Interviews. Here's what your Organization needs to know to compete for China's Rising Workforce.

1. Corporate Culture Matters

While the Pursuit of a Comfortable Living is important, Young Professionals seek a Sense of Meaning and Purpose over Financial Compensation when looking for a New Job. They evaluate Companies based on whether their Corporate Culture and Values align with their Own - 90% expressing a Willingness to accept a Lower Salary in exchange for a Better Corporate Culture.

2. Self-development is Paramount

An Integral Part of the Culture they are looking for is the Opportunity to learn and be challenged. Young Professionals are willing to invest more Time and Effort into Companies that are investing in them. Providing Training, encouraging Creative Initiatives, and support for Career Development are Key Ways to increase Engagement and retain Top Employees. When asked to rank Priorities at Work, Young Professionals placed Personal Career Advancement at the Top, with Salary coming in Sixth.

3. They Search for a Work Experience

Young Professionals are perceptive of Influences beyond their Job Description. 'Workplace Experience' describes all HR, Managerial, and Environmental Factors that impact People on the Job. The Onboarding Process, 360 Feedback Tools, or Company Health & Fitness Initiatives, among others, increase the Chance for a Positive Work Experience. Companies looking to develop Long-Term Relationships with their Employees should promote a Healthy Work-Life Balance and be willing to invest in Ergonomic Workspaces, showing they value Employees' Overall Well-Being.

4. Openness is the Expectation

Their Desire for Openness in the Workplace crosses many Functions. Young Professionals prefer a Flat Managerial System with Transparent Communication. This shift away from Conventional Leadership Styles found in many Chinese Companies, is one towards embracing greater Openness and Progressiveness. The majority of Respondents mentioned a Lack of Creativity and Innovation in their Organization as being due to the Current Leadership Style. They also seek Companies open to building a Multi-Cultural Experience. 76% of Respondents wish for an International Culture within a Domestic Chinese Company, and 43% seek an International Company that embraces Local Culture.

5. Diversity Should be the Standard

Research has long shown that Diversity has a Positive Impact the Bottom Line, but many Companies are behind in prioritizing

Inclusivity in their Company Culture. There are still Strong Cultural Barriers for Women working towards Leadership and High Responsibility Roles, Positions which are filled predominantly by Men. 66% of Women said such Barriers make Upper Level Promotions more Difficult for them to achieve, and 56% of Men agreed with that Statement. Facing even greater Barriers for Inclusion, are China's LGBT Communities. When asked if their Company is Inclusive and Welcoming of LGBT Employees, only 17% agreed Nationwide, leaving 83% in Doubt or Disagreement. However, when broken down by Individual City, the Outlook for Acceptance of LGBT Individuals did not seem quite so bleak. In Chengdu, for example, 69% of Young Professionals felt their Company is welcoming to LGBT Employees.

Source : RTG Consulting

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