



Holiday Season 2015 Job Seeking Activities of Fortune 100 Employees

MEASURING JOB SEEKING BEHAVIORS OF THE GLOBAL WORKFORCE

COMMON BUSINESS PROBLEMS



EMPLOYEE ENGAGEMENT

Organizations are unable to assess their employee engagement in real time, relying on generic employee surveys and self-reported HR data.



RETENTION & TURNOVER

Companies have formal incentive and recognition programs, but these programs do little to identify employees that could be a flight risk.



FINDING GREAT CANDIDATES

The availability of top candidates can be a matter of days, so your company is at risk of losing great hires to your competitors.

Joberate® patent-pending technology platform leverages publicly available Social Data to calculate job seeking behaviors of each person making up the global workforce.

It is the world's only global people directory of job seeking behaviors, with each person having their own unique J-Score™.

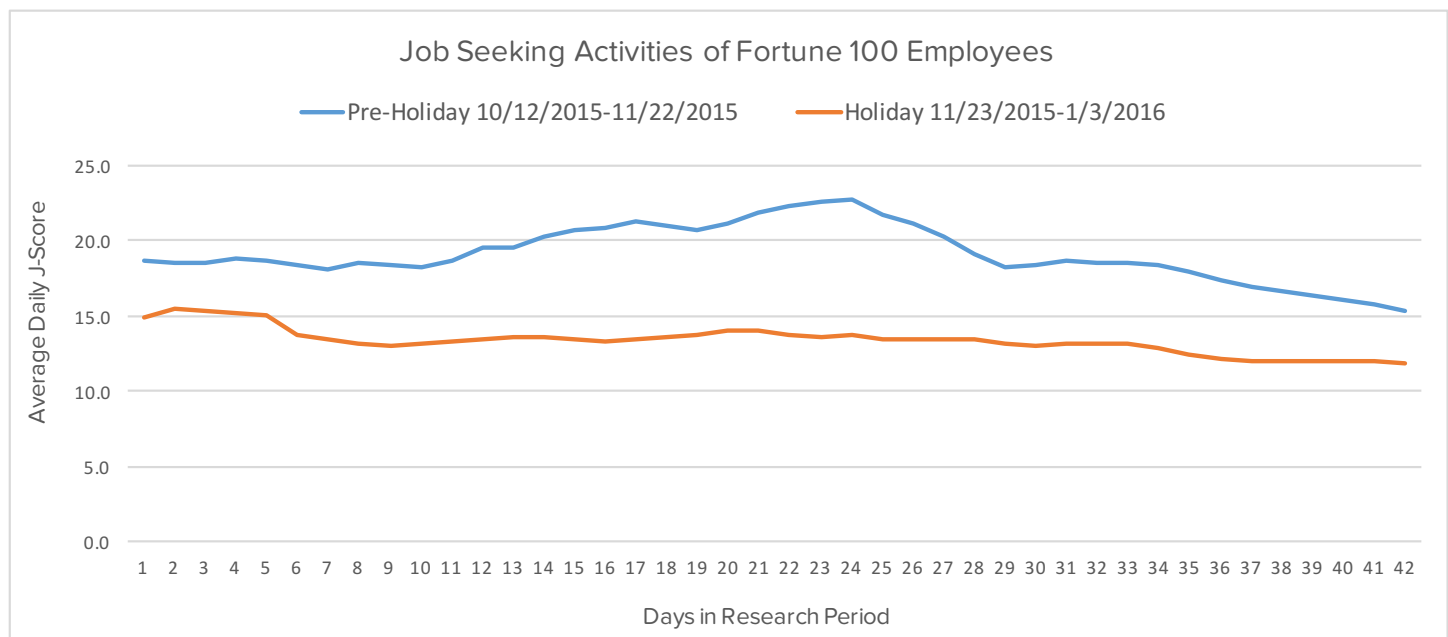
People slow down looking for work during Holidays

Summary of findings

During the period from November 23, 2015 through January 3, 2016 (the “Holiday Season”), the average J-Score™ of Fortune 100 employeesⁱ was 13.4 while the the average J-Score™ during the period from October 12, 2015 through November 22, 2015 was 19.1. This represents a 30.1% decline in J-Score™ job seeking activities by Fortune 100 employees during the six-week Holiday Season when compared to the previous six-week period. The overall decline in J-Score™ job seeking activities for the consecutive twelve-week period was 36.9%.

The data was drastically different, and on the surface could be perceived as somewhat counterintuitive, when comparing entry level and professional level employees during the two sequential six-week periods. The decline in average J-Score™ job seeking activities by entry level employees was 35.6%, while the decline in average J-Score™ job seeking activities by professional level employees was nearly half, at only 18.5%. No historical data for the same time periods in 2014 was available for comparison because this was the first year of Joberate’s Holiday Season job seeking activities annual reportⁱⁱ.

Exhibit I – Aggregate daily trend of Fortune 100 employees’ job seeking activities.



Conclusion

Companies looking to recruit permanent employees during the Holiday Season might experience a reduction of return on their investment (“ROI”) in their recruitment activities during the the six-week period leading up to the New Year if they are recruiting entry level employees. However, the data shows that professional level employees only slow down their job seeking activities slightly during the Holiday Season, versus the previous six-week period, which could present many lucrative opportunities for Recruitment departments looking to headhunt professional employees before the end of the year.

At the same time, companies looking to retain their top professional level talent should understand the trend from the 2015 Holiday Season, and analyze this trend against their internal Q1 and Q2 2016 employee attrition and engagement data because professional level employees appear to continue to look for new employment opportunities fairly steadily throughout the Holiday Season.

“The seasonality of job seeking is not new,” according to Elliot Clark, CEO of SharedXpertise, “and the differing patterns based on skill level is not surprising. The more senior a person is, the more complex and sustained their networking and job search will be. This type of worker cannot "suspend" their search during the holidays, and if they are in the midst of an interview process it is multi-step and complex. The interview process may slow down but that professional or executive worker will feel and act like an active job seeker. Unplaced low skill or semi-skilled workers contend with companies slowing down during the holidays and may just suspend their searches until the new year.”




Organizations looking for strategic insights into their workforce or for a competitive advantage in recruitment of top talent can rely on J-Score™ as a proven workforce analytic. Among many unique features of the Joberate® platform, J-Score™ can provide companies real-time employee engagement sentiment, which has proven to be more timely and accurate than only relying on traditional employee engagement surveys. Companies can also benchmark their internal metrics versus marketplace talent competitors, providing valuable, practical, and actionable business insights. At the same time, the Joberate® platform is unique in its ability to help recruiters market map competitors, or gain insights about which people might be ideal to contact with a new job offer based on their J-Score™ intensity.

Understanding J-Score™

J-Score™ measures the intensity of a person's job seeking behavior on a scale from 4-70

The Joberate® Employment Topology (JET) consists of 3 tiers of job seeking behaviors (“Category Labels”): Citizen (4-36), Tourist (37-59) and Migrant (60-70). J-Score™ is dynamically assigned to a person in real-time by a patent-pending, machine learning technology platform. The rationale behind development of Joberate’s proprietary 4-70 JET scale and Category Labels is rooted in statistical analyses, which show that job seeking behaviors do not scale linearly, and also become more volatile as they move up along the intensity scale. Category Labels simplify real-world usages so that organizations can quickly sort or filter people based on their J-Score™ range.

Exhibit II

J-Score™ Range	Category Label	Meaning	Icon Label (example)
4-36	Citizen™	Minimal, increasing, or decreasing job seeking activities, but within a level that is not correlated to imminent job change	
37-59	Tourist™	Open to new opportunities if presented, while at the same time passively looking without actively applying to job openings	
59-70	Migrant™	Actively and at times even assertively pursuing new work opportunities	

How J-Score™ is calculated

Joberate® leverages publicly available Social Data in calculating a person's J-Score™, which measures the intensity of a person's job seeking activities, taking into consideration time, volume, and relevance when calculating a person's J-score™. The platform looks for daily changes in Social Data, and at the same time the machine learning is constantly updating and fine tuning the algorithms to reflect any shift in people's job seeking behaviors.

Joberate® uses many Social Data activities including updating resumes on one or more sites, liking jobs or following companies other than current employer, following recruiters, applying for jobs, creating new profiles with career-related content, endorsements/recommendations, adding education or publications to online profiles, job related Twitter activities, changing public/private status and other actions, which Joberate's platform extracts and analyzes based on *relevance* that signal increase/decrease in job seeking behavior.

ⁱ The total sample size of all Fortune 100 employees was 7,553 people

ⁱⁱ The confidence level is 95% with an interval of 7.2