



universum

# Universum Talent Research 2020

Partner Report | KIMEP University

Kazakh Edition | Students | All main fields of study

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- 4 CAREER CENTRE
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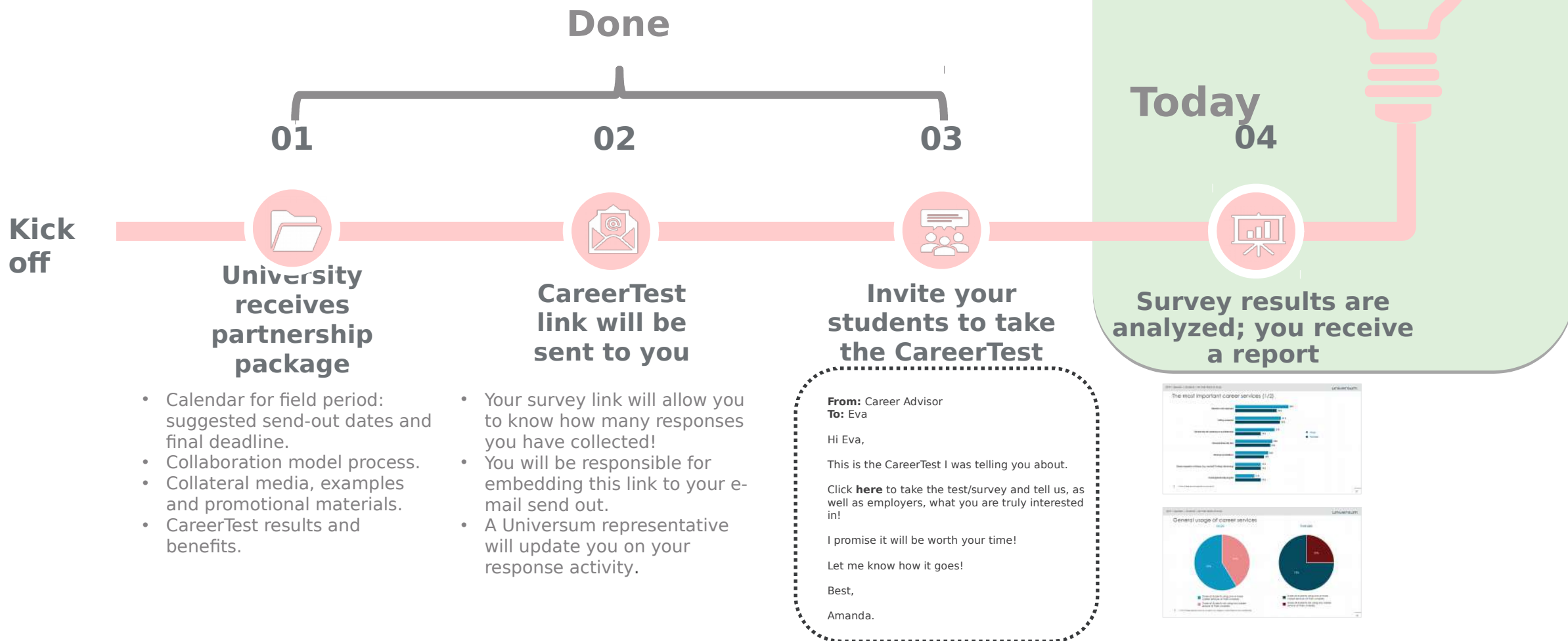
1

INTRODUCTION

In this section you will learn:

- How Universum works
- How you can use this report

# Thank you for working with us this year!



# Universum at a glance

Universum is the global leader in the field of employer branding and talent research. Through our market research, consulting and media solutions we aim to close the gap between the expectations of employers and talent, as well as **support higher education institutions** in their roles.

We have over 30 years of global data experience collecting 1+ million respondents every year. We are partners with over 2000 clients globally. For the past decade we have published the [World's Most Attractive Employers](#) ranking and nationally most attractive employers' rankings in 40+ markets.

**Fourth year** delivering our established **industry benchmark**

**ACC>SS**  
Universum **Access**, the interactive platform to dive deeper into your brand.

Certified **1000+** Employer Branding Professionals

Featured in prominent global media with reach in the millions

**BBC** " Gen Y: One size does not fit all at the office "

**Forbes** " Awareness vs. Differentiation: It's Time for Organizations to Distinguish Their Employer Brand "

**CNN Money** " World's Top Employers for New Grads "

**The Economist** " Are you a doer or a manager? "

# We partner with universities around the world

As part of our mission to connect talent with the future, we go straight to the source. Universum partners with universities all over the world to gain insights about talents' skills, preferences and plans for their future.

With these unique insights and 30 years of experience in the realm of Employer Branding, Universum helps universities understand best practices when interacting with employers and provides detailed data on how students and alumni perceive top employers and modern careers.

Together, Universum and universities around the world are creating a more transparent world around education and career readiness.

Learn more: <https://universumglobal.com/university-partners/>



# Global clients



# Global trends 2019

In the **US**, secure employment is considered the most important attribute when the students look for employers while students in **Canada** value high future earnings higher

To be secure or stable at work and to have work/life balance are included within the top 3 career goals in all the **Nordic** countries.

In **France**, Interest in entrepreneurship doubled during past 4 years.

To have a competitive base salary and high future earnings are considered the most important attributes for **DACH** students when they are looking for an employer

Professional training and development and leadership opportunities are considered the most important attributes for students in **LATAM** when considering employers

Students in **Russia** and **Kazakhstan** want to feel secure and stable and to feel competitively and intellectually challenged in their future employment

Business and engineering students in **South Africa** have entrepreneurship and ability to be creative/innovative as their most important career goals

In the **Middle East**, attractive/exciting products and services and corporate social responsibility are the main attractive attributes

30% of the students in **China** want to work for a start-up company or start their own-business and less students are keen to join international organisations.



• Highlighted countries represent markets where Universum conducts research



# This report helps you to...



## UNDERSTAND

...your talents' career preferences & expectations

1. Dive into your students' career & communication preferences.
2. Explain why some career services are not being used.
3. Understand why students are (not) satisfied with the career services.



## IDENTIFY

...your talents' readiness for their professional lives

1. Pinpoint your students' skills in comparison to their peers.
2. Gauge their practical experiences inside and outside of school.
3. Get a reality check of your students' expectations - will their expectations be met on the labor market?



## ATTRACT

...relevant employers to cooperate with you

1. Learn which employers your students do and don't like.
2. Tell employers what your students are looking for in an employer.
3. Compare your students' employer preferences with those of other students.



## MANAGE

...your brand perception & attractiveness

1. Find out how your students rate their school - from satisfaction to image factors.
2. Adapt your offering by learning what your students find important but do not associate with their school.
3. Make your students ambassadors by finding out which topics are the best to talk about.

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1 INTRODUCTION

2 TALENT PROFILE

This chapter focuses on the **demographic background** of your talent, their **competencies and experiences** and how they relate to the comparison group.

These results will help you to contextualize findings in later sections and have a starting point in **improving the employability of your talent** by being able to communicate their **unique value** to employers.

# The Universum CareerTest 2020

## THE QUESTIONNAIRE

Our survey is conducted **online**. The link was distributed via university and talent-networks, student communities, the Universum Panel and various other local and global partners.

## SURVEY PARTICIPANTS

**Students** at higher educational institutions



## NUMBER OF SURVEY PARTICIPANTS IN THIS REPORT

Your students

313

All students

6 910



### FIELD PERIOD

October 2019 to March 2020

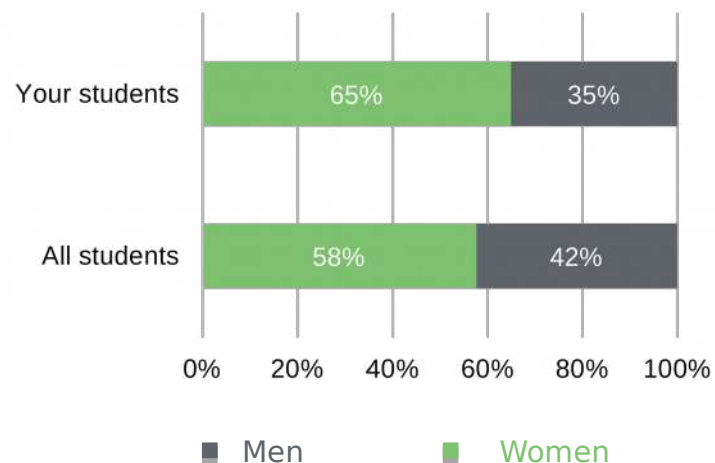


**Total number of**  
Survey participants

6 910

# Demographic profile of talent covered in this report

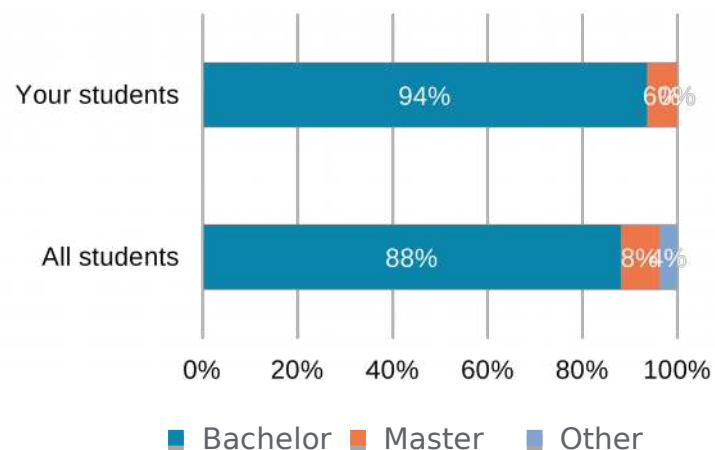
**Gender**



Main Field of Study	Your students	All students
Business/Commerce	215	2 129
Engineering	0	985
Health Medicine	1	358
Humanities	44	1 610
IT	12	795
Law	38	463
Natural Sciences	3	570

Most common areas of study	Your students	All students
Finance	76	478
Accounting/Auditing/Taxation	70	404
Marketing	44	260
Management	32	319
International Relations	30	271

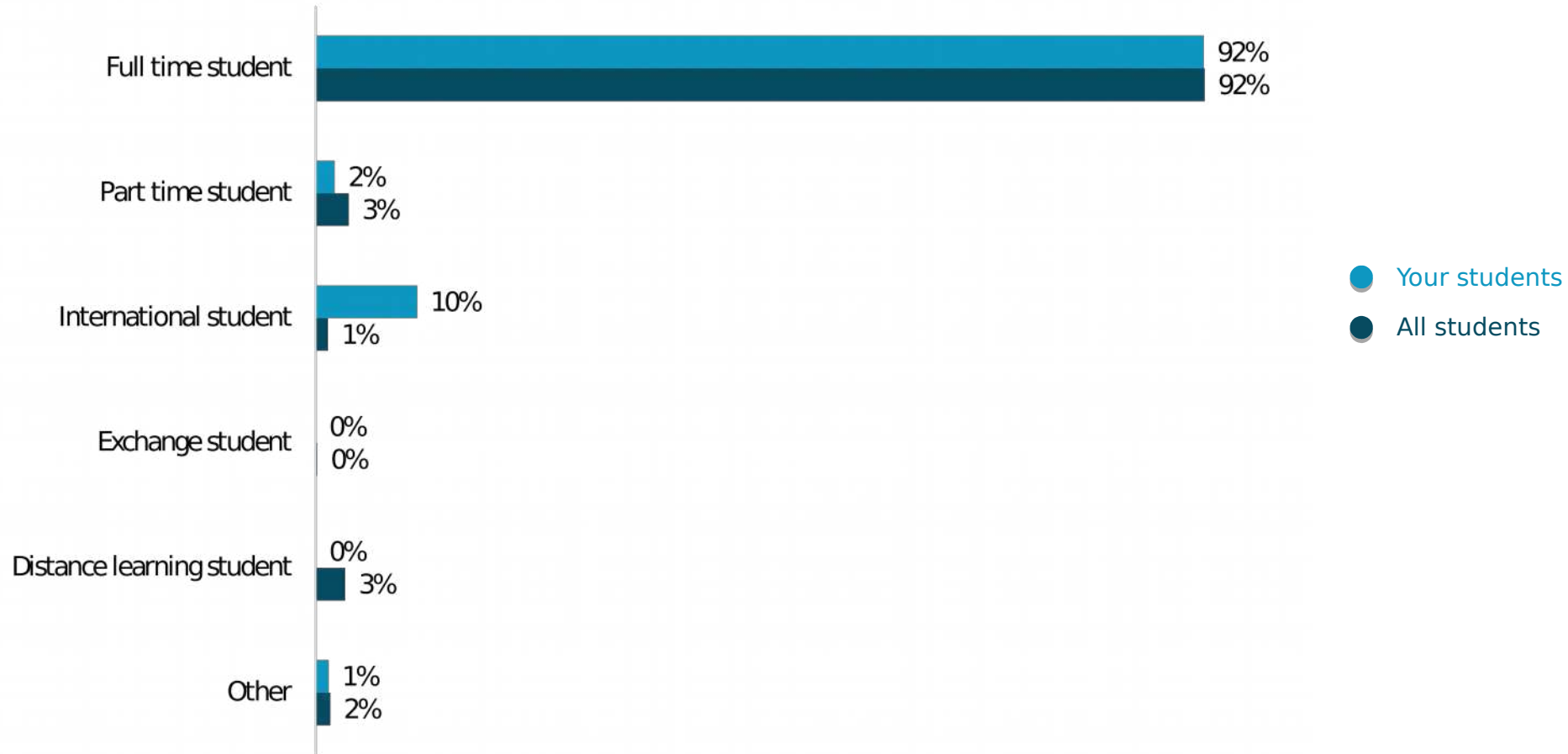
**Bachelor vs Master**



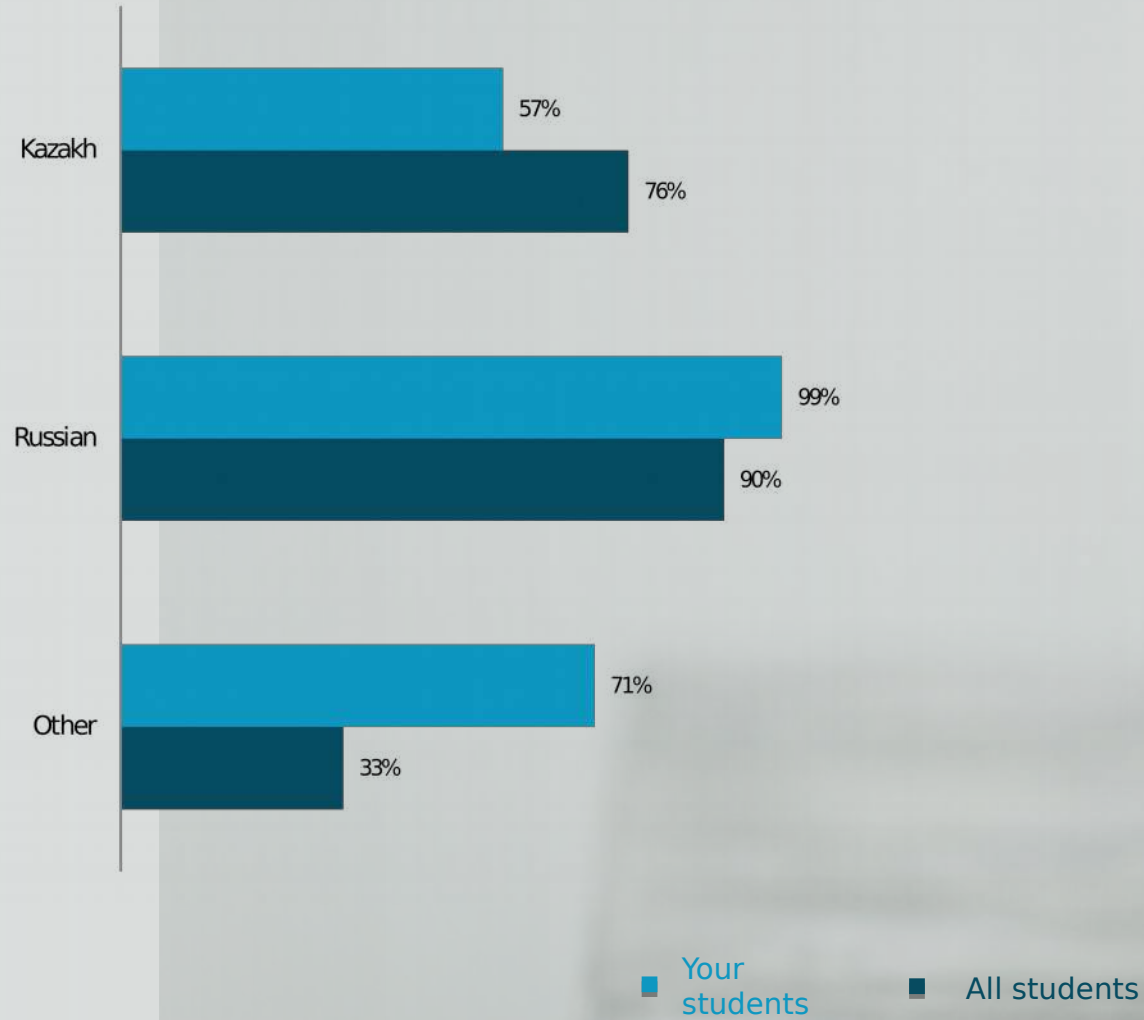
Age	Your students	All students
16 - 19 years	30%	43%
20 - 21 years	46%	40%
22 - 23 years	16%	12%
24 - 25 years	6%	3%
26 - 29 years	0%	1%
30 - 39 years	1%	0%

Years until graduation	Your students	All students
1 year	40%	28%
2 years	25%	29%
3 years	19%	22%
4 years	8%	14%
5 years	2%	4%

# Which types of students do you have?

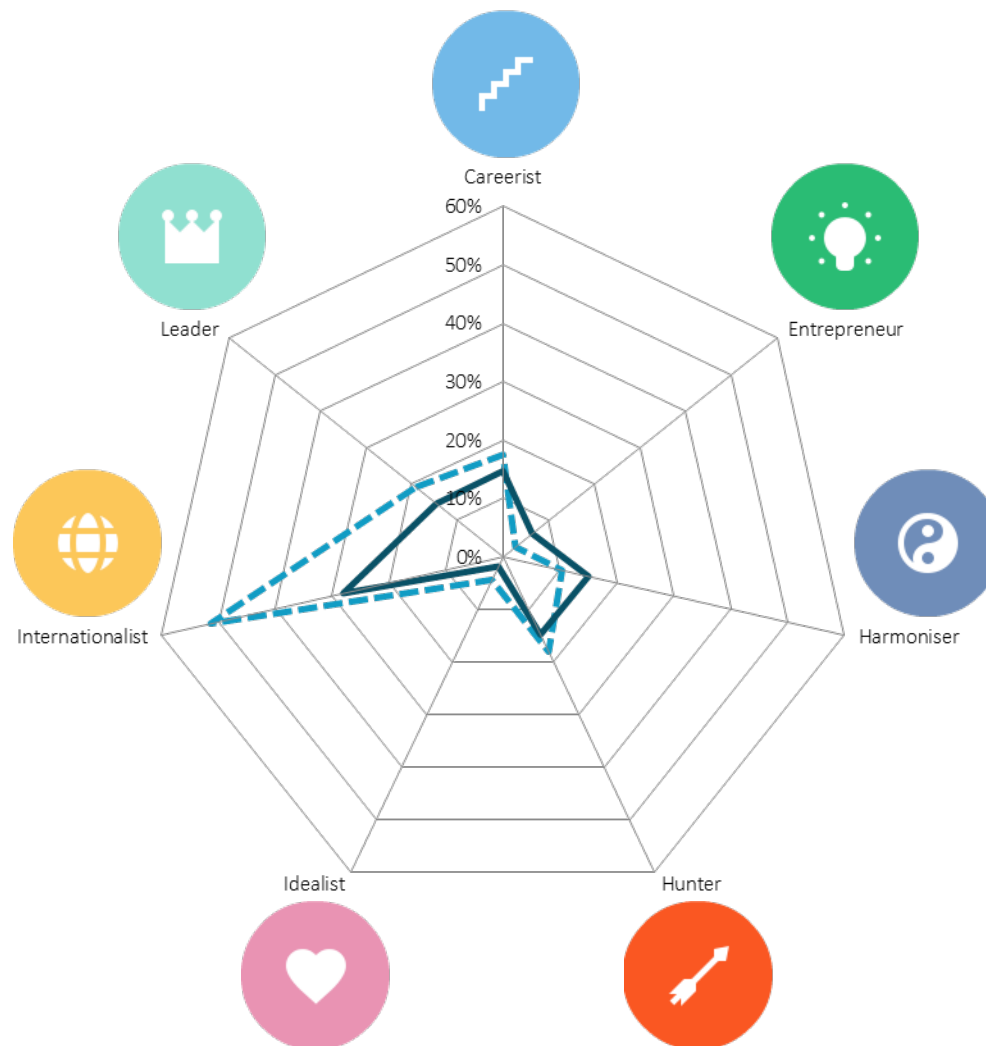


# Most commonly spoken languages



# The Universum Career Profiles\*

- - Your students  
— All students



**DOMINANT CAREER TYPES:**  
**Your students**  
 1. Internationalist  
 2. Leader  
 3. Hunter

**DOMINANT CAREER TYPES:**  
**All students**  
 1. Internationalist  
 2. Harmoniser  
 3. Hunter

! • Please find detailed description of all career types in the appendix.

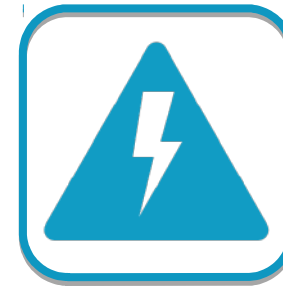
# Skills Self-Assessment

We provide insights about which skills your students think they are strong in and which skills they would like to improve in order to support you in preparing your students for the working world.



## Your students' top 3 strongest skills

1. Responsibility
2. Integrity
3. Problem-solving



## Your students' top 3 improvement areas

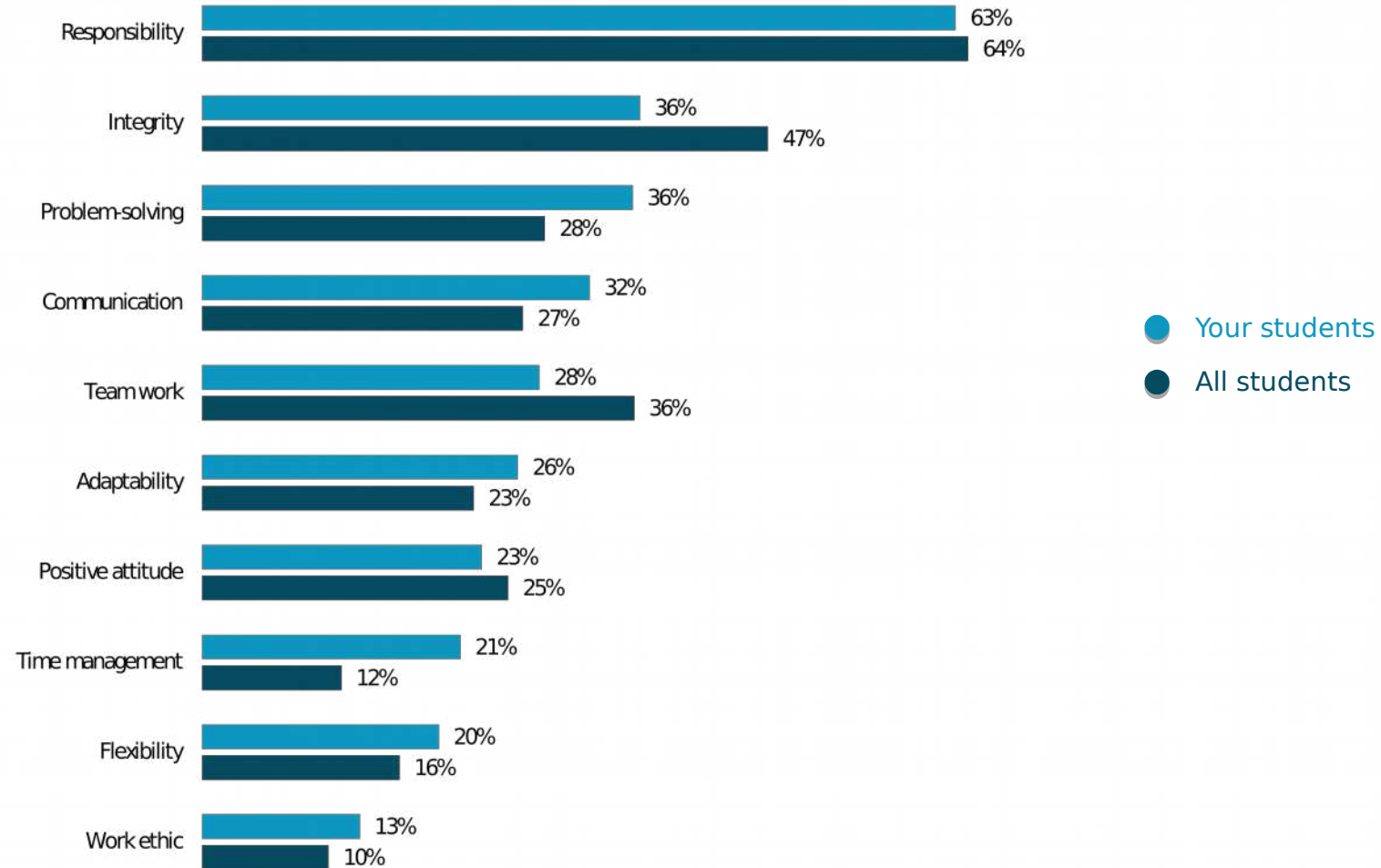
1. Time management
2. Communication
3. Positive attitude



• If you see the same skill repeating in two columns, it indicates that even though your students think of it as their strong skill, they still want to improve it to be even more ready for professional life.

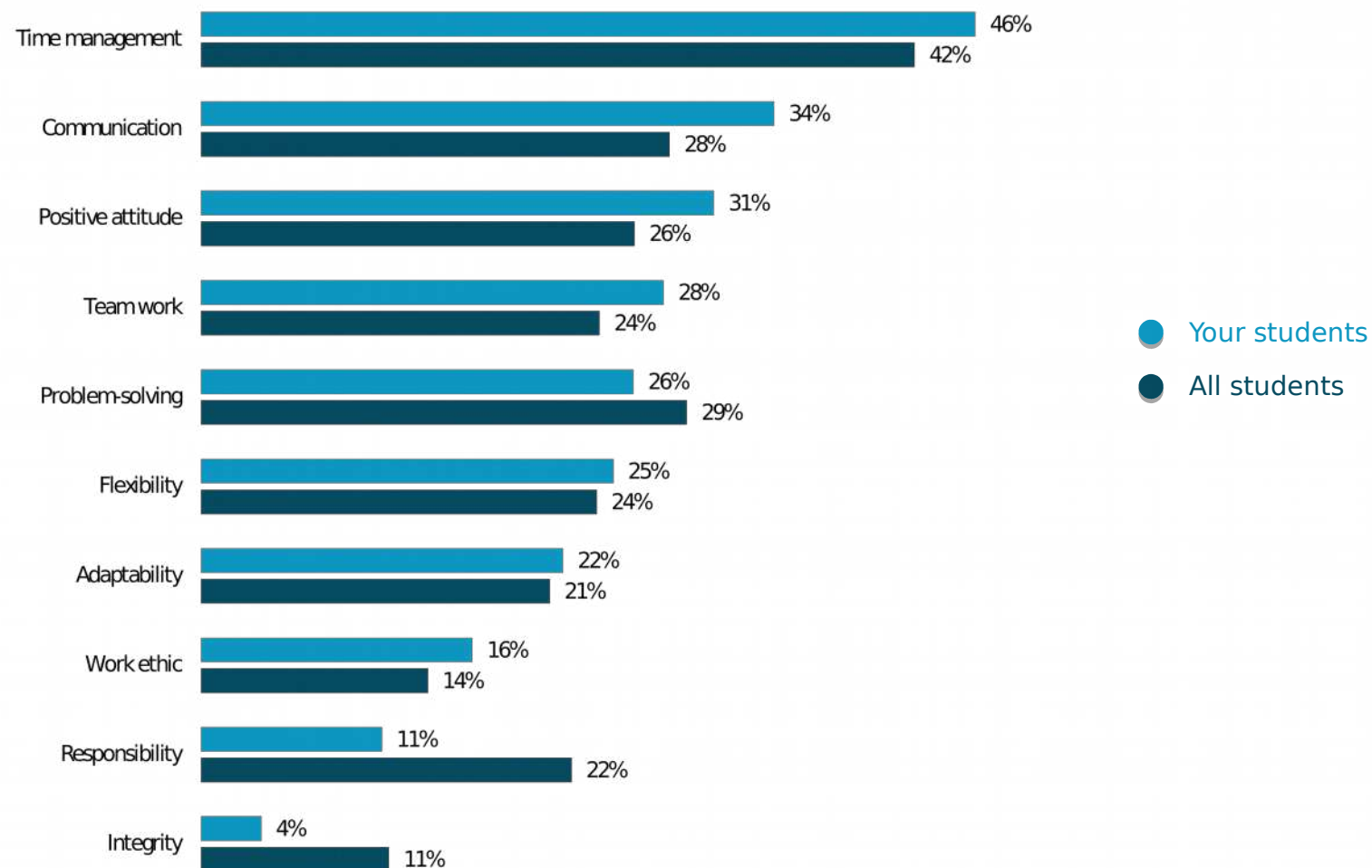


# Your students' skills self-assessment



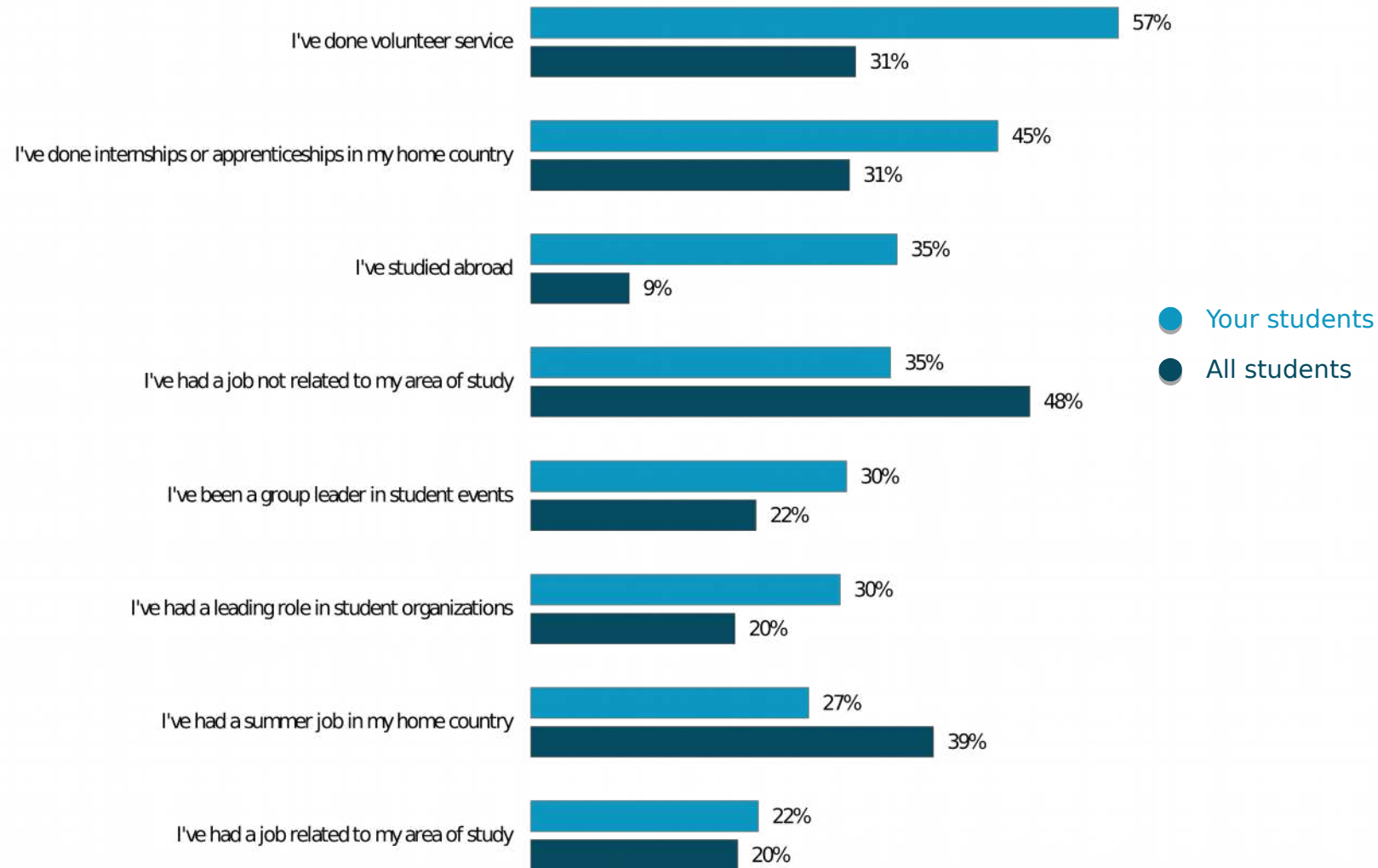
• Which of these skills do you consider yourself strongest in? (Please select a maximum of 3 alternatives.)

# Your students' improvement areas



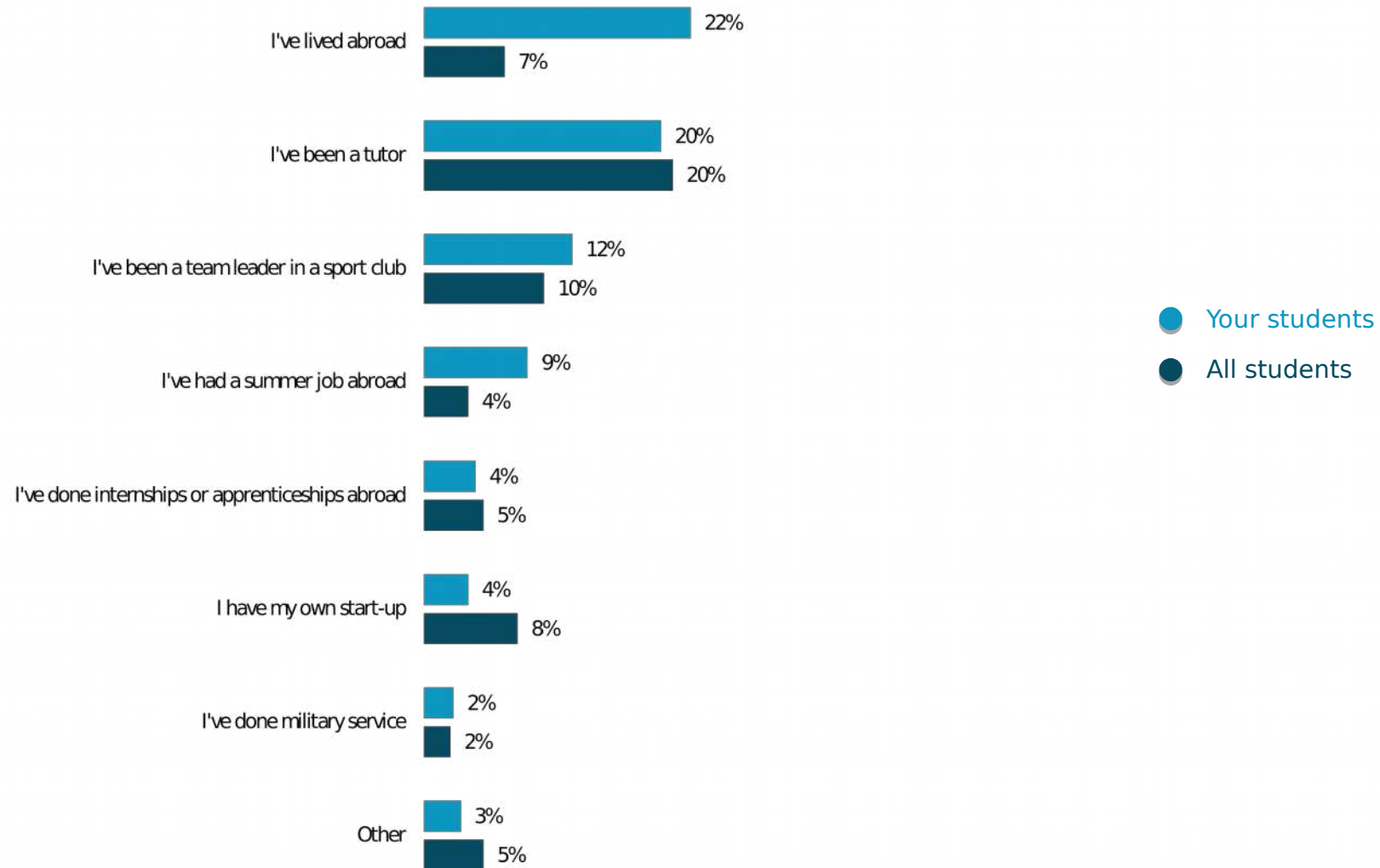
• Which of these skills would you most like to improve? (Please select a maximum of 3 alternatives.)

# Practical experiences (1/2)



• Which of the following experiences do you have? Please select as many as applicable.

## Practical experiences (2/2)



• Which of the following experiences do you have? Please select as many as applicable.

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1 INTRODUCTION

2 TALENT PROFILE

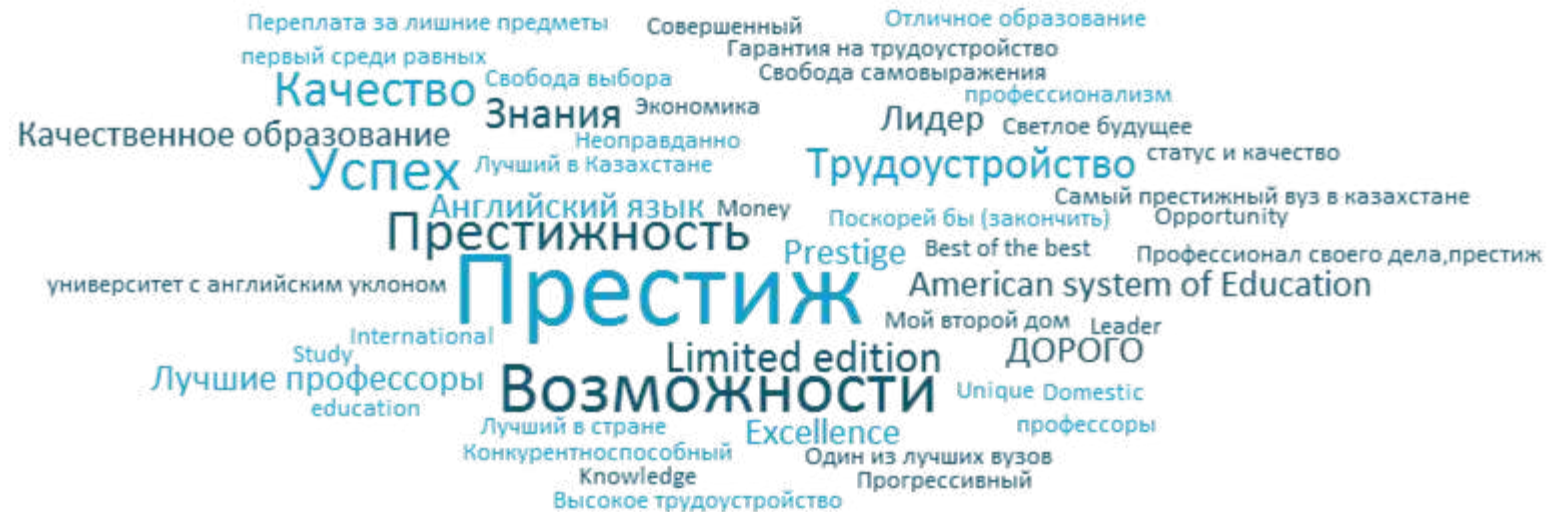
3 UNIVERSITY AND BRAND PERCEPTION

This chapter evaluates your university brand perception with regards to four different aspects:

- Reputation
- Offering
- Culture
- Employability

This will help you adjust your **communication towards current students** as well as determine which topics are best suited for use when **attracting new students**.

# What does talent think about KIMEP University



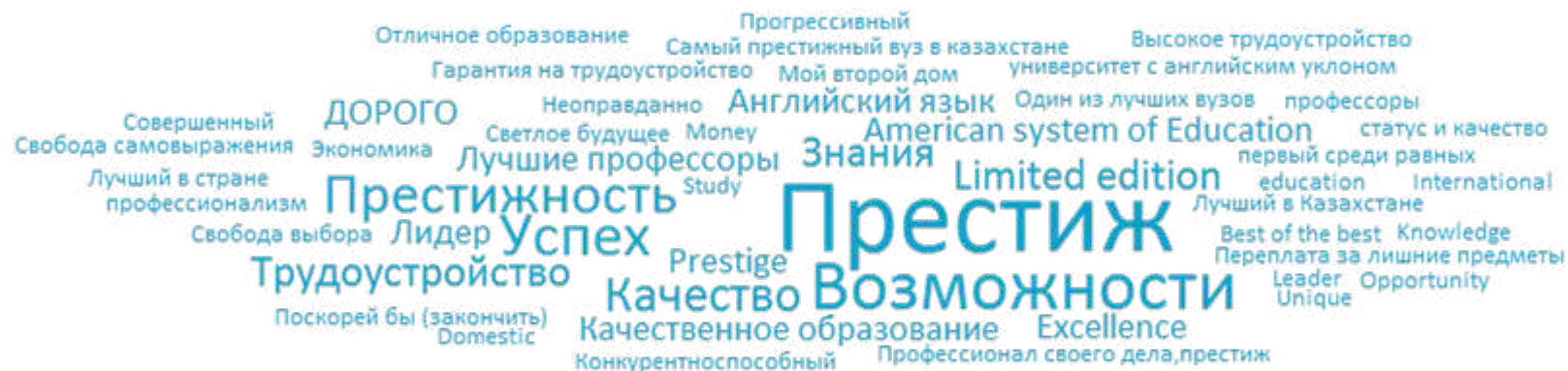
- What's the first word that comes to your mind when you think of your college or university?



- These are answers were provided by your talent.
- Spelling mistakes might occur.
- Different colors have been used for design purposes only & reflect the associations of your talent.

# Is your image distinct?

Your students



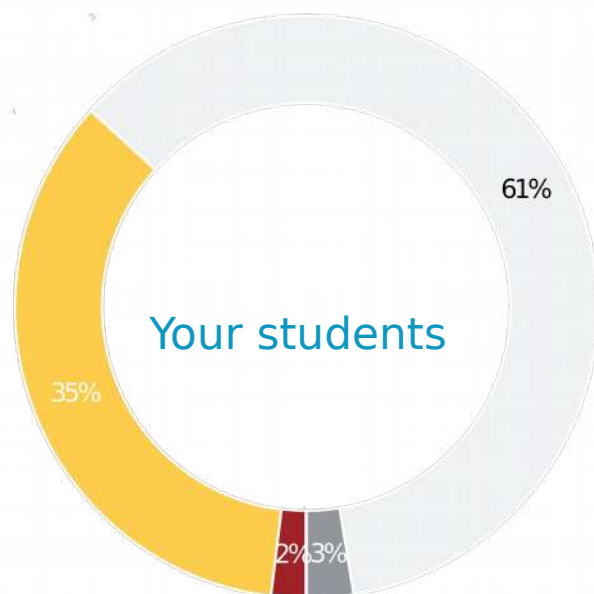
All students



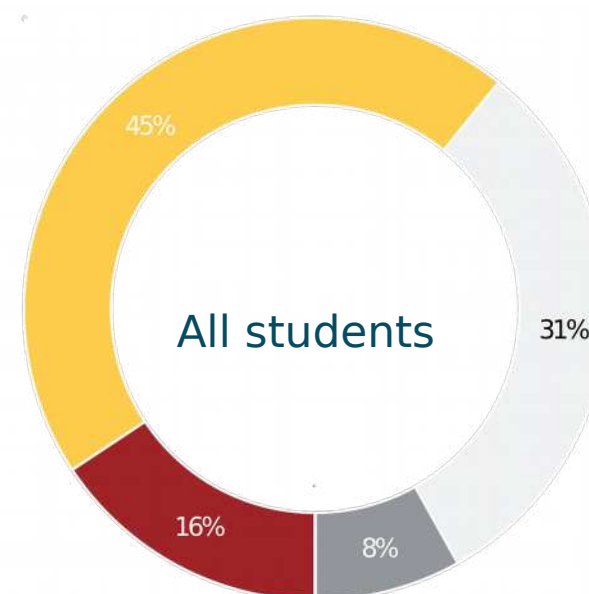
? • What's the first word that comes to your mind when you think of your college or university?

! • These are answers were provided by your talent.  
 • Spelling mistakes might occur.  
 • Different colors have been used for design purposes only & reflect the associations of your talent.

# Would talent choose their university again?



- Attend a different college or university within this country
- Attend a college or university abroad
- **Attend the same college or university**
- Seek employment instead of going to college or university



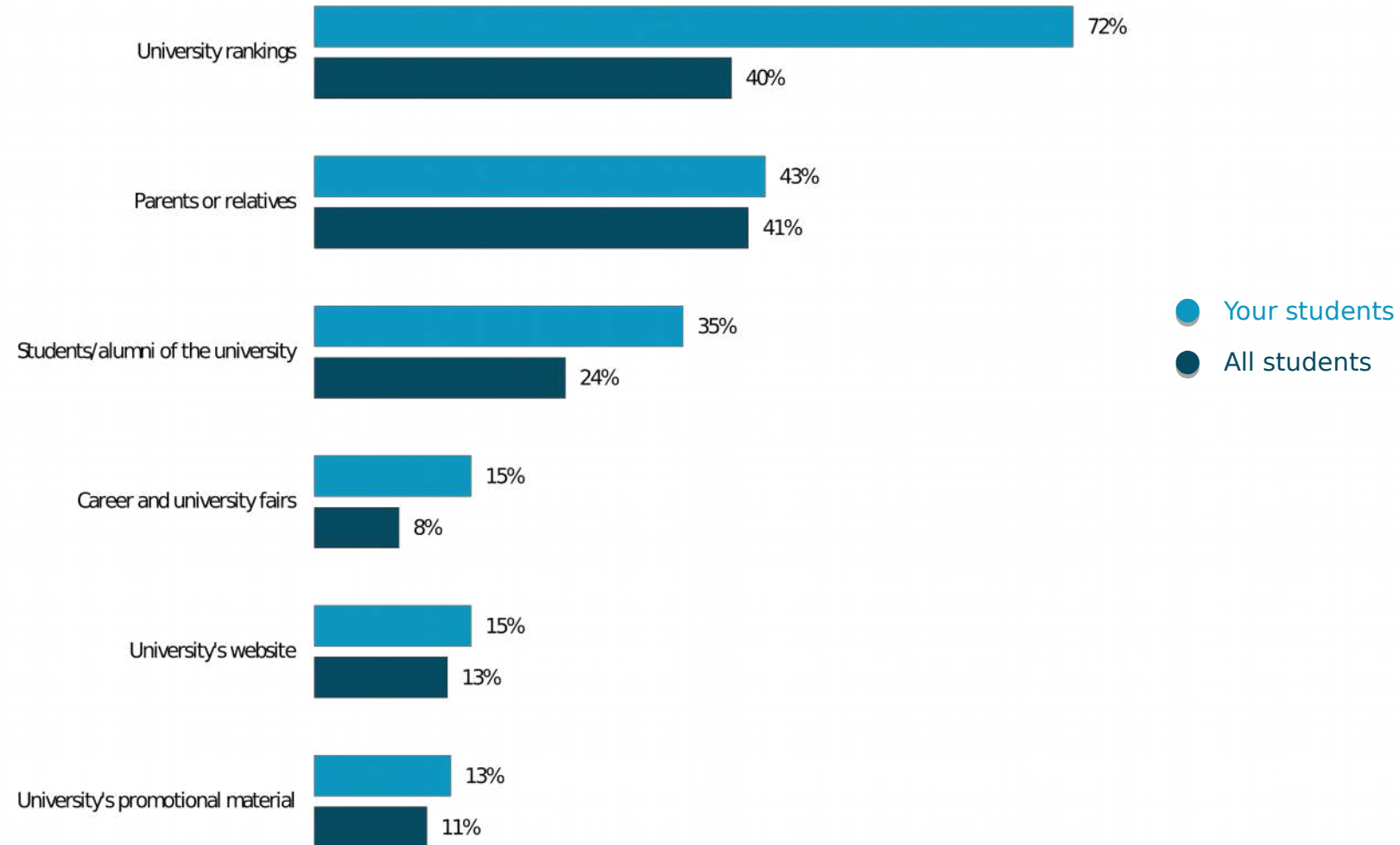
- Attend a different college or university within this country
- Attend a college or university abroad
- **Attend the same college or university**
- Seek employment instead of going to college or university



• If you were to restart your studies, what would you do? Please select your most preferred option.

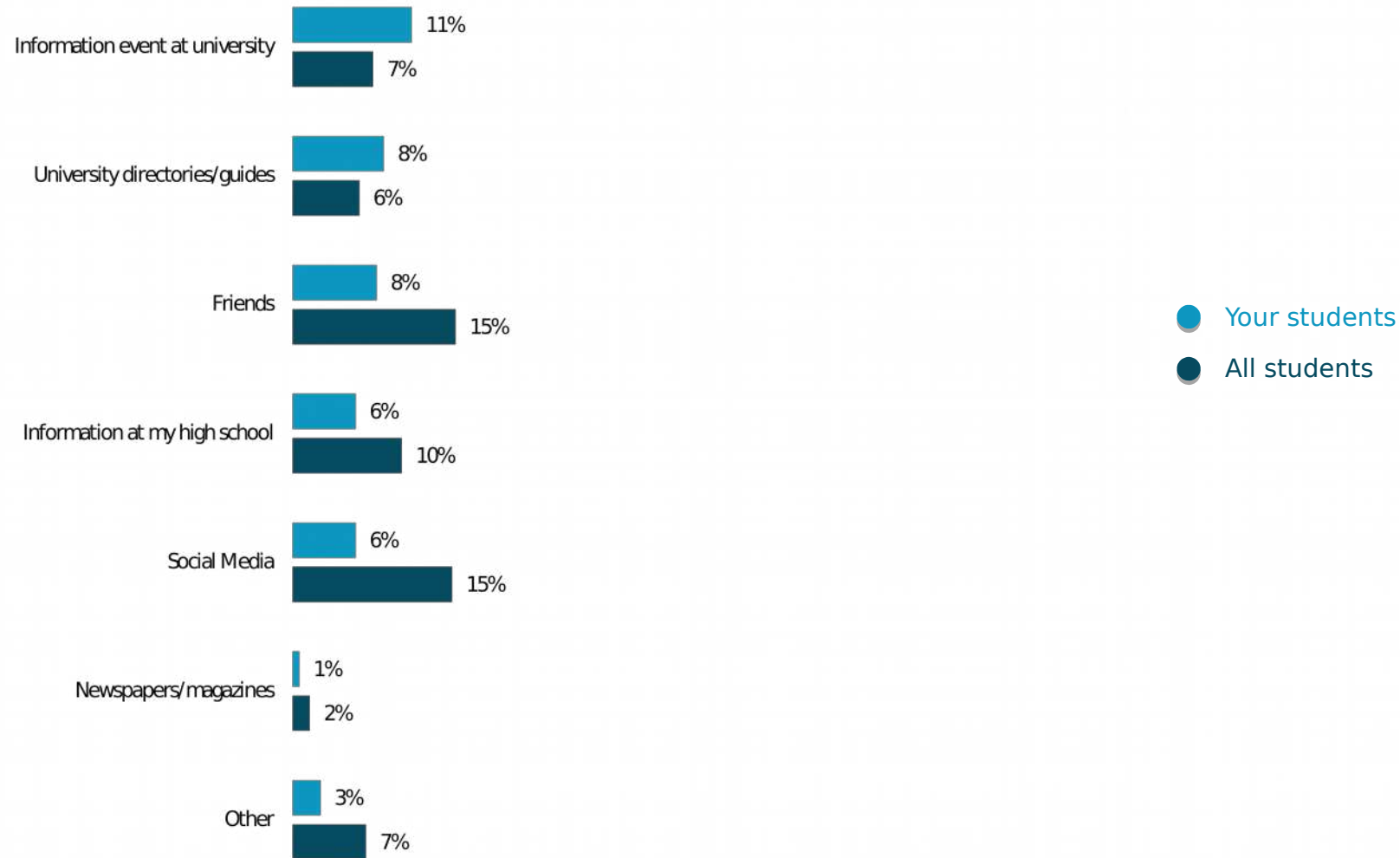


# Influences on decisions where to study



• Which of the following influenced you the most to choose your college or university? Please select a maximum of 3 alternatives.

# Less important influence factors for your school's selection



• Which of the following influenced you the most to choose your college or university? Please select a maximum of 3 alternatives.

# The Universum Drivers of University Attractiveness

## Reputation



- Alumni hold leadership positions
- Drives changes in society
- Drives innovation and/or entrepreneurship
- Educational excellence
- Heritage and tradition
- Internationally renowned
- Research excellence
- Studying with the best students
- Successful alumni
- Unique programs

## Employability



- Focus on professional development
- Good employment opportunities
- Good reference for future career and/or education
- Launching pad for international career
- Opportunities to network with employers
- Strong ties with industry
- Supports and develops entrepreneurialism
- Supports and develops innovation
- Target school for employers in my field
- Teaching skills employers are looking for

## Culture



- Affordability of studies
- Attractive location
- Creative and dynamic atmosphere
- Friendly and open environment
- Good meal plans / cafeterias
- Institutional commitment to diversity and inclusion
- International student body
- Safe campus environment
- Support for gender equality

## Offering



- Wide range of extracurricular activities
- Adequate teacher/student ratio
- Availability of study space
- Easy access to study materials
- Excellent professors/lecturers
- High quality of programs
- Interdisciplinary courses
- Programs/opportunities to study abroad
- Stimulating learning environment
- Teaching relevant skills
- Variety of courses

# The most important attributes - Top 10

## Your students

-  1. Educational excellence
-  2. Good employment opportunities
-  3. High quality of programs
-  4. Friendly and open environment
-  5. Excellent professors/lecturers
-  5. Wide range of extracurricular activities
-  7. Successful alumni
-  8. Programs/opportunities to study abroad
-  9. Good reference for future career and/or education
-  9. Launching pad for international career


 Reputation

 Employability

## All students

-  1. Educational excellence
-  2. High quality of programs
-  3. Good employment opportunities
-  4. Friendly and open environment
-  5. Programs/opportunities to study abroad
-  6. Teaching skills employers are looking for
-  7. Good reference for future career and/or education
-  8. Wide range of extracurricular activities
-  9. Teaching relevant skills
-  10. Excellent professors/lecturers

 Culture

 Offering



• Which of these are most important to you? Please select a maximum of three alternatives.

# The top 10 topics your talent associates with you

## Your students

1. Educational excellence
2. Successful alumni
3. Good employment opportunities
4. Safe campus environment
5. Wide range of extracurricular activities
6. Programs/opportunities to study abroad
7. Good reference for future career and/or education
8. Alumni hold leadership positions
9. Friendly and open environment
10. Excellent professors/lecturers


 Reputation

 Employability

## All students

1. Friendly and open environment
2. Programs/opportunities to study abroad
3. Educational excellence
4. Good employment opportunities
5. Successful alumni
6. Attractive location
7. Good reference for future career and/or education
8. Easy access to study materials
9. Excellent professors/lecturers
10. Wide range of extracurricular activities

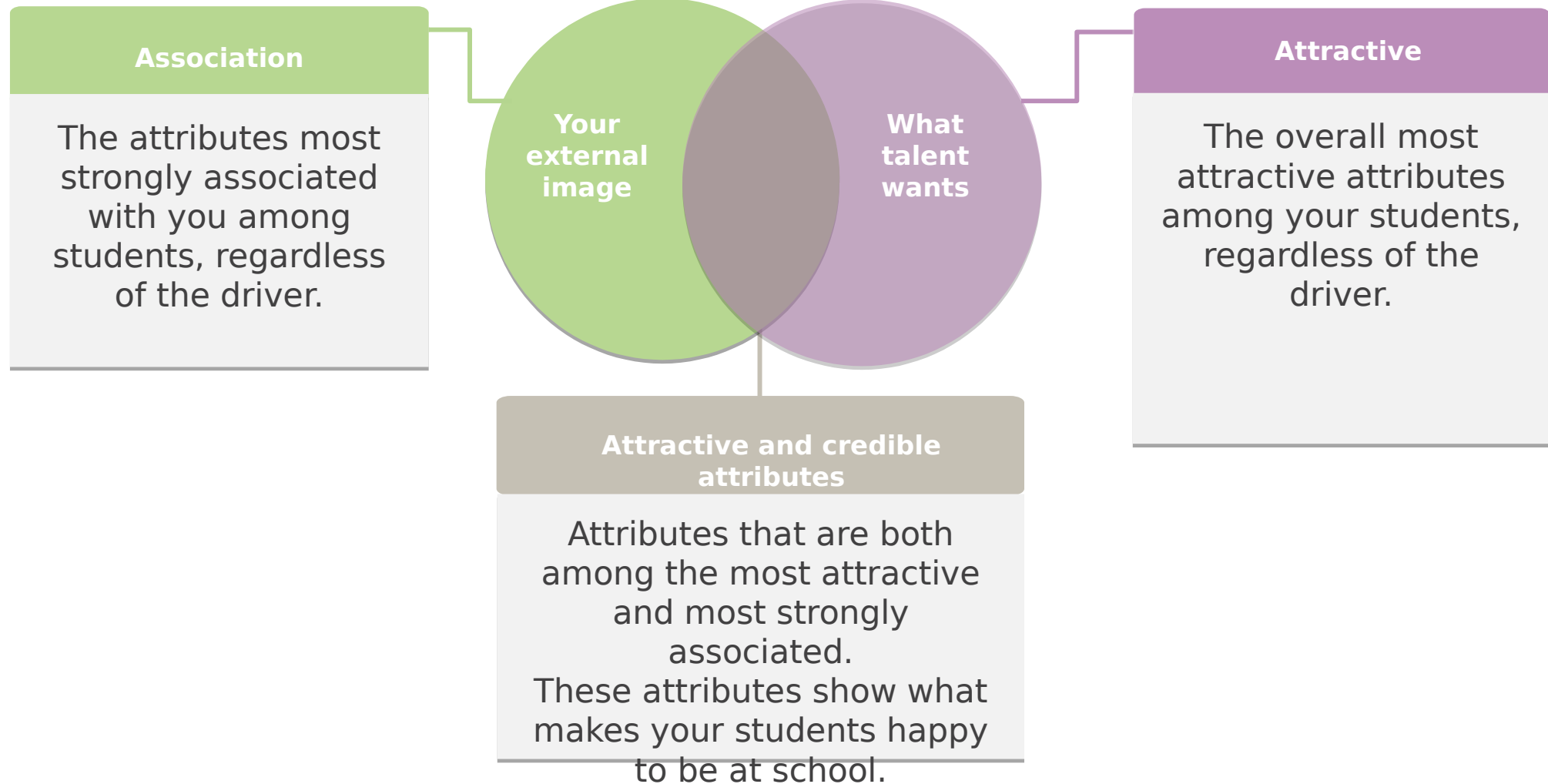
 Culture

 Offering

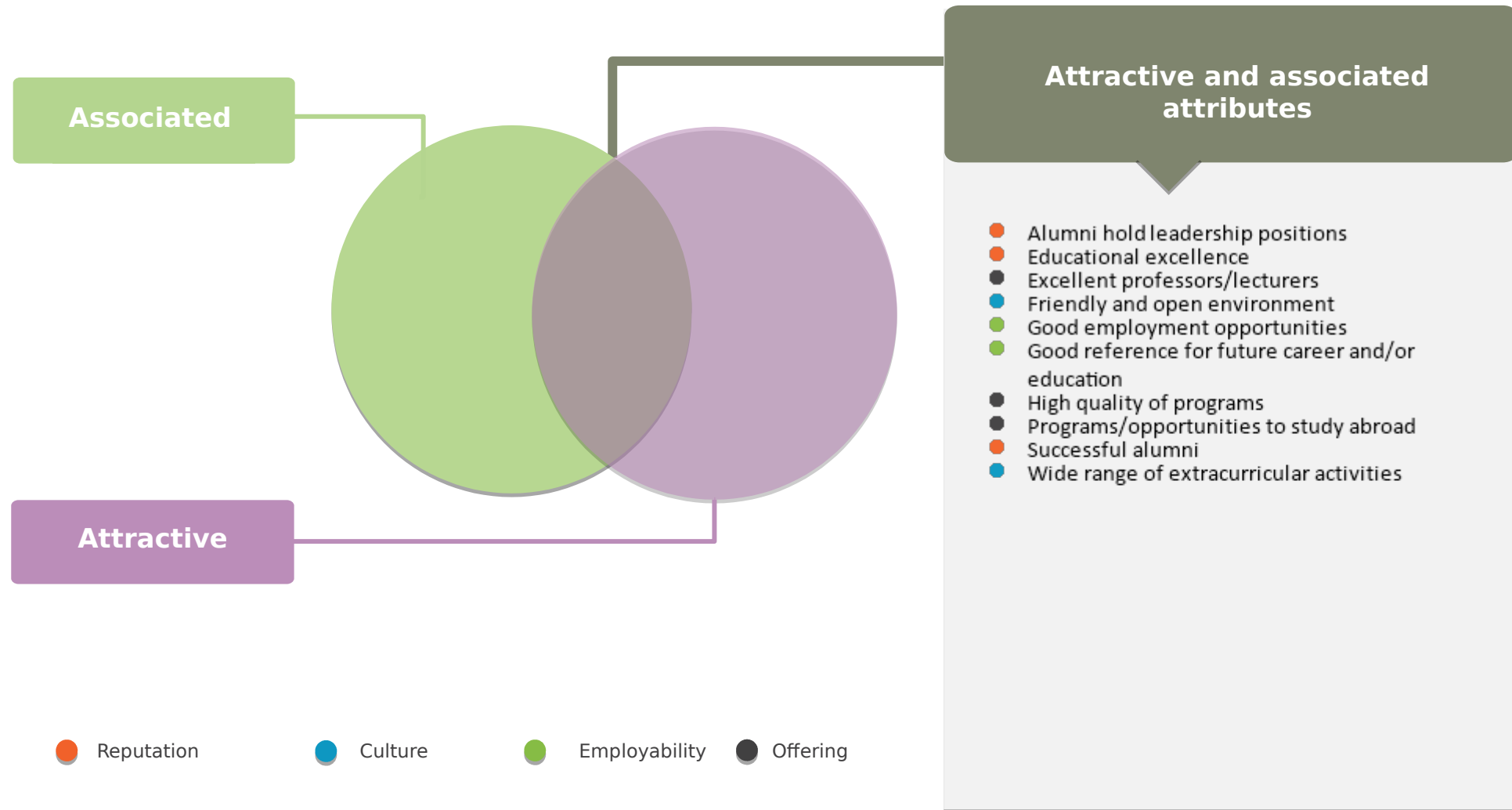


• Which of the following attributes do you associate with your college or university? Select as many as applicable.

# The following slides present an aggregated analysis of all 40 attributes from the Drivers of University Attractiveness

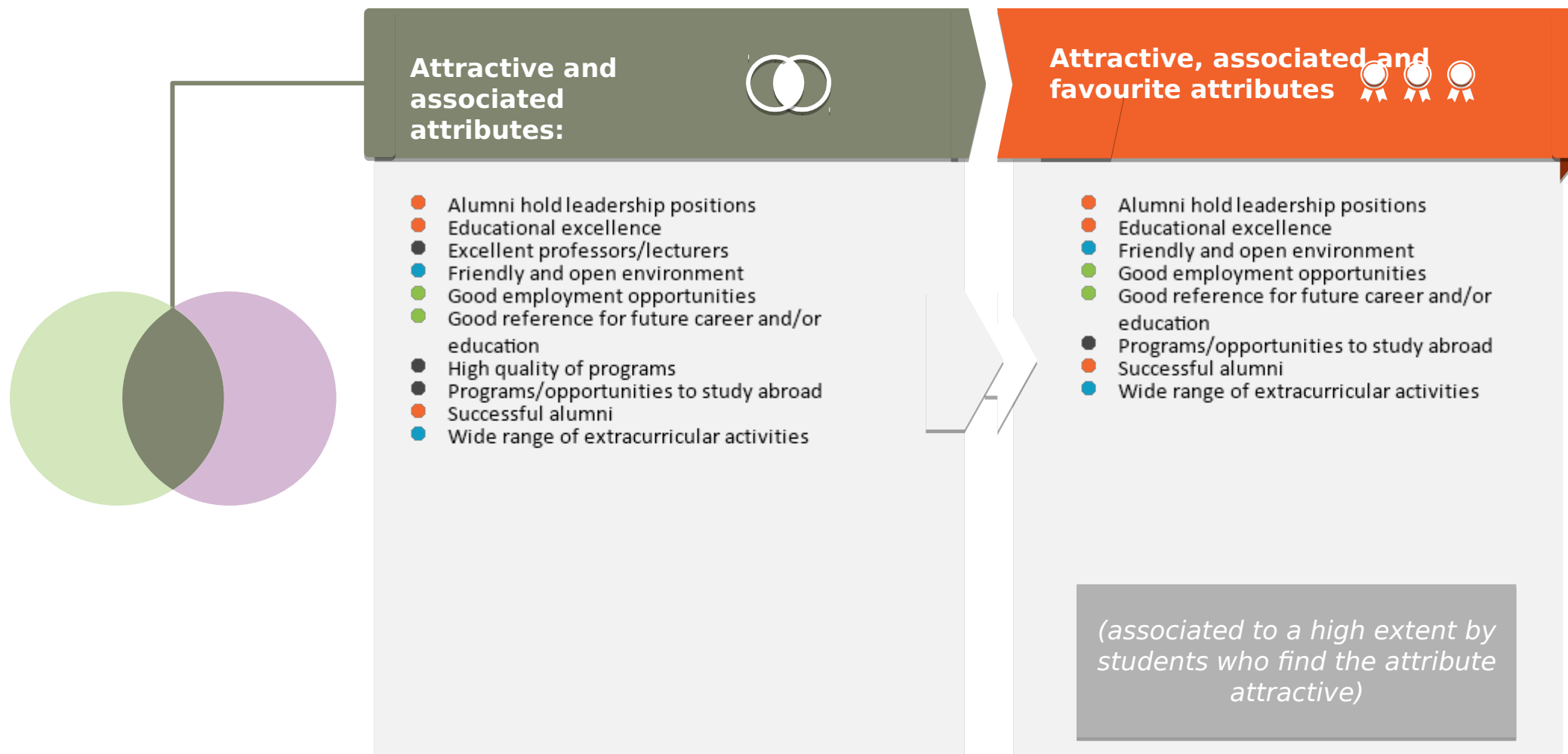


# What is attractive and associated with you?



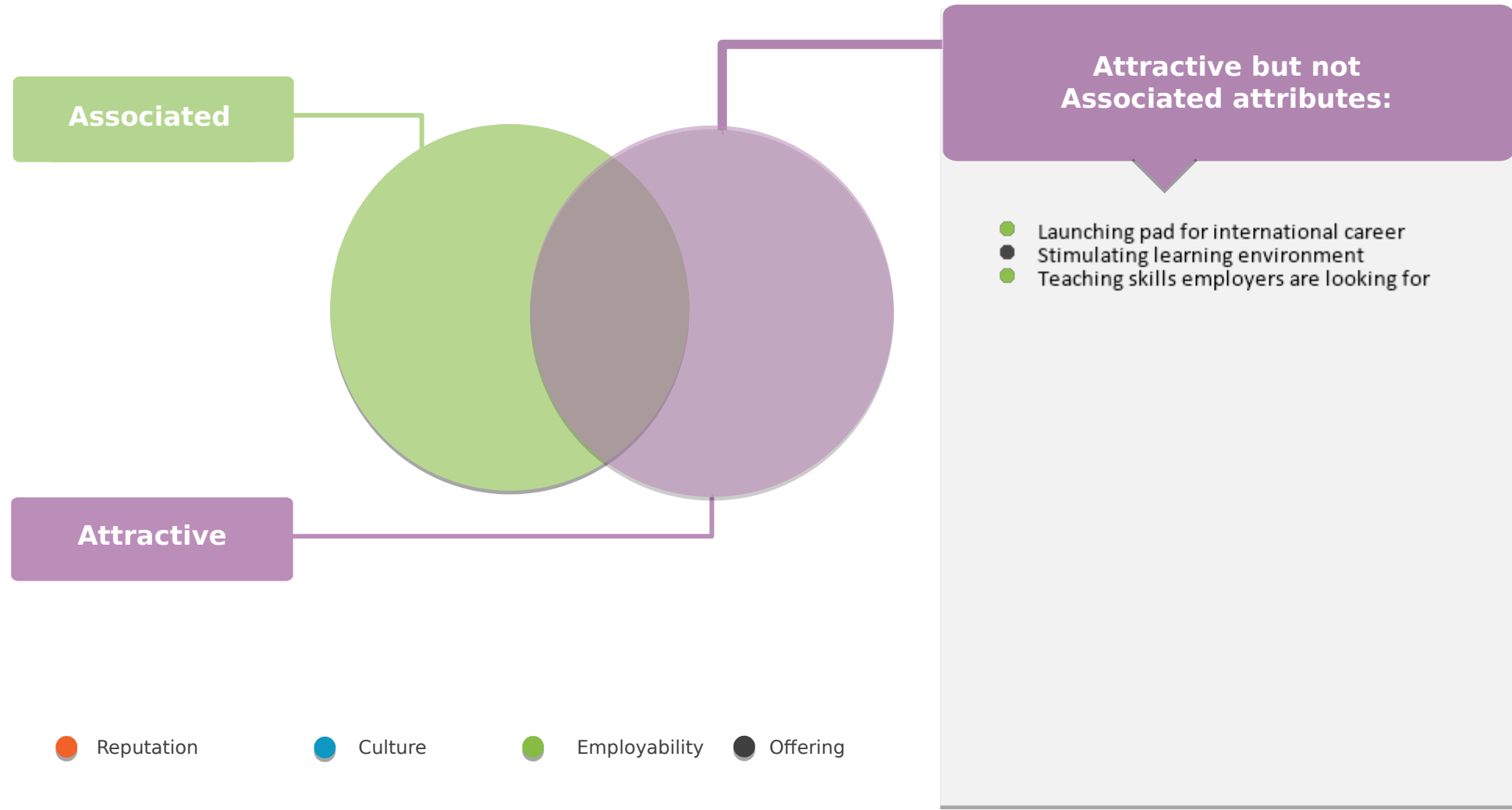
- Which of the following attributes do you associate with your college or university? (Please select as many as applicable.)
- Which of these are most important to you? (Please select a maximum of 3 alternatives.)

# Are these attributes differentiating for you?



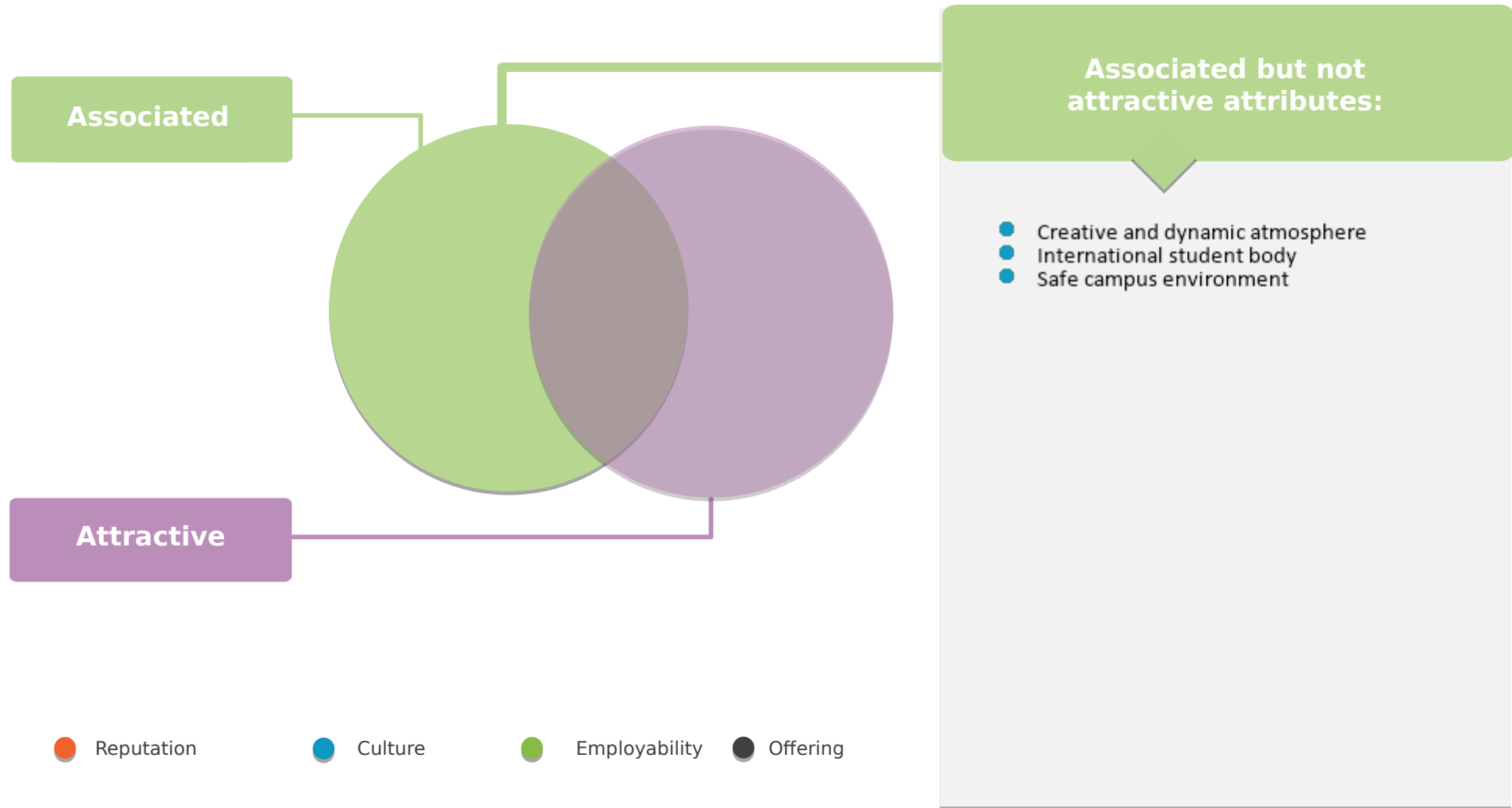


# Are your target group's preferences aligned with their perception of you?



• Which of the following attributes do you associate with your college or university? (Please select as many as applicable.)  
 • Which of these are most important to you? (Please select a maximum of 3 alternatives.)

# Are your target group's preferences aligned with their perception of you?



• Which of the following attributes do you associate with your college or university? (Please select as many as applicable.)  
• Which of these are most important to you? (Please select a maximum of 3 alternatives.)

# Gender differences in attribute importance

## More attractive to women

Attributes	Women	Men
Drives changes in society	22	38
Teaching skills employers are looking for	9	20
Programs/opportunities to study abroad	5	15
Support for gender equality	28	38
Focus on professional development	19	27

## Same importance

Attributes	Women	Men
Easy access to study materials	29	29
Educational excellence	1	1
Good employment opportunities	2	2
High quality of programs	3	3
Safe campus environment	13	13

## More attractive to men

Attributes	Women	Men
Strong ties with industry	32	15
Internationally renowned	35	20
Supports and develops entrepreneurialism	38	29
Teaching relevant skills	17	9
Creative and dynamic atmosphere	18	11



• Which of these are most important to you? (Please select a maximum of 3 alternatives.)

# Gender differences in university brand perception

## More associated by women

Attributes	Women	Men
Support for gender equality	23	36
Teaching relevant skills	16	25
Programs/opportunities to study abroad	5	13
Supports and develops innovation	27	33
Good employment opportunities	3	8

## Same association

Attributes	Women	Men
Affordability of studies	40	40
Educational excellence	1	1
Internationally renowned	39	39
Successful alumni	2	2
Supports and develops entrepreneurialism	34	34

## More associated by men

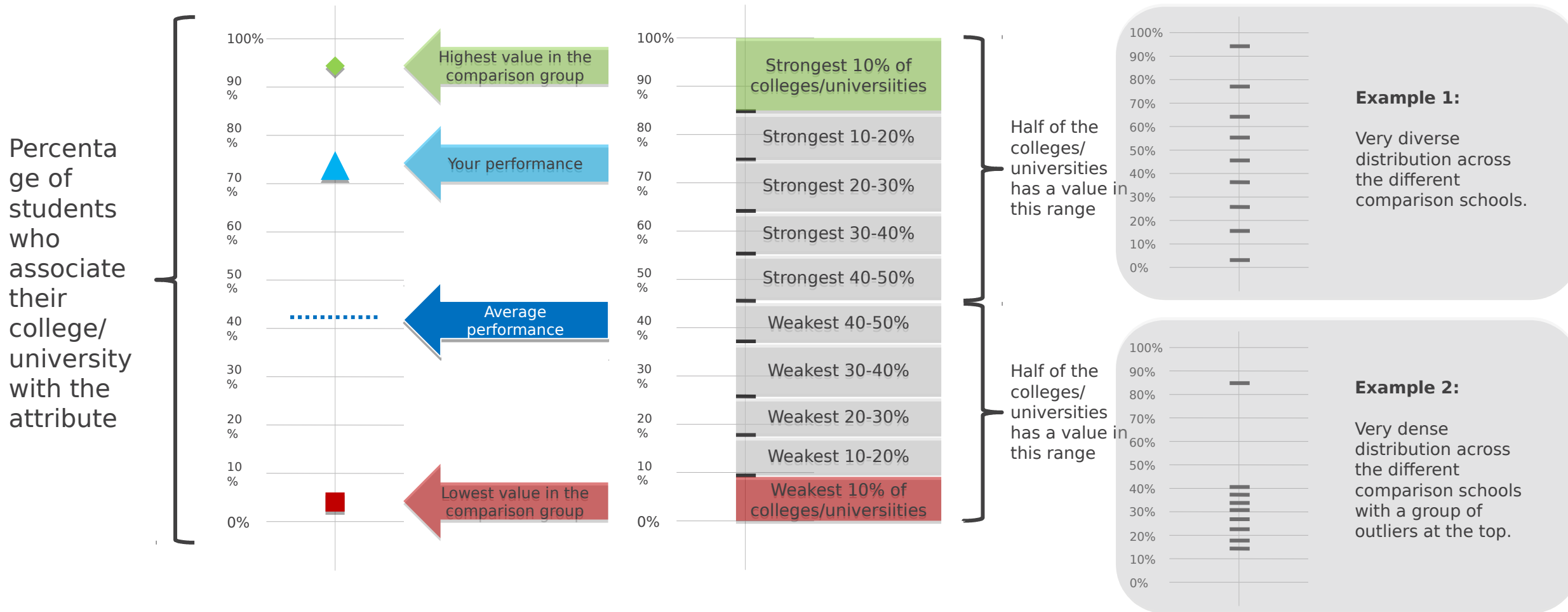
Attributes	Women	Men
Opportunities to network with employers	30	17
Stimulating learning environment	29	18
Drives changes in society	36	28
High quality of programs	13	5
Research excellence	36	28



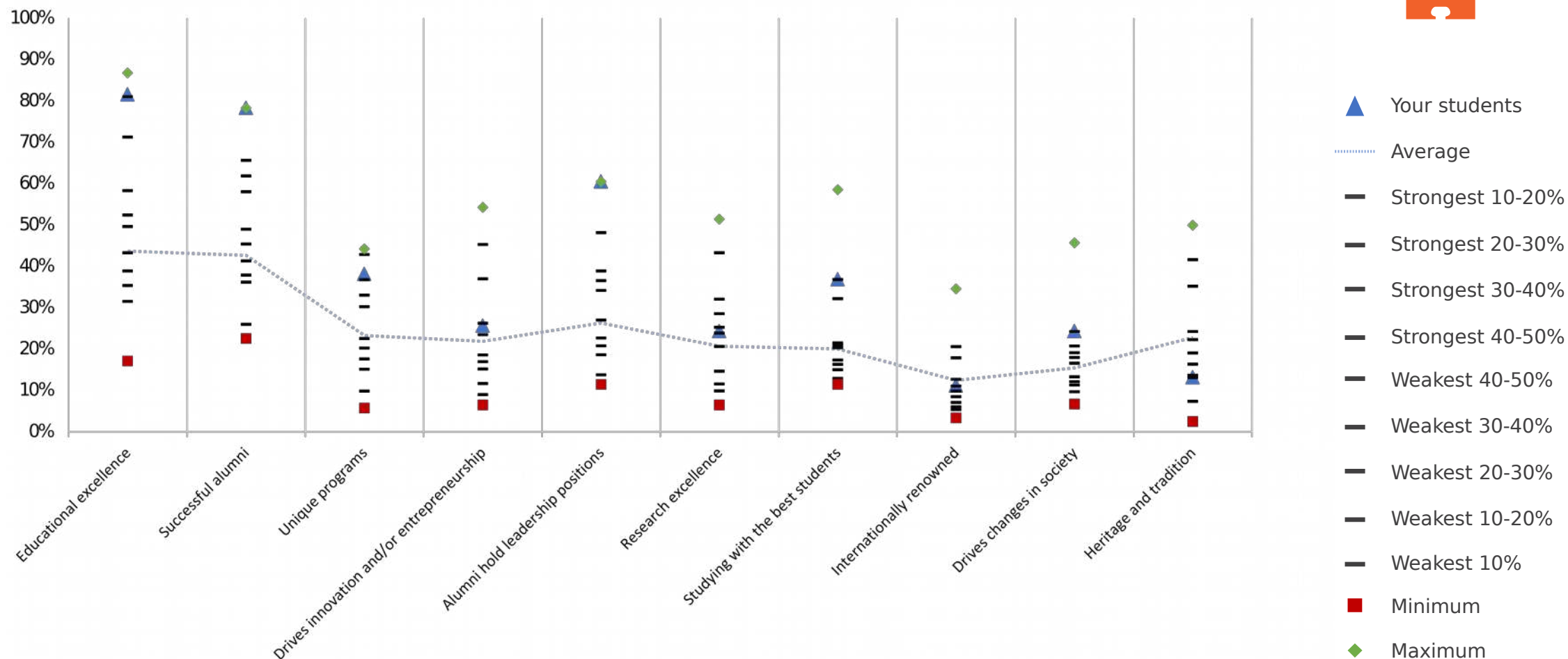
• Which of the following attributes do you associate with your college or university? (Please select as many as applicable.)

# Competitor comparison

Understanding what your students think about their school by comparing their ratings to a wider context



# Where do you stand in regards to **reputation** among talent?



The attributes are sorted by importance

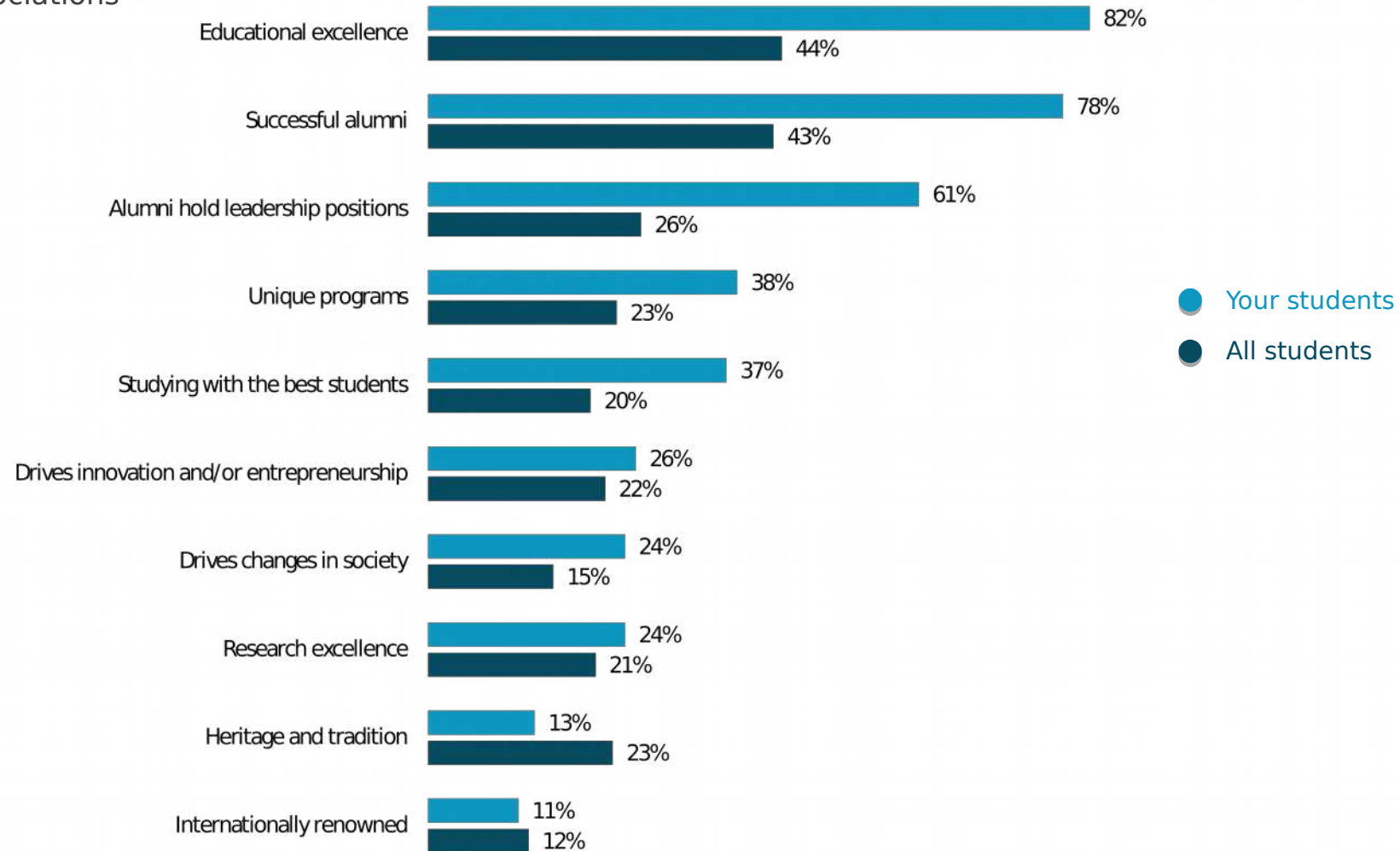


- Which college or university do you attend? / Please select the college or university where you achieved your highest academic degree.
- Which of the following attributes do you associate with your college or university? (Please select as many as applicable.)

# Reputation

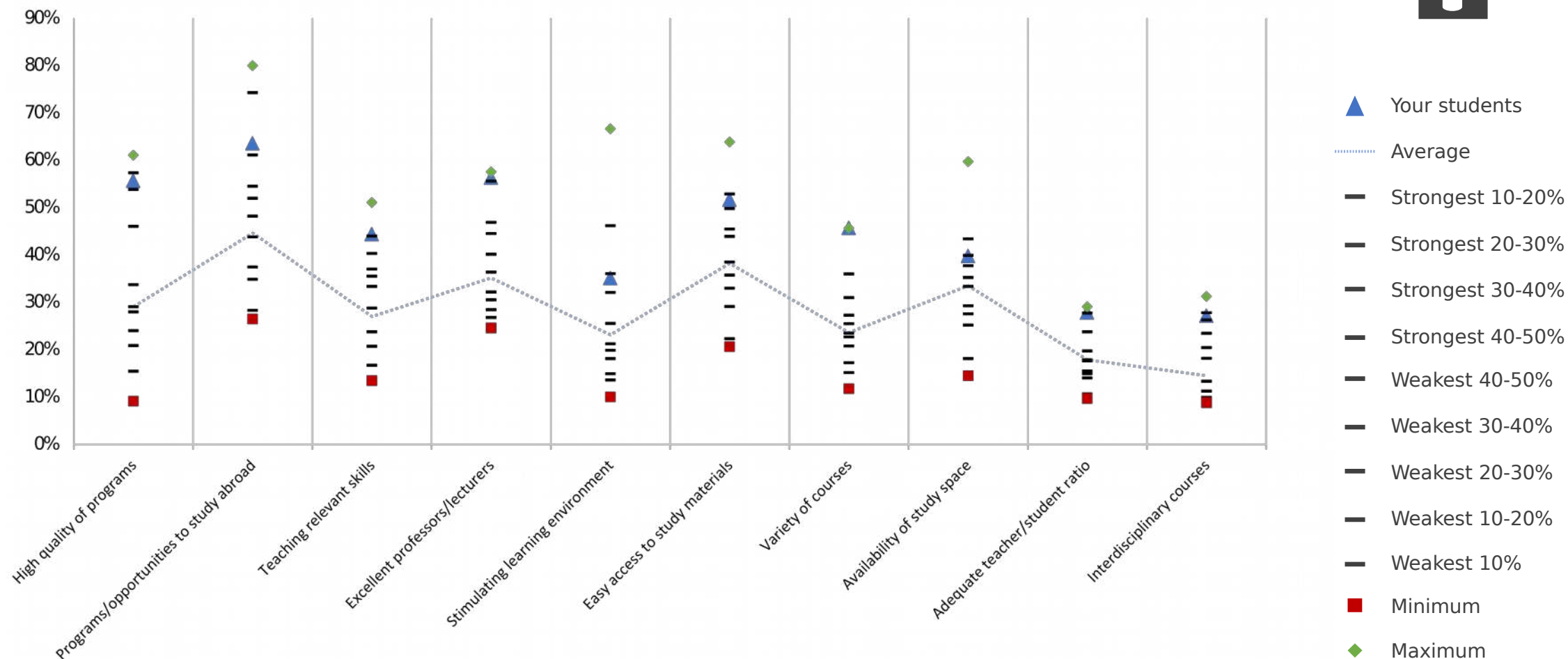


## Most frequent associations

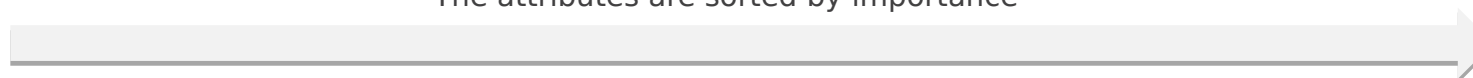


• Which of the following attributes do you associate with your college or university? Select as many as applicable.

# Where do you stand in regards to **offering** to talent?



The attributes are sorted by importance



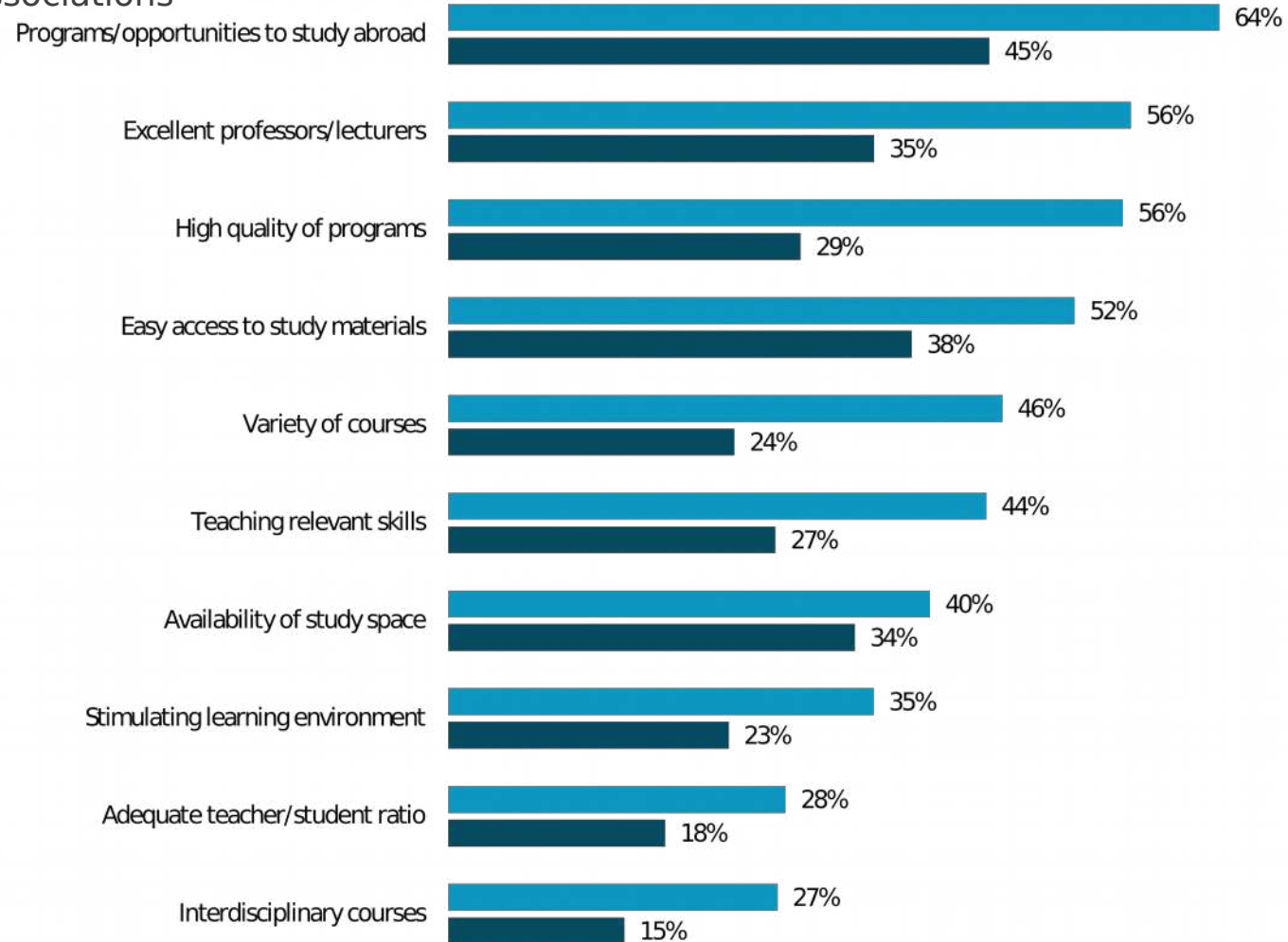
- Which college or university do you attend? / Please select the college or university where you achieved your highest academic degree.
- Which of the following attributes do you associate with your college or university? (Please select as many as applicable.)



# Offering



## Most frequent associations



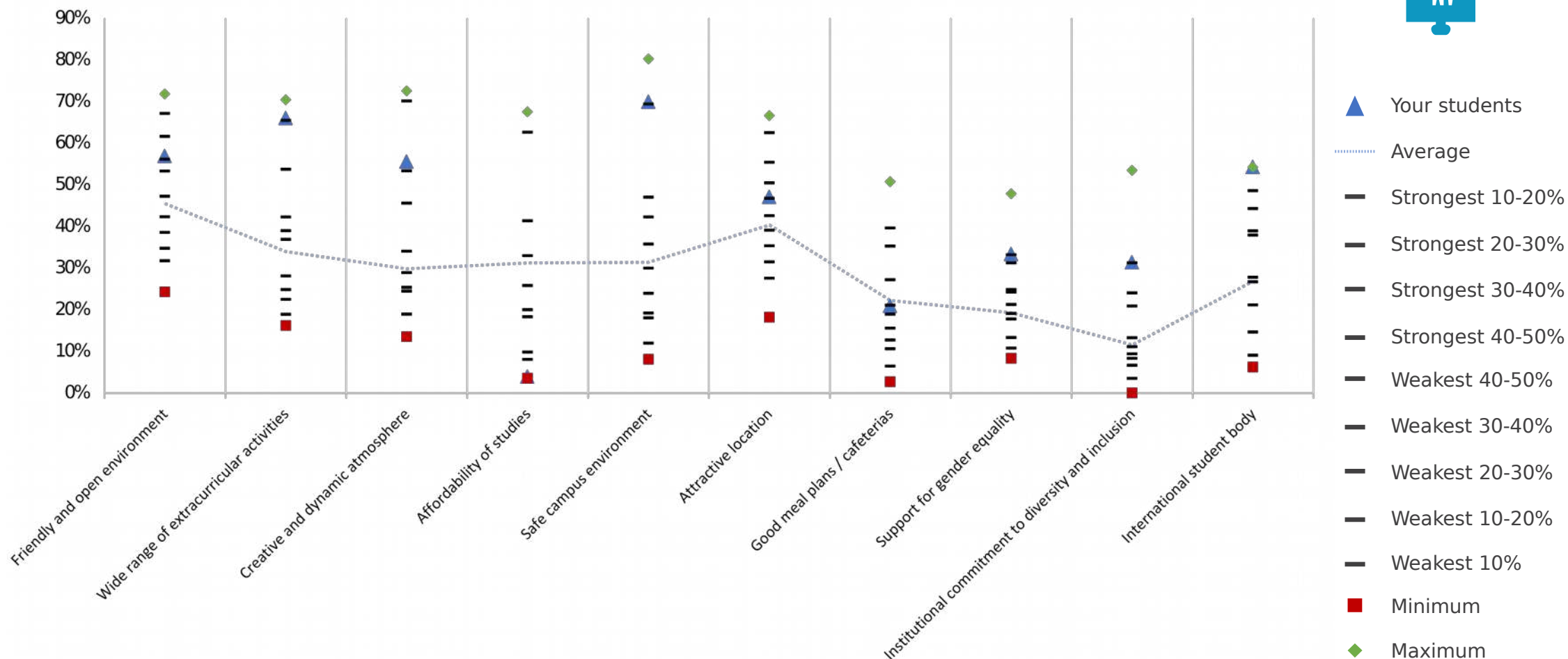
● Your students

● All students

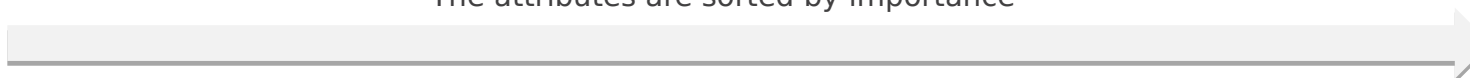


• Which of the following attributes do you associate with your college or university? Select as many as applicable.

# Where do you stand in regards to **culture**?



The attributes are sorted by importance

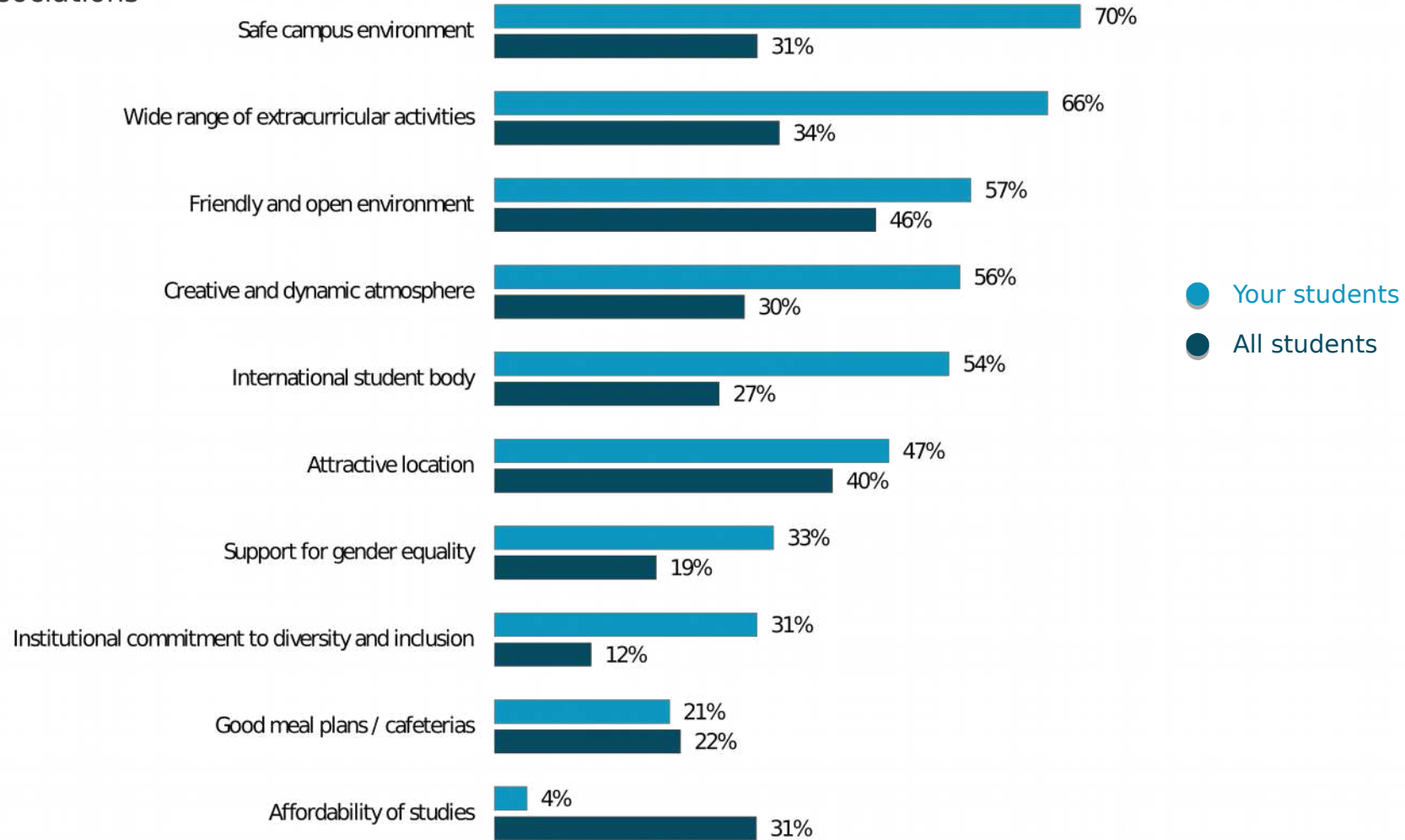


- Which college or university do you attend? / Please select the college or university where you achieved your highest academic degree.
- Which of the following attributes do you associate with your college or university? (Please select as many as applicable.)

# Culture

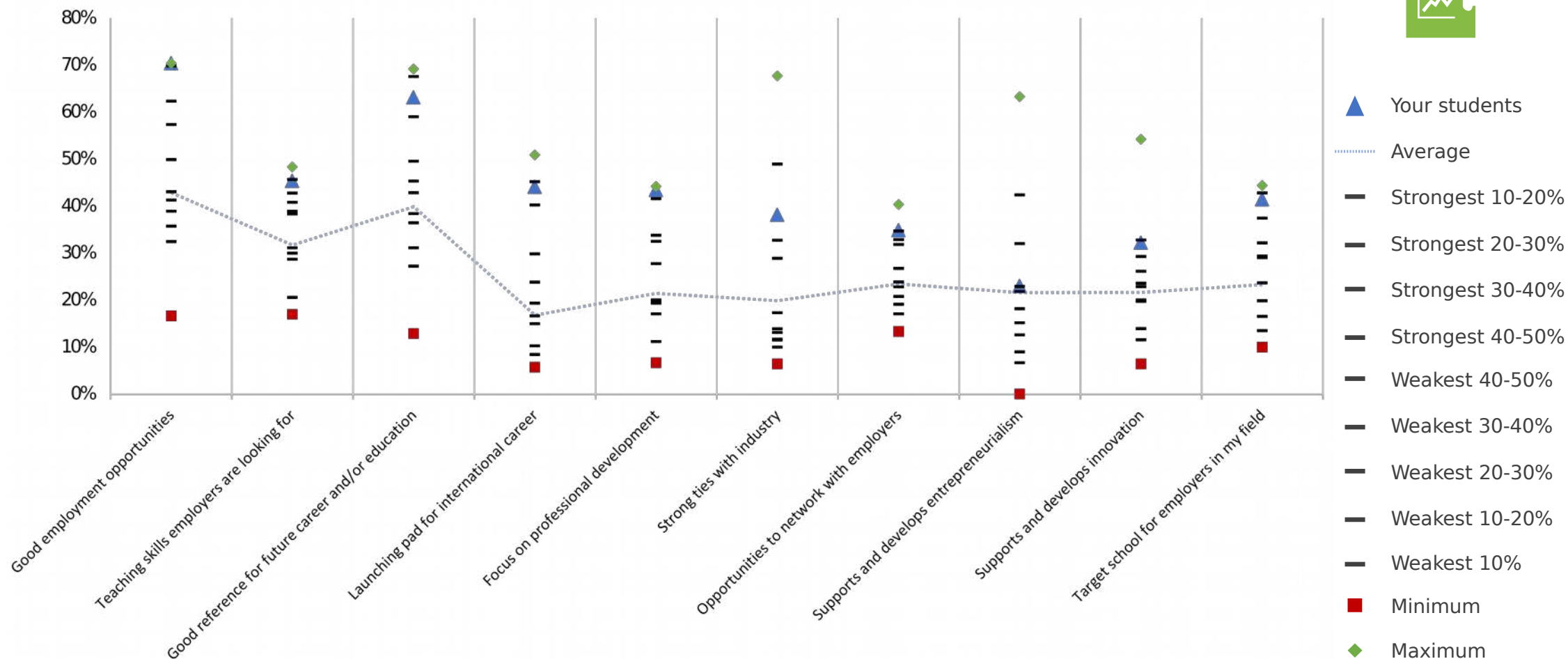


## Most frequent associations

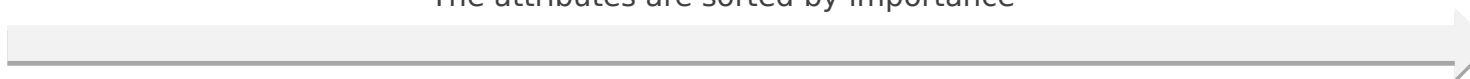


• Which of the following attributes do you associate with your college or university? Select as many as applicable.

# Where do you stand in regards to talent's **employability**?



The attributes are sorted by importance

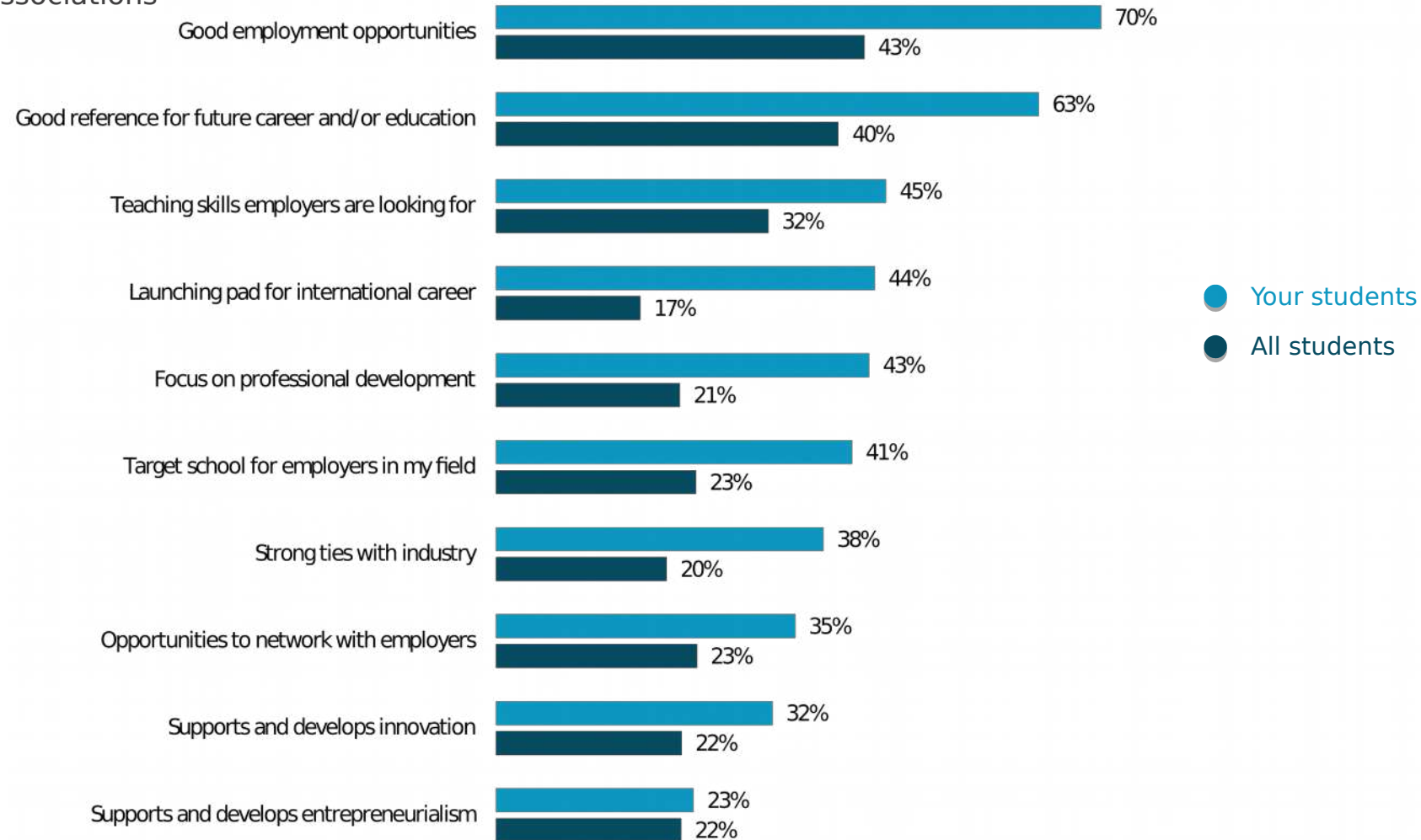


- Which college or university do you attend? / Please select the college or university where you achieved your highest academic degree.
- Which of the following attributes do you associate with your college or university? (Please select as many as applicable.)

# Employability



## Most frequent associations



• Which of the following attributes do you associate with your college or university? Select as many as applicable.

# University brand perception drivers and detractors overview

Your students can be your ambassadors. In order to understand which topics are most relevant for them it is important to understand **which topics that individual students find important they at the same time associate the most** with your school.

## IMPORTANT AND MANY ASSOCIATE IT

1. Successful alumni
2. Educational excellence
3. Alumni hold leadership positions
4. Programs/opportunities to study abroad
5. Wide range of extracurricular activities
6. Safe campus environment
7. Good employment opportunities
8. Good reference for future career and/or education
9. Creative and dynamic atmosphere
10. Attractive location

## IMPORTANT BUT MANY DO NOT ASSOCIATE IT

1. Affordability of studies
2. Internationally renowned
3. Good meal plans / cafeterias
4. Interdisciplinary courses
5. Drives changes in society
5. Studying with the best students
7. Drives innovation and/or entrepreneurship
8. Supports and develops innovation
9. Availability of study space
9. Teaching skills employers are looking for

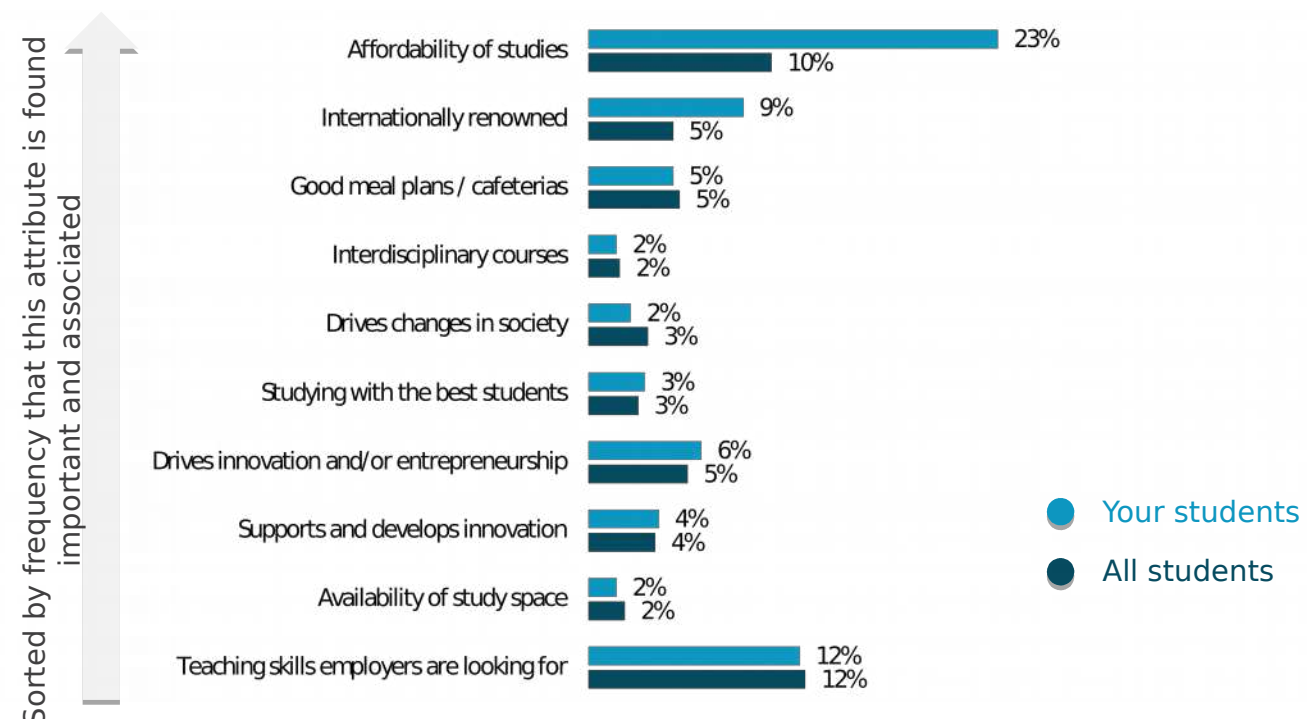
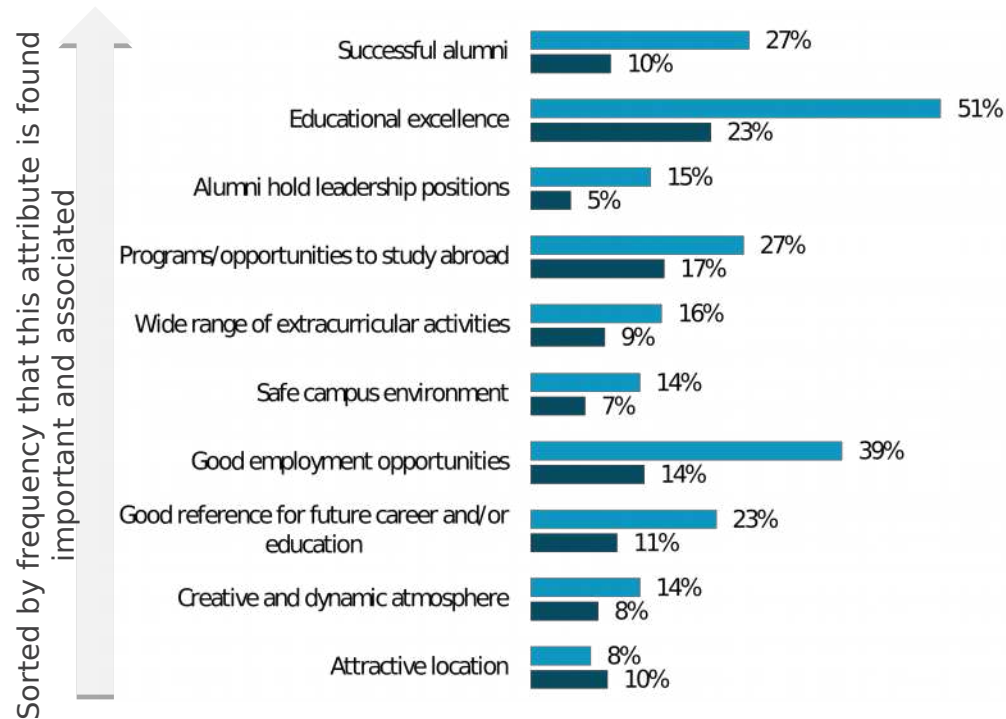


• Which of the following attributes do you associate with your college or university? (Please select as many as applicable.)

# University brand perception drivers and detractors

Students who find this important and associate it with their university who say they excel at it

Students who find this important and do not associate it with their university who say it needs to be urgently improved



● Your students  
● All students

- Below you find the attributes that you think are important and associated with your college/university. Which of these do you think your school excels at?
- Below you find the attributes that you think are important but are not associated with your college/university. Which of these do you think your school needs to urgently improve?

# Which driver is your brand leaning to according to your students

**University Reputation and Image**

4 attributes

**Employability & Future Opportunities**

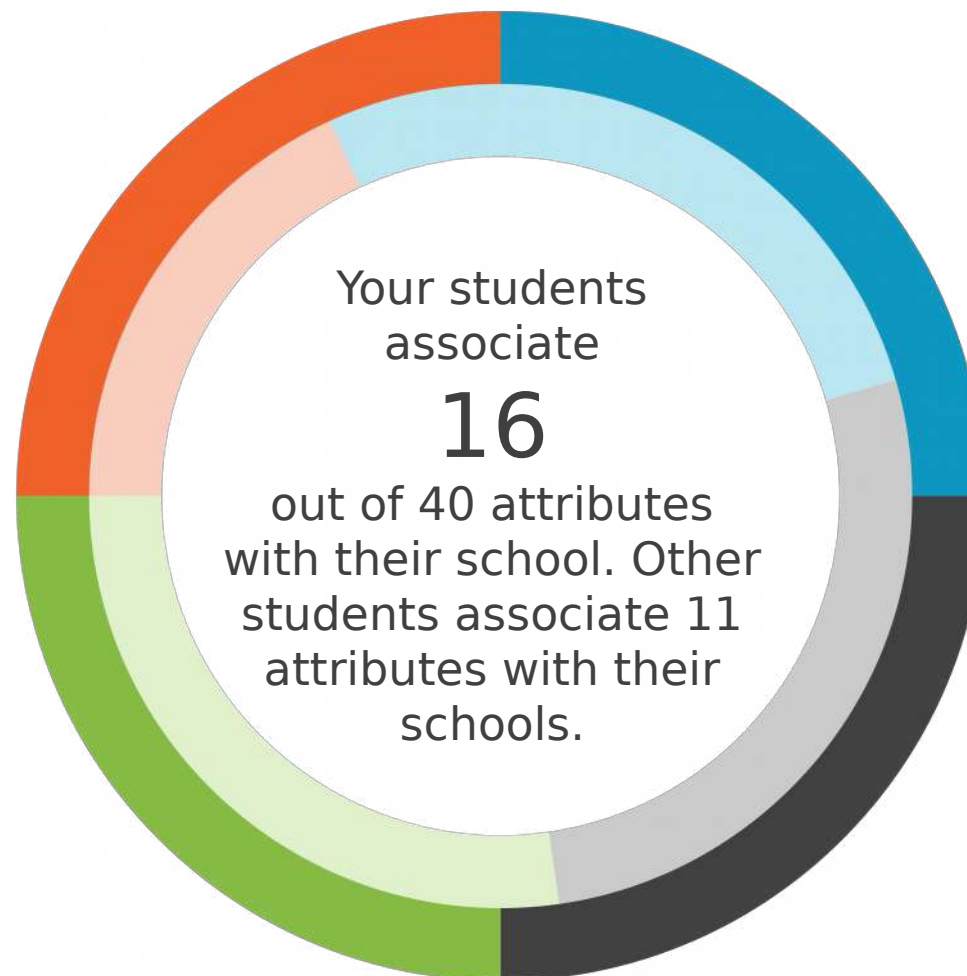
4 attributes

**Culture**

4 attributes

**Offering**

4 attributes

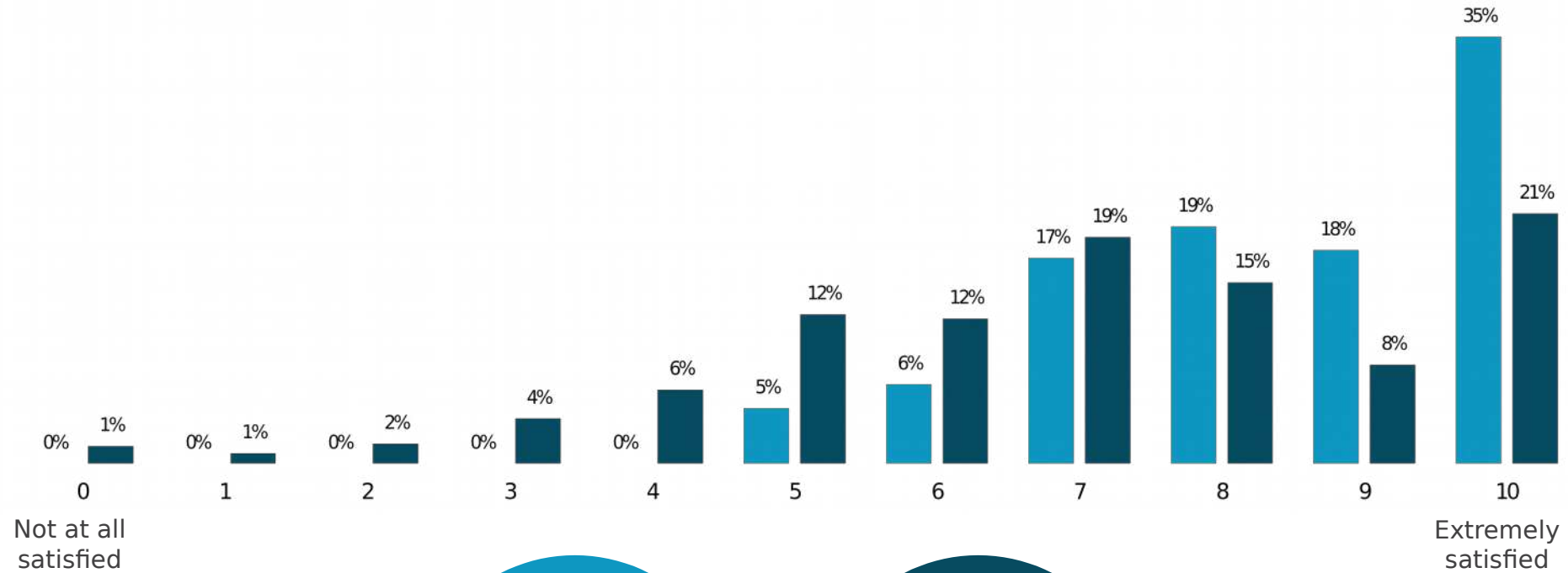


? • Which of the following attributes do you associate with your college or university? (Please select as many as applicable.)

! • Note, the list of attributes shown here cuts across all four Drivers of Employer Attractiveness (i.e. out of 40 attributes), as opposed to by each individual Driver.  
 • Outer circle shows data of Your students.  
 • Inner circle shows data of All students.



# University satisfaction

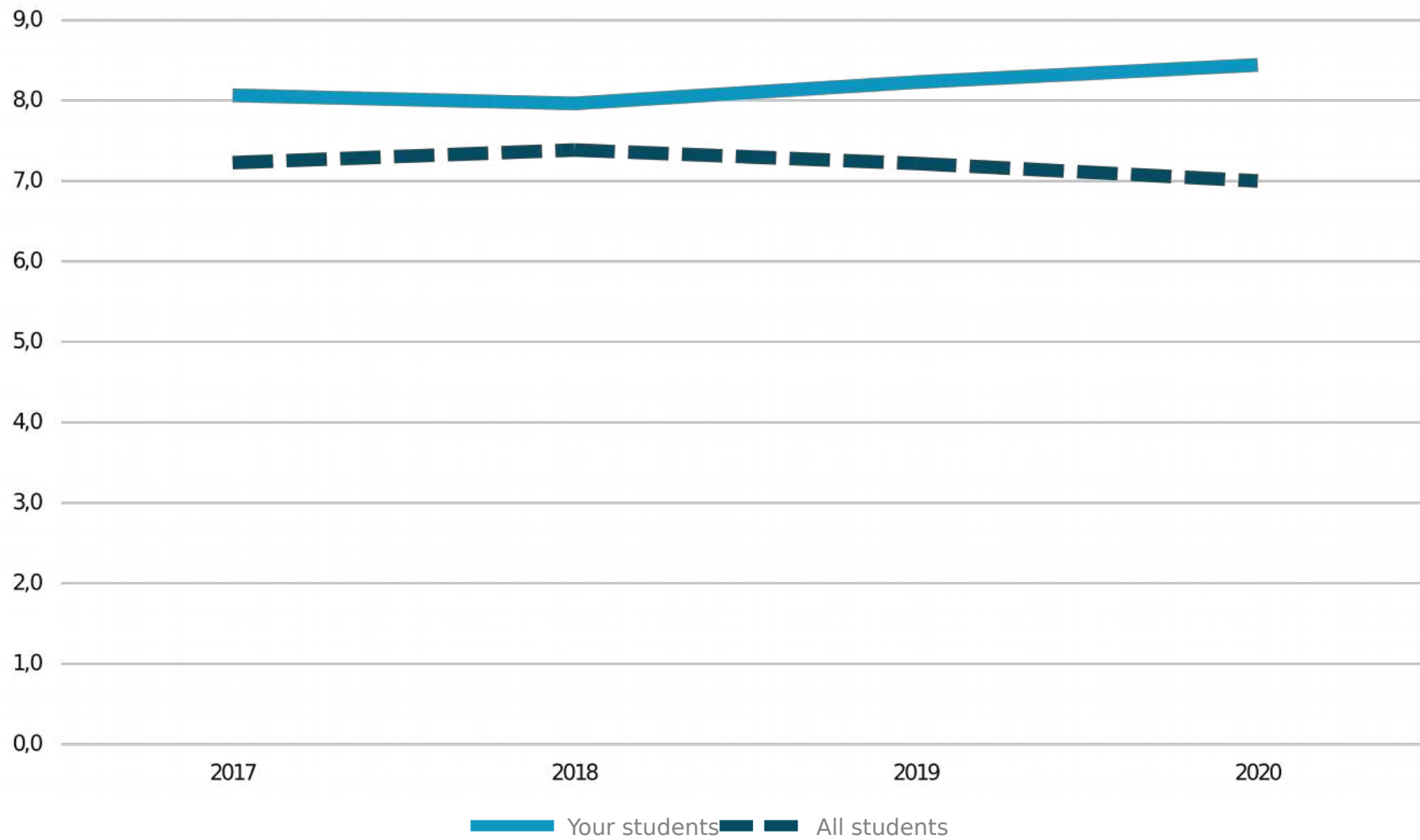


Average rate 2020:  
**8,4**  
Your students

Average rate 2020:  
**7,0**  
All students

? • How satisfied are/were you with your college or university?

# University satisfaction over time



Average rate 2020

**8,4**

Your students

Average rate 2020

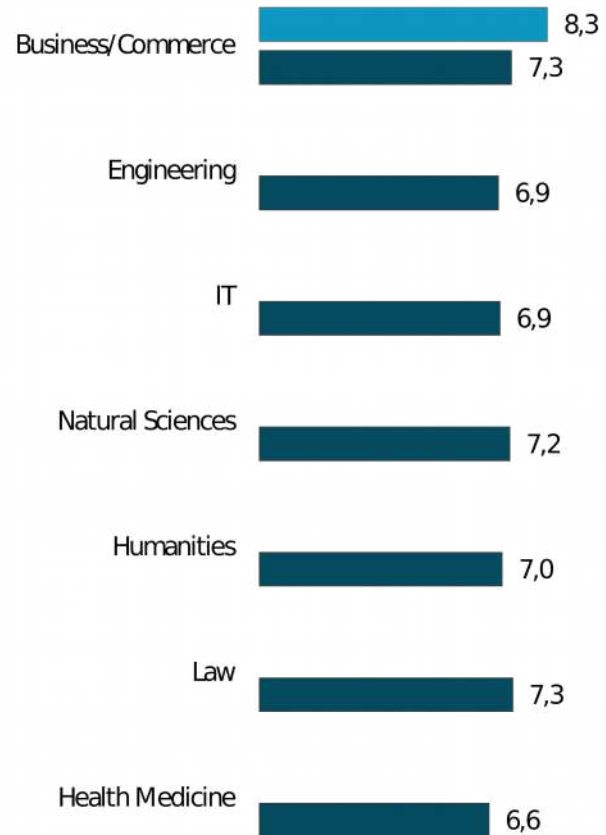
**7,0**

All students

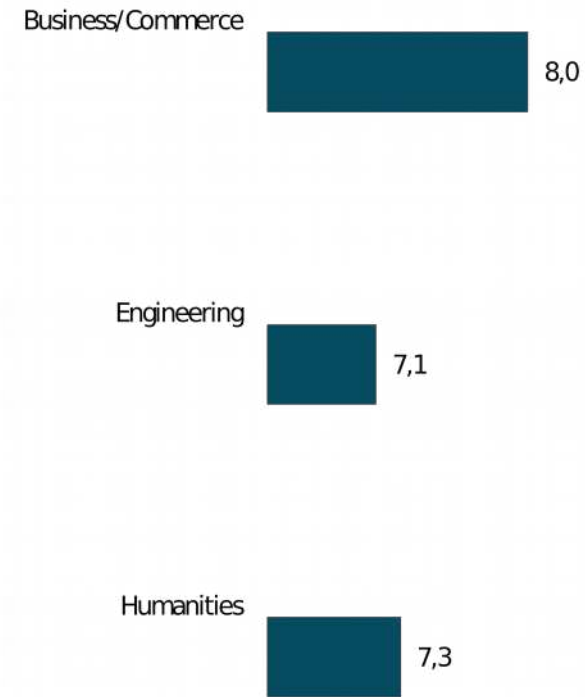
? • How satisfied are/were you with your college or university?

# Satisfaction across main fields of study

Bachelor students



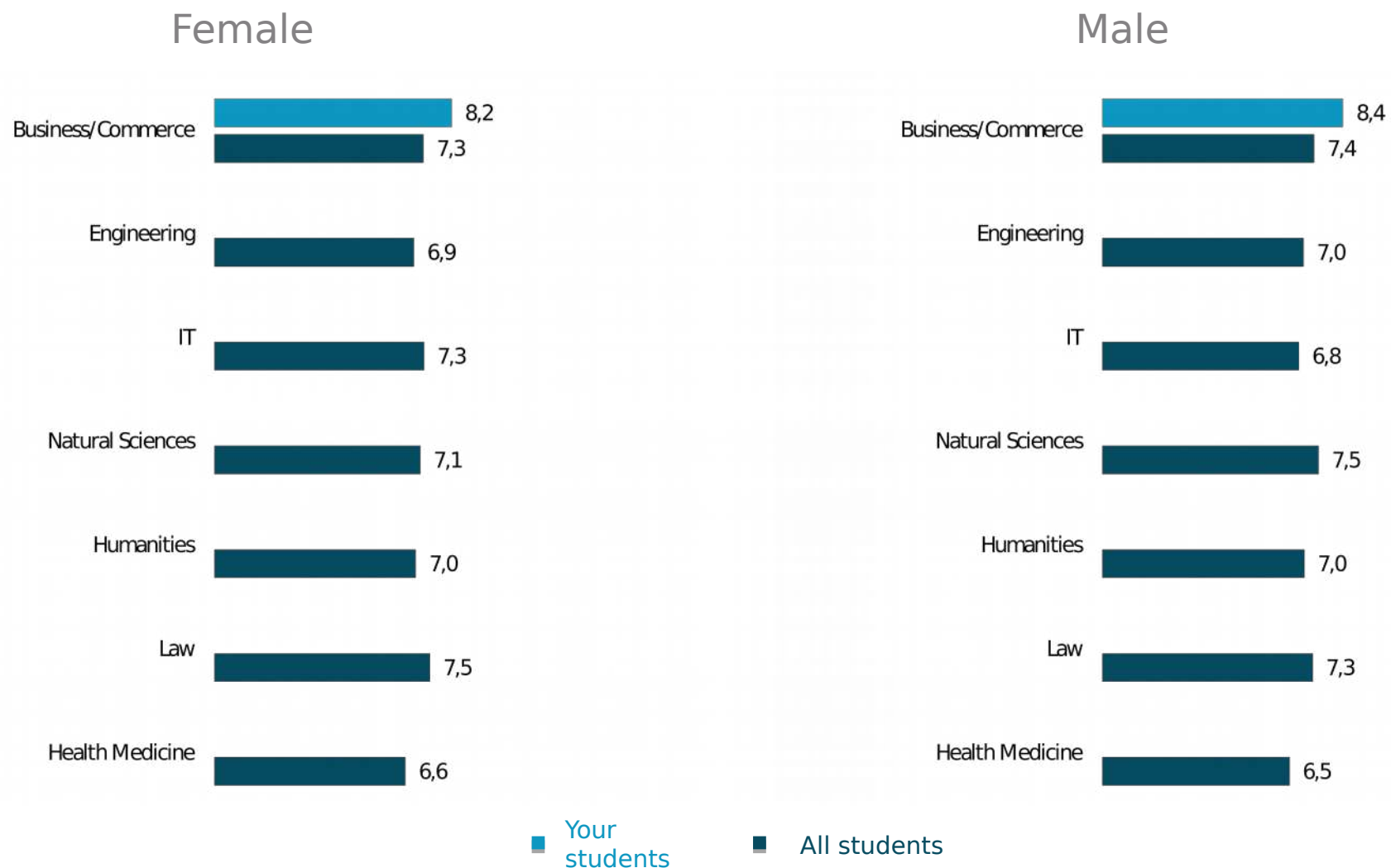
Master students



■ Your students    ■ All students

• How satisfied are/were you with your college or university?

# Satisfaction across gender per main field of study



• How satisfied are/were you with your college or university?

# Table of contents

1 INTRODUCTION

2 TALENT PROFILE

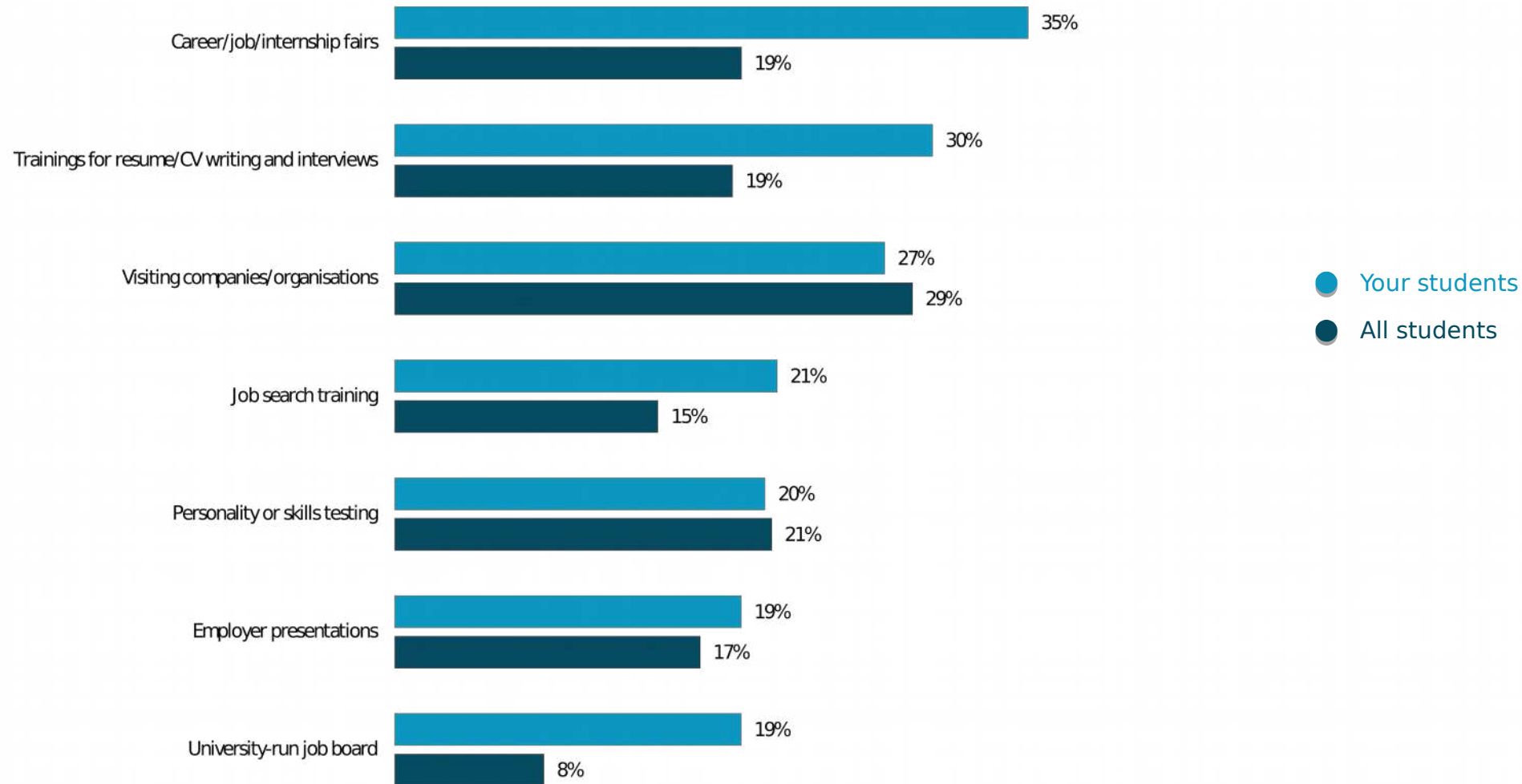
3 UNIVERSITY AND BRAND PERCEPTION

4 CAREER CENTRE

This chapter illustrates which **career services** your talent uses, which services they deem important, and how satisfied they are with the currently offered services.

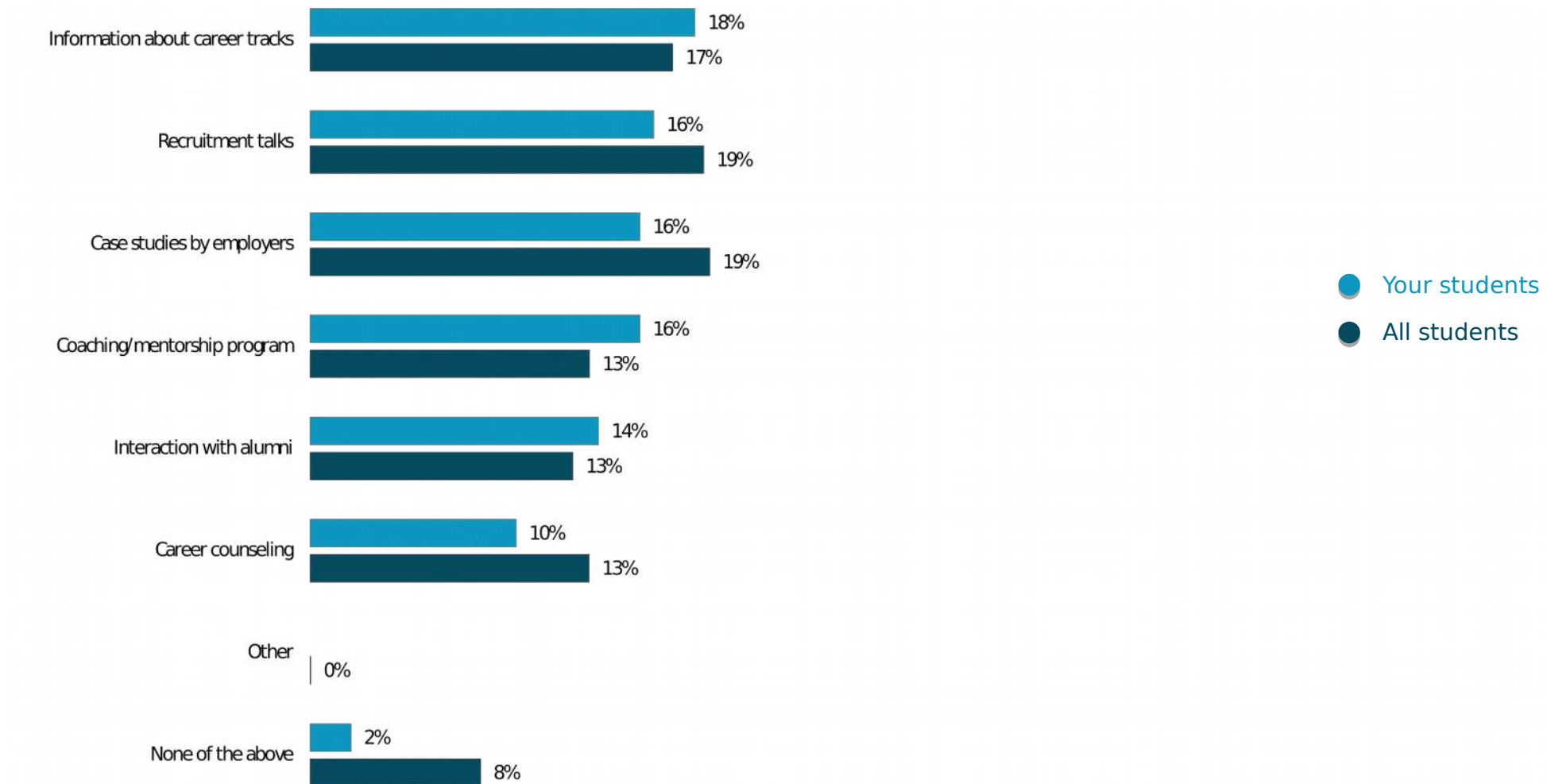
This will help you to tactically focus on the career services that are in **highest demand** and are **most effective** for your talent

# The most sought after career services (1/2)



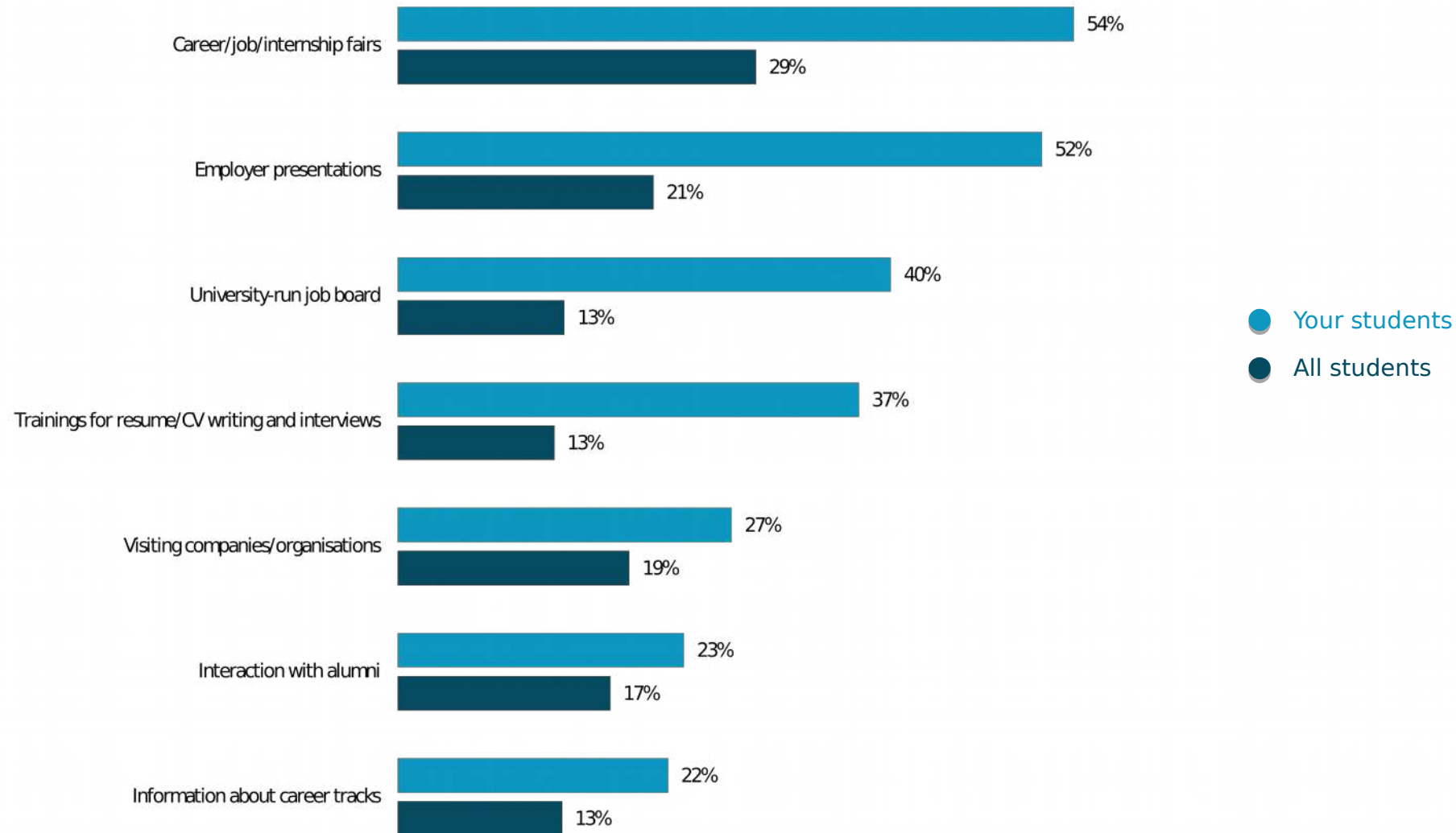
• Which of these would you like to see at your college or university? (Please select a maximum of 3 alternatives.)

## The most sought after career services (2/2)



• Which of these would you like to see at your college or university? (Please select a maximum of 3 alternatives.)

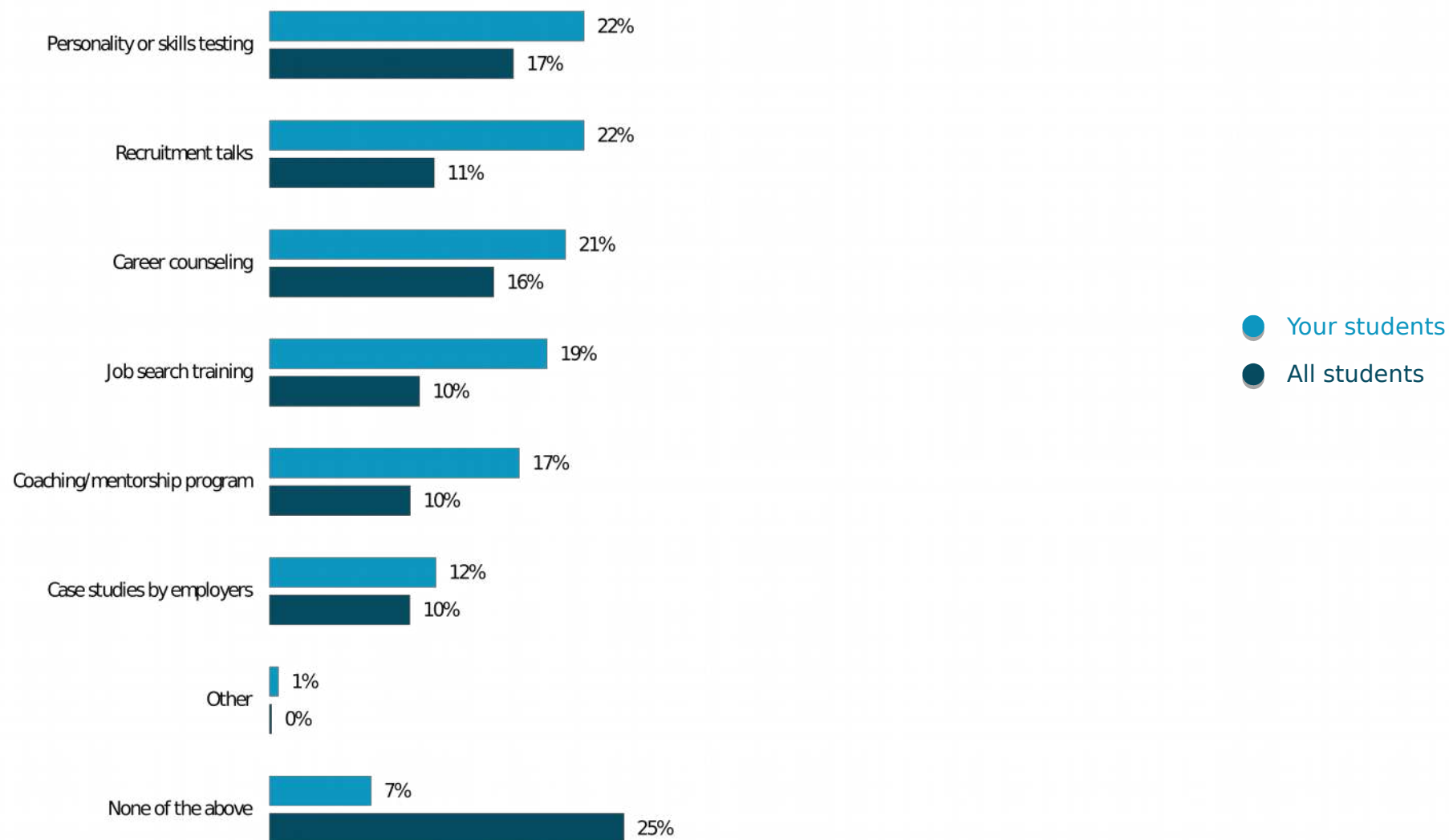
## Which career services are being used? (1/2)



• Which of these career services have you used at your college or university? (Please select as many as applicable.)

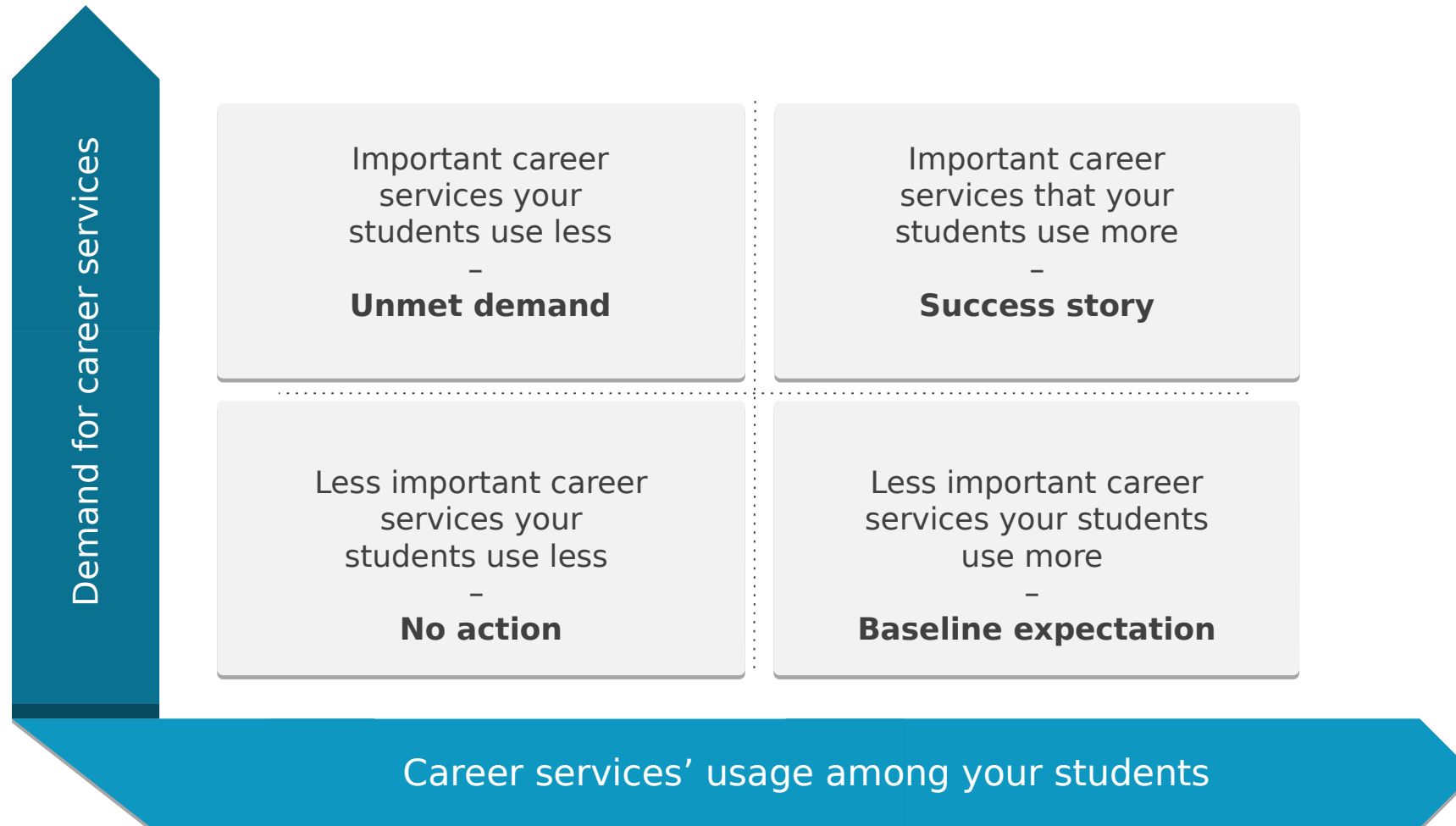


## Which career services are being used? (2/2)

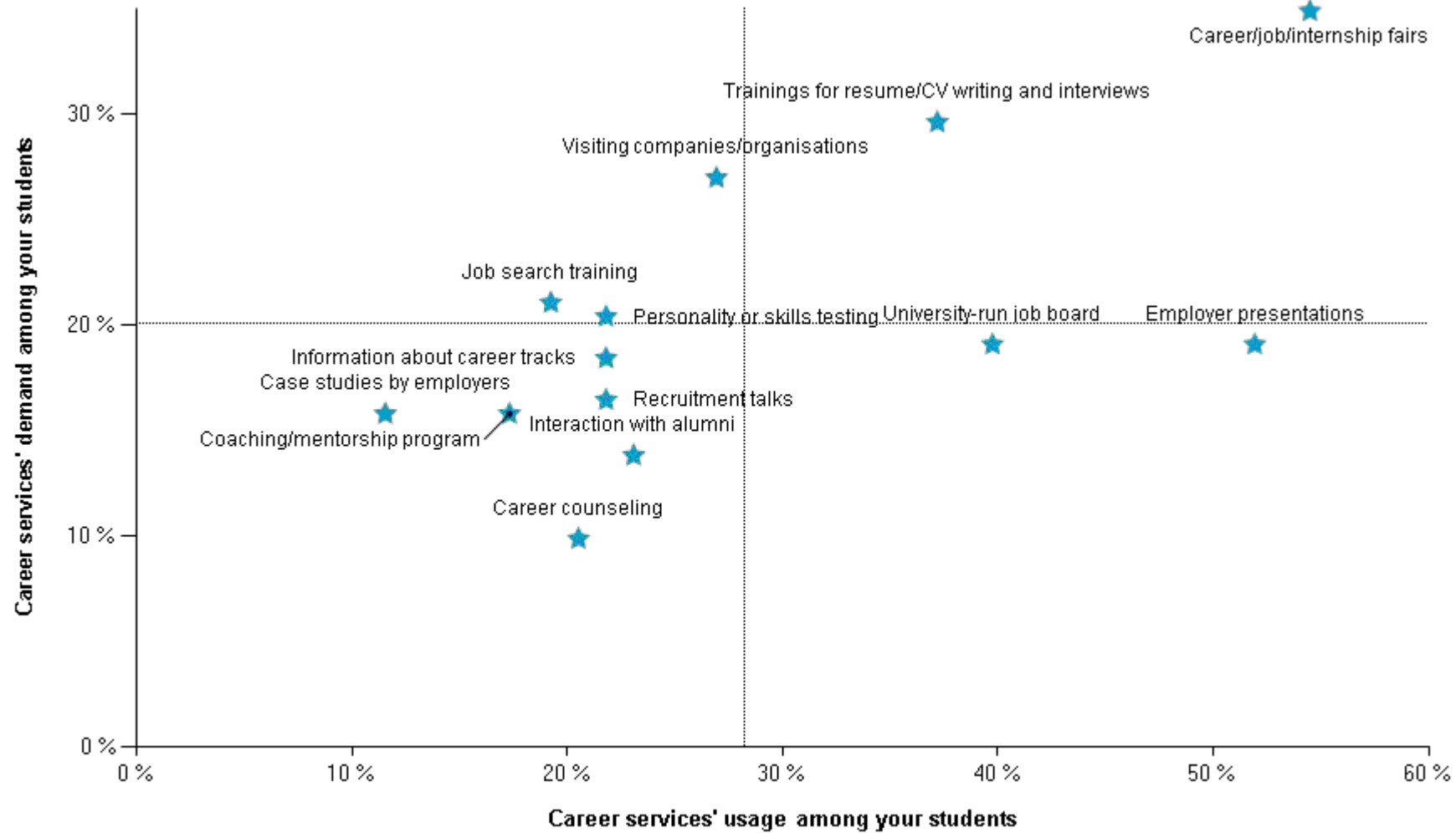


• Which of these career services have you used at your college or university? (Please select as many as applicable.)

# Are your students using the career services they find important?



# Career services demand and usage



- Which of these are most important to you? (Max. 3)
- Which of these career services have you used at your college or university? (Please select as many as applicable.)

# Breakdown for demand and usage of career services per degree

## Most sought after career services to bachelor's students

1. Career/job/internship fairs
2. Trainings for resume/CV writing and interviews
3. Visiting companies/organisations



## Most sought after career services to master's students



## Most used career services by bachelor's students

1. Career/job/internship fairs
2. Employer presentations
3. University-run job board

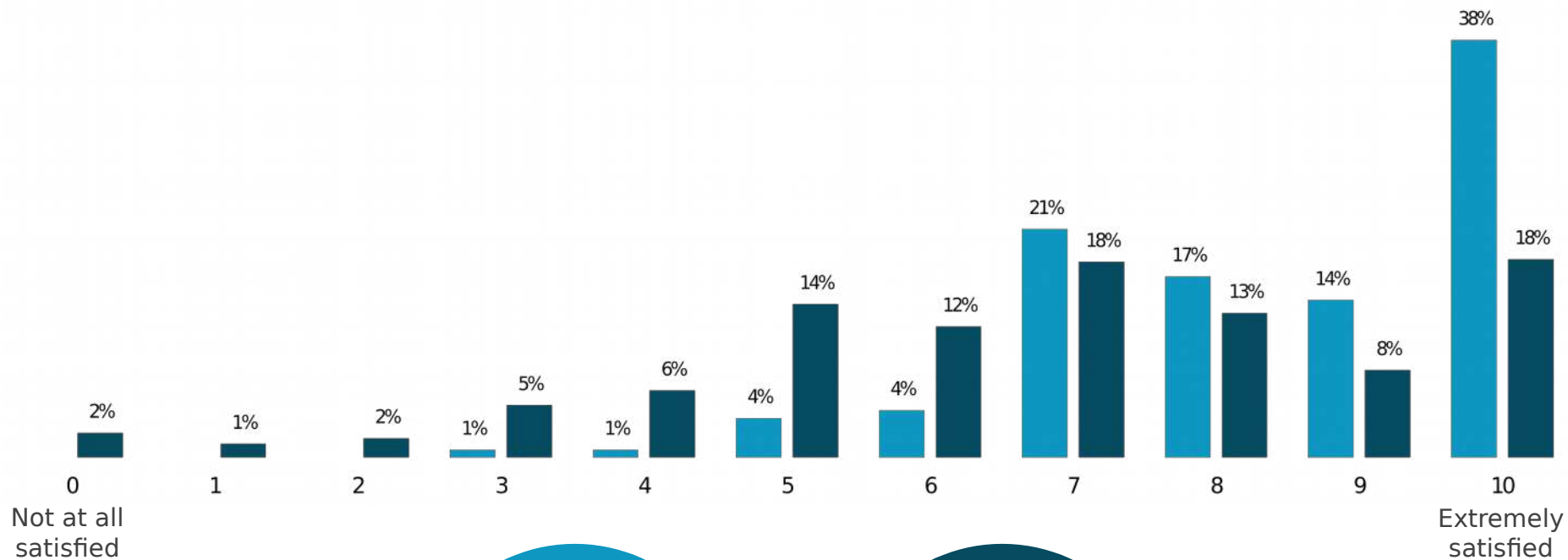


## Most used career services by master's students



- Which of these are most important to you? (Max. 3)
- Which of these career services have you used at your college or university? Select as many as applicable

# Satisfaction with career service

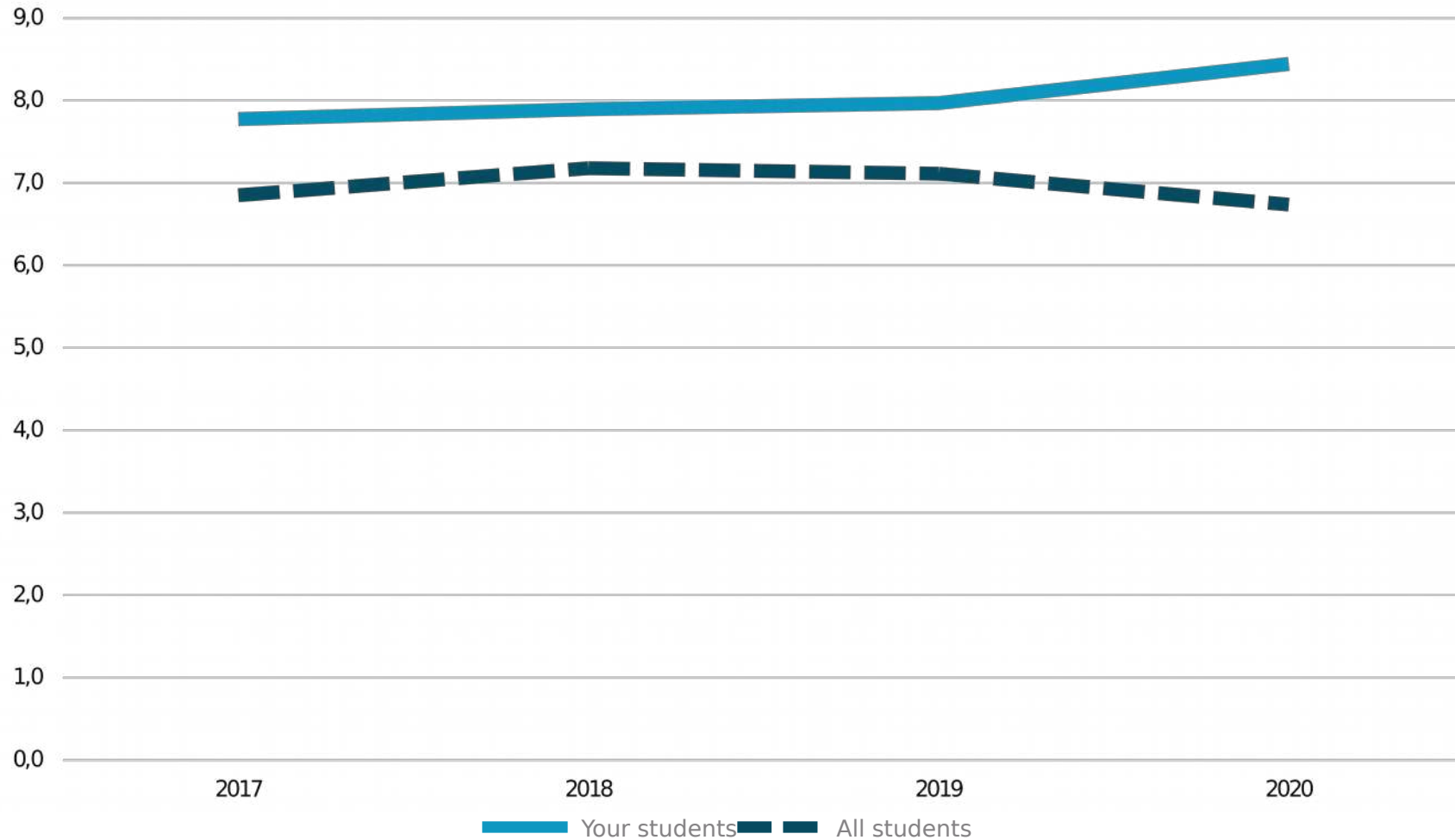


Average rate 2020:  
**8,4**  
 Your students

Average rate 2020:  
**6,7**  
 All students

• How would you rate the career services offered at your college or university? (0 - Poor, 10 - Excellent)

# Career service satisfaction over time



Average rate 2020

**8,4**

Your students

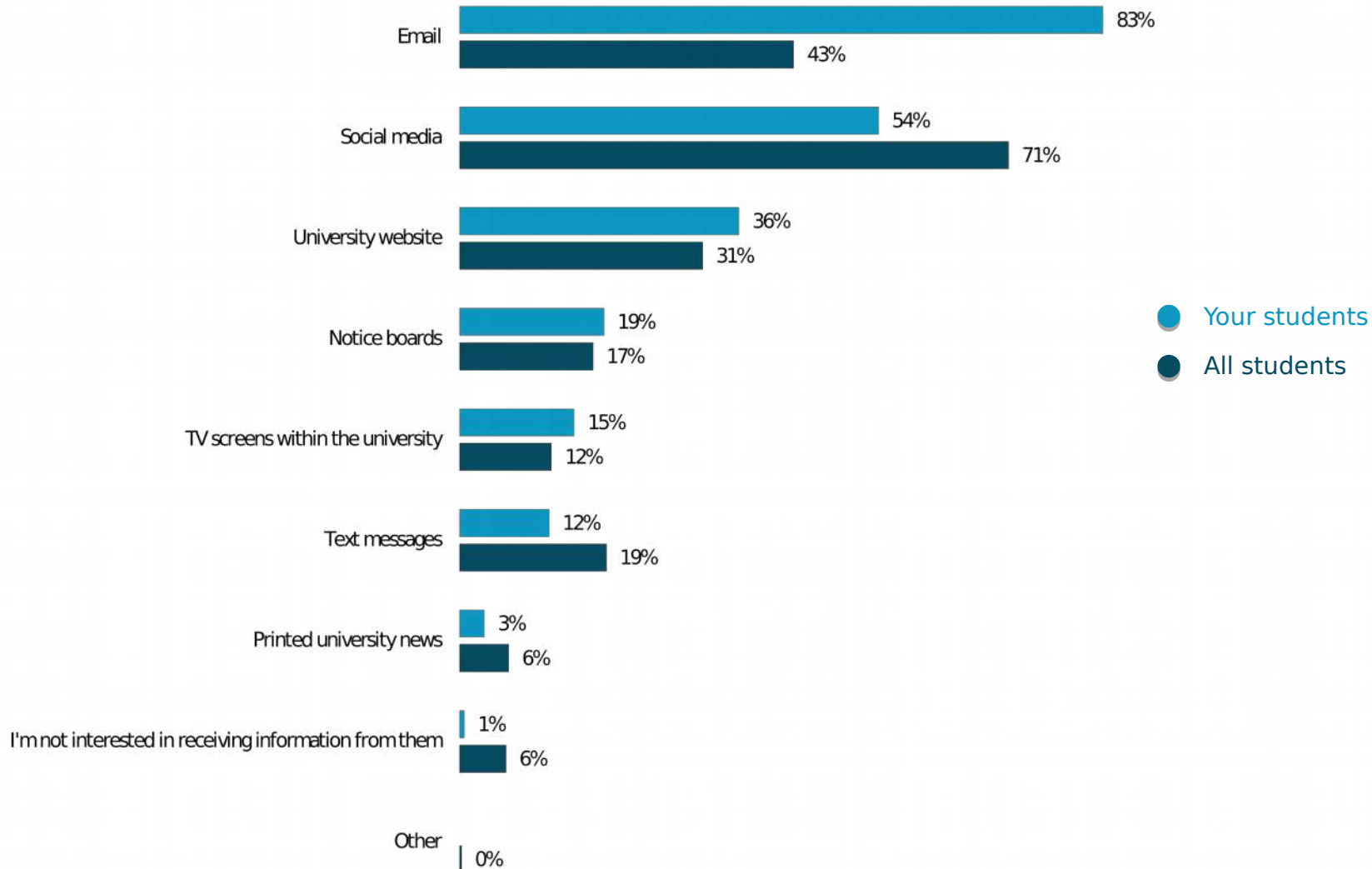
Average rate 2020

**6,7**

All students

? • How would you rate the career services offered at your college or university? (0 - Poor, 10 - Excellent)

# Recommended channels for career service information



• What channels would you like your career services to use to communicate with you? (Please select as many as applicable.)

# Table of contents

1 INTRODUCTION

2 TALENT PROFILE

3 UNIVERSITY AND BRAND PERCEPTION

4 CAREER CENTRE

5 COMMUNICATION

This chapter covers how your talent prefers to **communicate** and interact with employers.

This will assist you in indicating to your talent in where their peers are successful communicators. Additionally, this data educates employers regarding which platforms they should use to engage your talent.



# Best campus recruiting activities

Your students



All students



? • Which employer has impressed you the most with their recruitment activities at your college/university in the past 12 months?

# The Universum Communication Channel Framework

## PRINT



- Brochures presenting career possibilities at a company/organisation
- Career guides
- Career magazines
- Student organisation publications
- University press

## DIGITAL



- Blogs
- Career guidance websites
- Employers' career websites
- Online job boards
- Online meet ups
- Social media

## IN PERSON



- Career fairs
- Case studies as part of curriculum
- Competitions/games (hackathon, business case, quiz, etc.)
- Conferences arranged and hosted by employers
- Employer office/site visits
- Employer presentations on campus
- Industry fairs/conferences
- Skills training sessions organised by employers

# Talent behaviour across different types of channels

On average:

# 5,5

different channels are used to find information about employers.



## 59%

of the talent use print channels.



## 94%

of the talent use digital channels.



## 68%

of the talent use in-person channels.

### **KEEP IN MIND:**

All students use a combination of print, digital and in-person channels when learning about potential employers.



# Top channels students use to learn about employers

All students



<b>PRINT</b> 	<b>DIGITAL</b> 	<b>IN PERSON</b> 
<ol style="list-style-type: none"> <li>1. Career magazines</li> <li>2. Brochures presenting career possibilities at a company/organisation</li> <li>3. University press</li> <li>4. Student organisation publications</li> <li>5. Career guides</li> </ol>	<ol style="list-style-type: none"> <li>1. Social media</li> <li>2. Career guidance websites</li> <li>3. Employers' career websites</li> <li>4. Blogs</li> <li>5. Online job boards</li> </ol>	<ol style="list-style-type: none"> <li>1. Career fairs</li> <li>2. Employer presentations on campus</li> <li>3. Employer office/site visits</li> <li>4. Conferences arranged and hosted by employers</li> <li>5. Industry fairs/conferences</li> </ol>

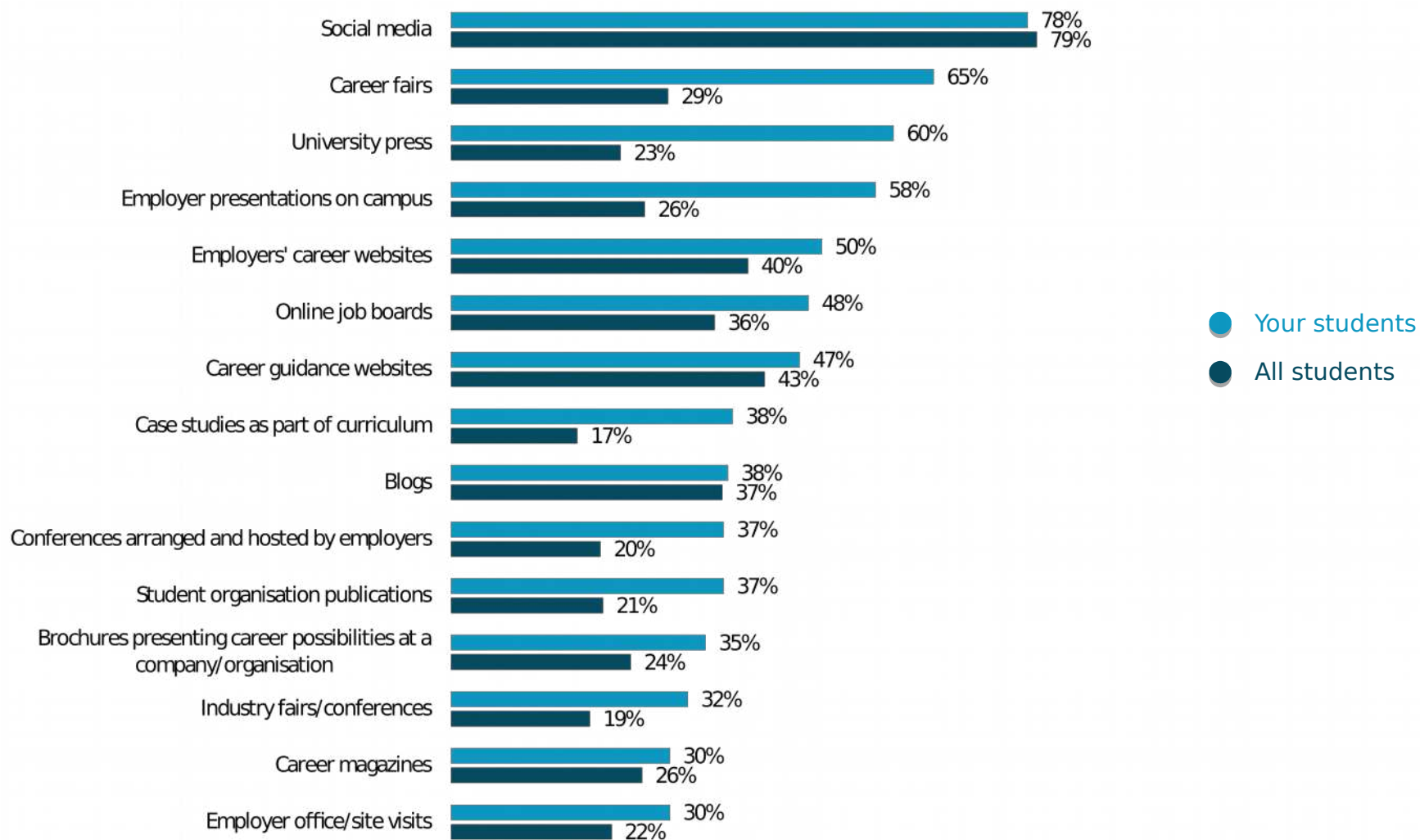


• Through which channels have you learnt about these employers in the last 12 months?



• This slide shows the top 5 communication channels.

# Communication channels – Top 15



• Which channels do you use in general to learn about potential employers?

# The employers with the most impressive social media presence

Your students



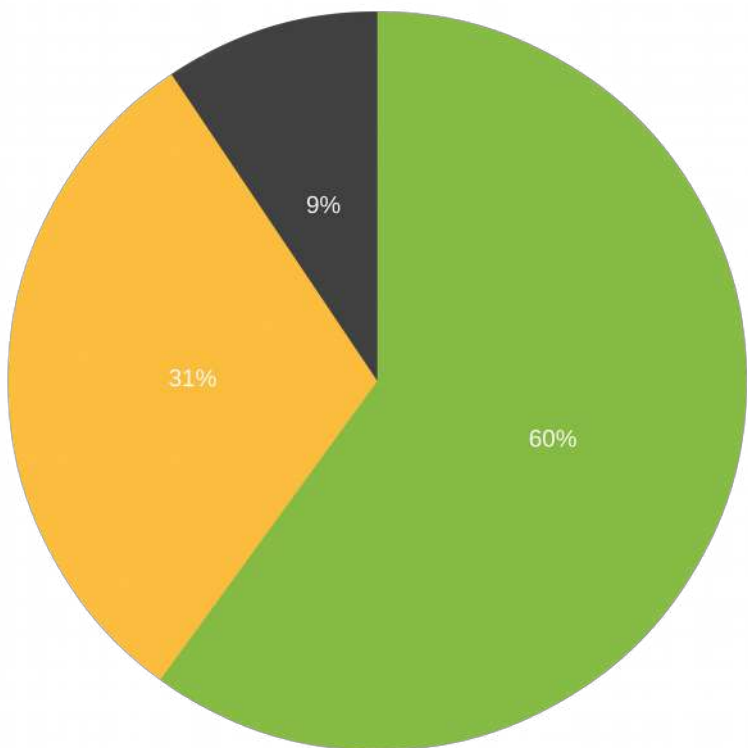
All students



? • Which employer has impressed you the most with its social media activities in the last 12 months?

# How would a lacking presence on social media affect talent's decision to work for a considered employer?

## Your students



- It would not affect my decision at all
- It would make me less interested in them
- I would not consider working for them



? • If you find that an employer you are considering working for does not have a presence on social media how would it affect your decision to work for them?

# Table of contents

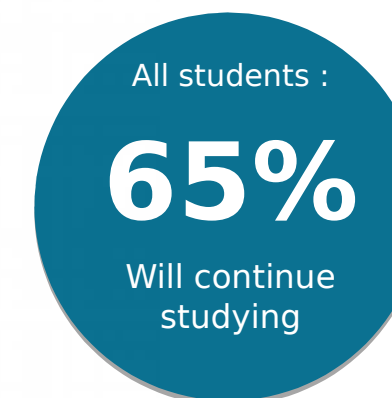
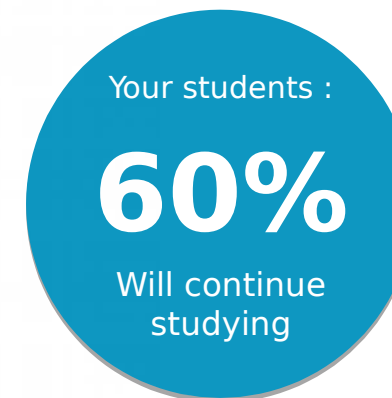
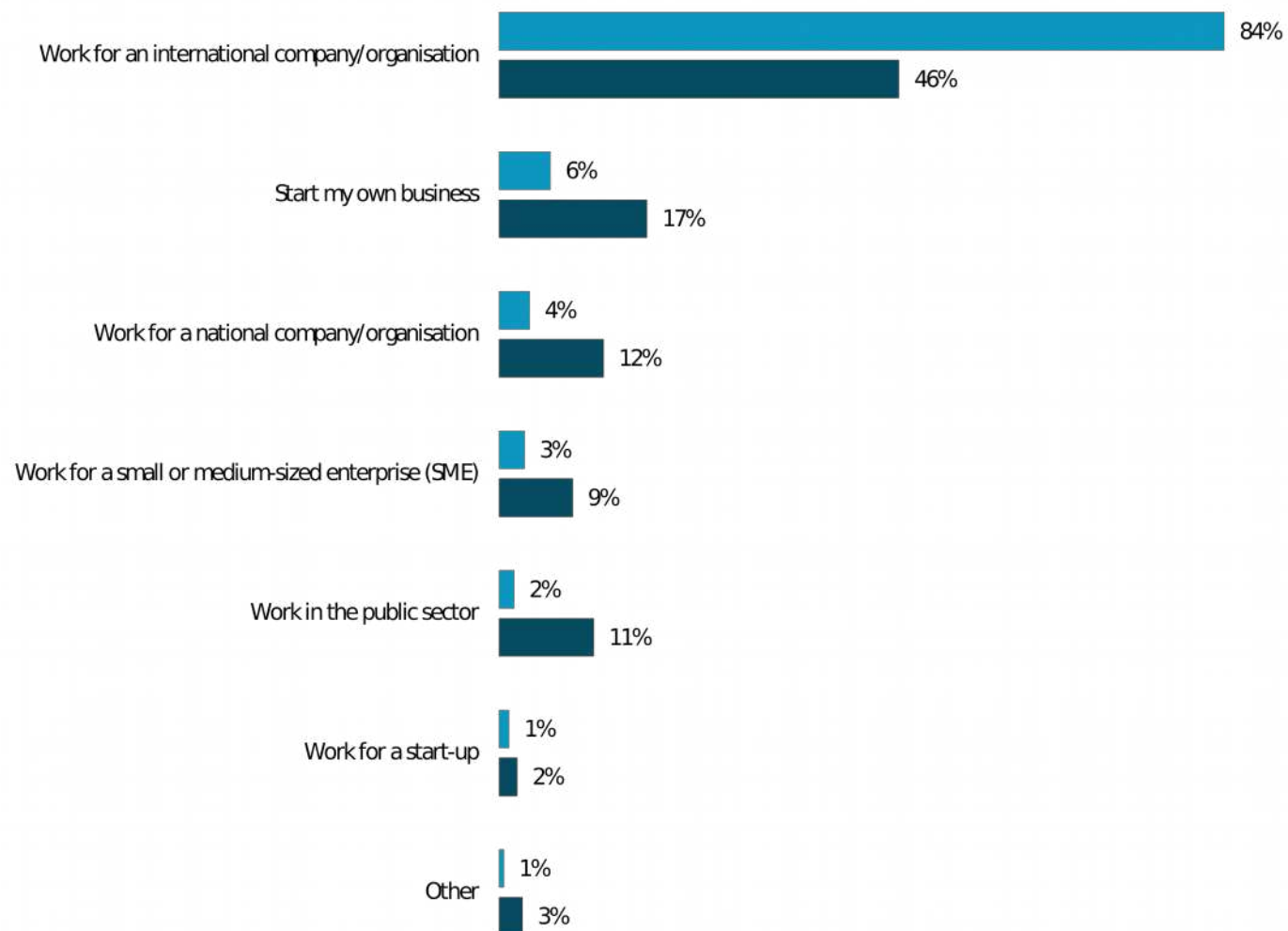
- 1 INTRODUCTION
- 2 TALENT PROFILE
- 3 UNIVERSITY AND BRAND PERCEPTION
- 4 CAREER CENTRE
- 5 COMMUNICATION
- 6 CAREER AND EMPLOYER PREFERENCES

This chapter focuses on the **employer attributes** that are **most attractive** to your talent as well as their preferred choice of employers.

You will discover how well aligned your talent's preferences are with the reality of the labor market. You can thereby identify which employers are top of mind for your talent and which ones are not currently successful at attracting your talent.

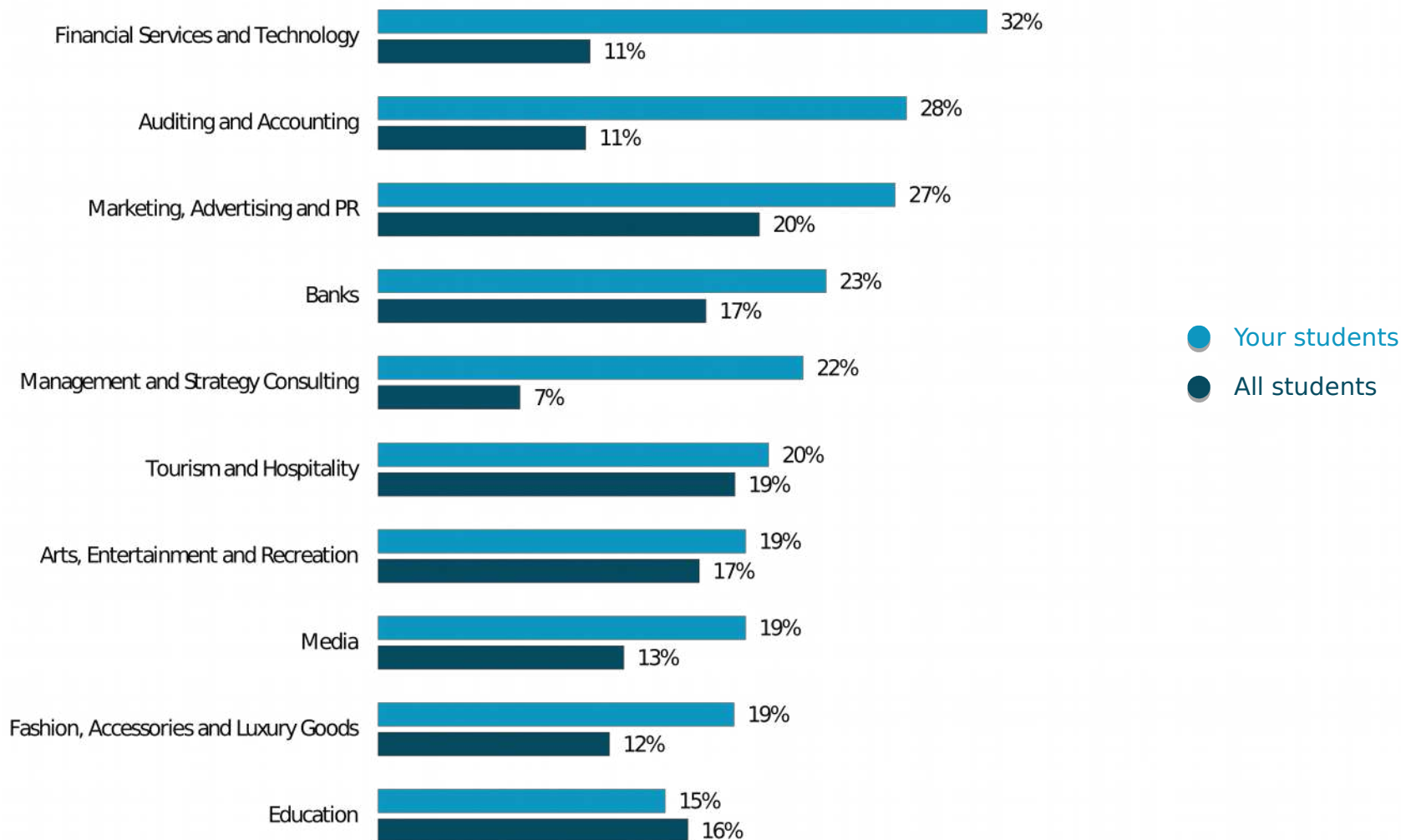


# Your students' plans after graduation



- Which of the following would you most prefer for your first job after graduation?
- Do you plan to continue studying after obtaining your current degree?

# The most preferred industries



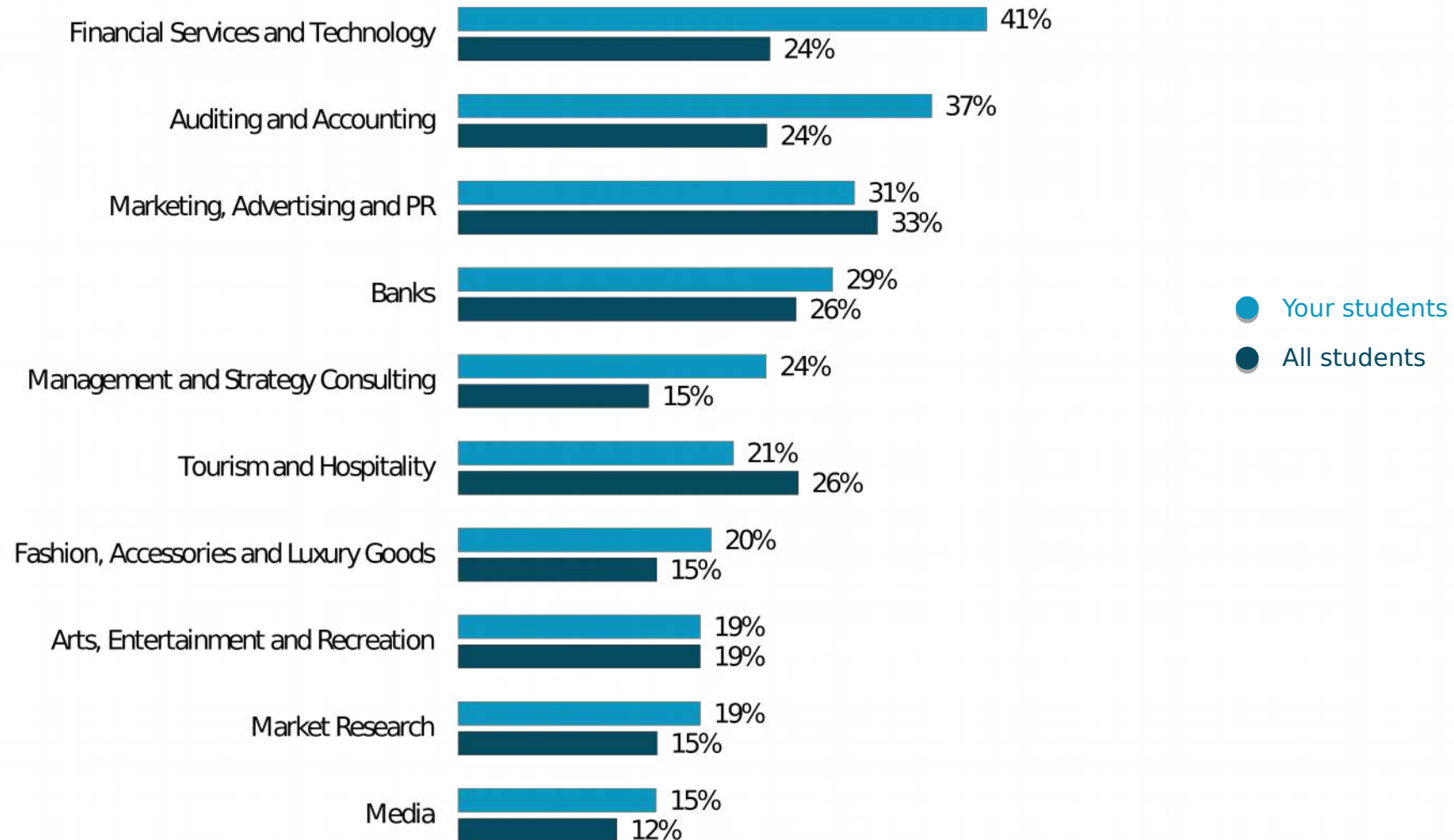
• In which industry or industries would you most like to work after graduating? You can choose up to 3 industries.



• These are your students' ten most preferred industries

# The most preferred industries

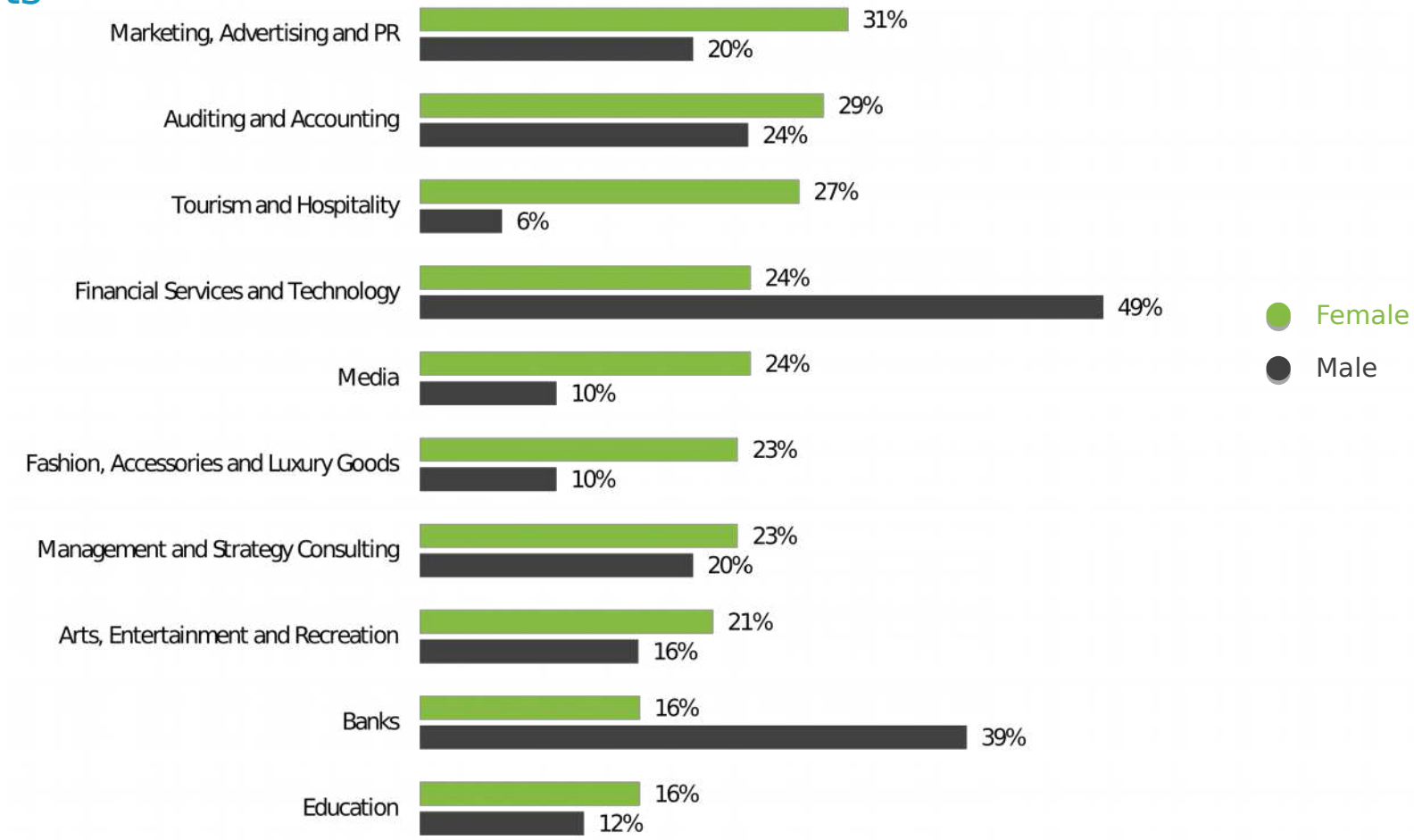
## Business/Commerce



• In which industry or industries would you most like to work after graduating? You can choose up to 3 industries.

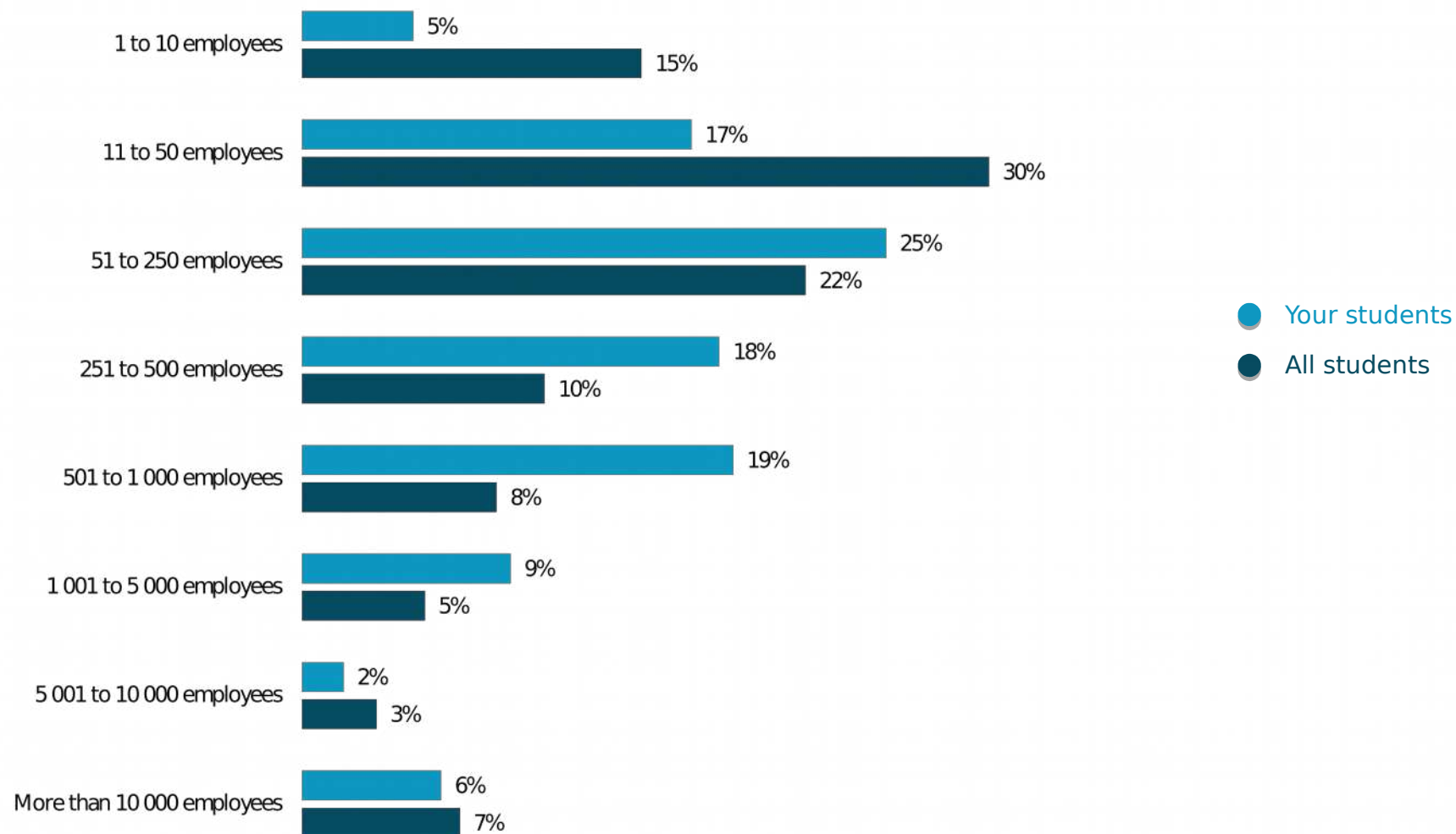
# The most preferred industries - Gender comparison

## Your students



- In which industry or industries would you most like to work after graduating? You can choose up to 3 industries.
- Gender:

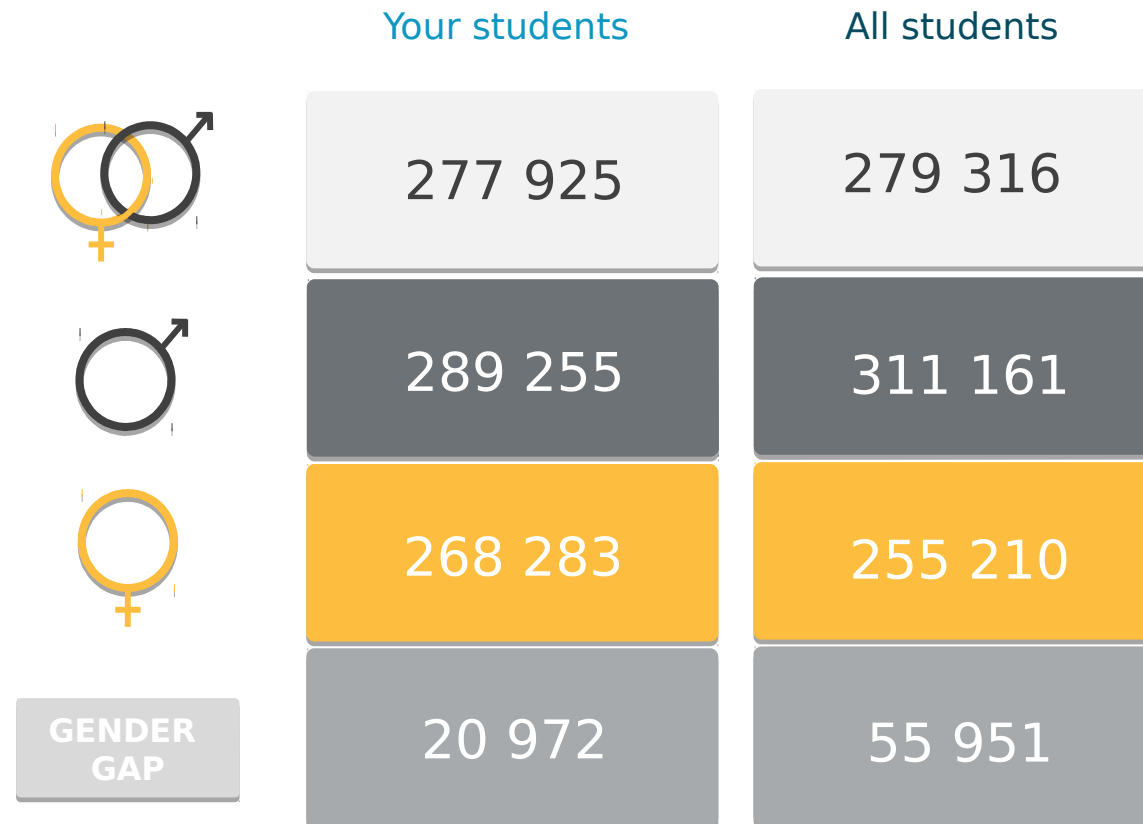
# What is your students' ideal employer size?




• What do you imagine as the ideal size of your first employer?

# Expected salary by gender

Expected monthly salary (KZT)



-  What salary do you expect to earn in your first job after graduation? (Please provide a before-tax salary, excluding commissions and bonuses.)
- Gender:

# The Universum Drivers of Employer Attractiveness

## Employer Reputation & Image



*The attributes of the employer as an organisation*

- Attractive/exciting products and services
- Corporate Social Responsibility
- Embracing new technologies
- Ethical standards
- Fast-growing/entrepreneurial
- Innovation
- Inspiring leadership
- Inspiring purpose
- Market success

## Remuneration & Advancement Opportunities



*The monetary compensation and other benefits, now and in the future*

- Clear path for advancement
- Competitive base salary
- Competitive benefits
- Good reference for future career
- High future earnings
- Leadership opportunities
- Performance-related bonus
- Rapid promotion
- Sponsorship of future education

## People & Culture



*The social environment and attributes of the workplace*

- A creative and dynamic work environment
- A friendly work environment
- Commitment to diversity and inclusion
- Encouraging work-life balance
- Interaction with international clients and colleagues
- Leaders who will support my development
- Opportunities to make a personal impact
- Recognising performance (meritocracy)
- Recruiting only the best talent

## Job Characteristics



*The contents and demands of the job, including the earning opportunities provided by the job*

- Challenging work
- Customer focus
- Flexible working conditions
- High level of responsibility
- High performance focus
- Opportunities for international travel/relocation
- Professional training and development
- Secure employment
- Team-oriented work

# What does your talent find most important in an employer?

Your students

## EMPLOYER REPUTATION & IMAGE

1. Market success
2. Prestige
3. Inspiring purpose

## PEOPLE & CULTURE

1. Interaction with international clients and colleagues
2. Encouraging work-life balance
3. A friendly work environment



## RENUMERATION & ADVANCEMENT OPPORTUNITIES

1. High future earnings
2. Competitive base salary
3. Good reference for future career

## JOB CHARACTERISTICS

1. Professional training and development
2. High performance focus
2. Opportunities for international travel/relocation



• Which of these are most important to you? Please select a maximum of three alternatives.



# The top 10 most important attributes

## Your students

- 1. Professional training and development
- 2. Market success
- 3. High future earnings
- 4. Prestige
- 5. Interaction with international clients and colleagues
- 6. Encouraging work-life balance
- 7. High performance focus
- 8. Competitive base salary
- 9. A friendly work environment
- 10. Opportunities for international travel/relocation

- Employer Reputation & Image
- Remuneration & Advancement Opportunities

## All students

- 1. High future earnings
- 2. Professional training and development
- 3. Market success
- 4. A friendly work environment
- 5. High performance focus
- 6. Prestige
- 7. Secure employment
- 8. Respect for its people
- 9. Opportunities for international travel/relocation
- 10. Interaction with international clients and colleagues

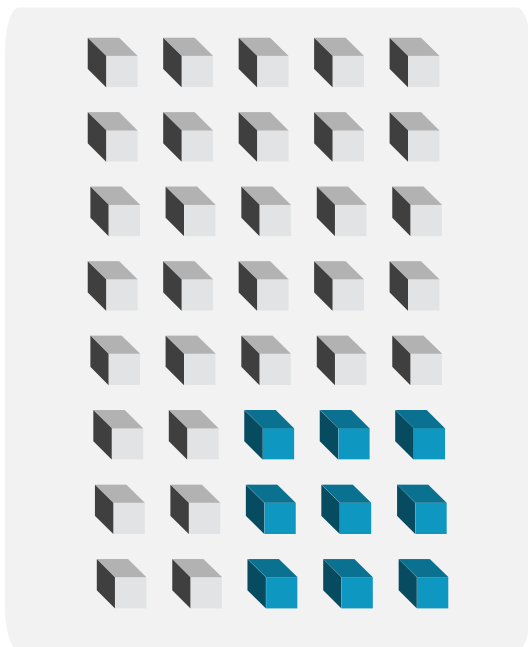
- People & Culture
- Job Characteristics

• How important to you is each of the below aspects? (Scale 1-5, 1=Not important at all, 5=Very important)  
 • Which of these are most important to you? Please select a maximum of three alternatives.

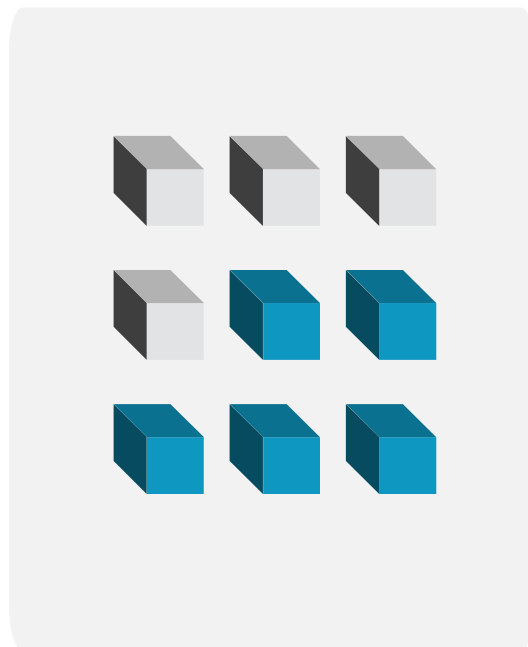
• This is the attractiveness of the 40 attributes in relation to how important respondents think its driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.

# The Universum Rankings

**FULL COMPANY LIST**  
(109 employers within each main field of study)

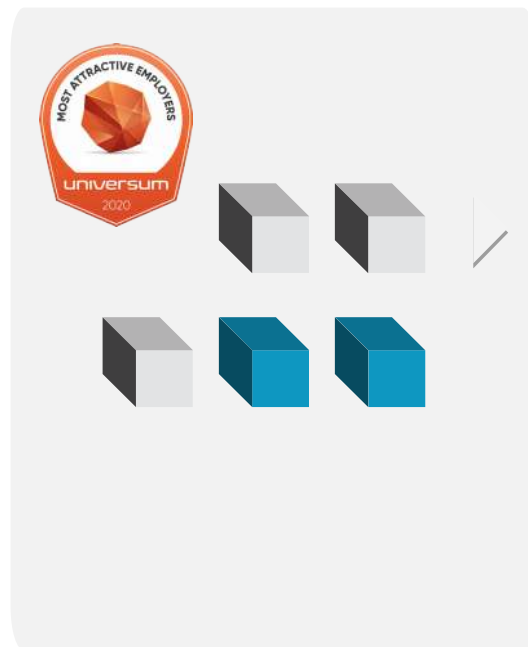


**CONSIDERED EMPLOYER RANKING**  
(as many as applicable)



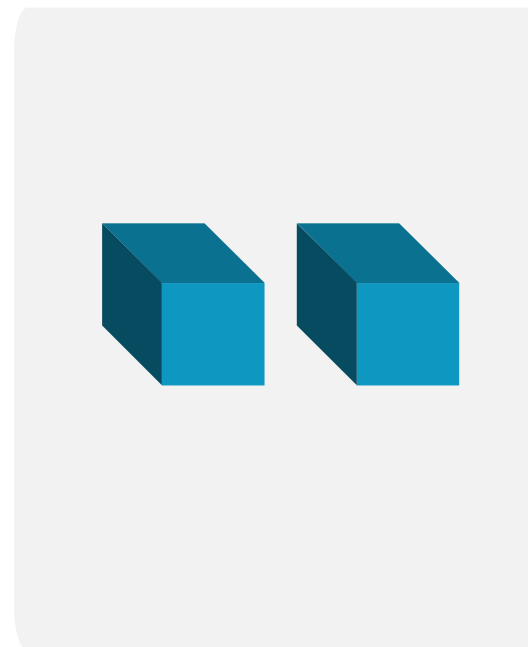
“Below is a list of employers. Please select which employers you would consider working for.”

**IDEAL EMPLOYER RANKING**  
(maximum five employers)



“Now choose the five (5) employers you most want to work for, your five Ideal Employers.”

**POTENTIAL APPLICANTS' RANKING**  
(Yes, I have / Yes, I will)



“Have you applied, or will you apply to these employers?”

• The employers' names might be shortened in this report for layout reasons.

# Considered employer ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
PwC	1	45,58%	↑ 2	Mercedes-Benz	11	33,95%	↓ -1
KPMG	2	43,72%	→ 0	Procter & Gamble (P&G)	11	33,95%	↓ -6
Air Astana	3	41,40%	↓ -2	Boston Consulting Group (BCG)	13	32,56%	→ 0
Deloitte	3	41,40%	↑ 5	British American Tobacco	13	32,56%	↑ 3
Mars	5	40,00%	↓ -1	BI Group	15	30,70%	NEW -
EY (Ernst & Young)	6	39,53%	↑ 1	Microsoft	16	29,77%	↓ -1
Nestlé	7	38,60%	↑ 1	JTI (Japan Tobacco International)	17	28,84%	↓ -3
McKinsey & Company	8	35,81%	↑ 3	Chevron	18	27,44%	↑ 1
Samsung	8	35,81%	↑ 4	Samruk	19	26,98%	↑ 5
Philip Morris International	10	35,35%	↓ -4	KazMunaiGas Group	20	26,51%	↑ 2

All students | Business/Commerce

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Air Astana	1	44,25%	→ 0	Philip Morris International	11	16,61%	→ 0
Mercedes-Benz	2	33,38%	→ 0	adidas	12	15,81%	↑ 4
BI Group	3	30,31%	NEW -	Tengizchevroil	13	15,80%	↑ 2
KazMunaiGas Group	4	27,64%	↓ -1	Boston Consulting Group (BCG)	14	15,68%	↑ 3
Microsoft	5	26,44%	→ 0	Coca-Cola	15	15,66%	↑ 62
Samsung	6	24,81%	↓ -2	KPMG	16	15,60%	↓ -7
Samruk	7	22,00%	↓ -1	KazTransOil	17	14,46%	↓ -4
Gazprom Neft Kazakhstan	8	19,92%	↓ -1	ChocoFamily	18	14,05%	↑ 3
Kaspi Bank	9	17,66%	↓ -1	British American Tobacco	19	13,71%	↑ 11
Nestlé	10	17,47%	→ 0	L'Oréal Group	20	13,45%	→ 0



Below is a list of employers. Please select which employers you would consider working for.

# Ideal employer ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
PwC	1	26,05%	↑ 1	JTI (Japan Tobacco International)	11	13,02%	↓ -2
McKinsey & Company	2	22,79%	↑ 6	Philip Morris International	11	13,02%	↓ -4
Mars	3	22,33%	↑ 1	Procter & Gamble (P&G)	11	13,02%	↓ -6
KPMG	4	18,60%	↓ -1	KazMunaiGas Group	14	11,63%	↑ 6
EY (Ernst & Young)	5	18,14%	↑ 1	Microsoft	14	11,63%	→ 0
Boston Consulting Group (BCG)	6	17,67%	↑ 6	Tengizchevroil	14	11,63%	↑ 3
Air Astana	7	16,74%	↓ -6	Chevron	17	11,16%	↑ 2
Nestlé	8	15,35%	↑ 1	Samruk	17	11,16%	↑ 1
Deloitte	9	14,42%	→ 0	Samsung	19	10,70%	↓ -4
Mercedes-Benz	10	13,49%	↑ 2	BI Group	20	9,30%	NEW -

All students | Business/Commerce

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Air Astana	1	30,19%	→ 0	Tengizchevroil	11	7,76%	↑ 1
Mercedes-Benz	2	19,02%	→ 0	Boston Consulting Group (BCG)	12	7,11%	↑ 3
BI Group	3	17,02%	NEW -	Kazakhmys	13	6,80%	↓ -2
KazMunaiGas Group	4	14,83%	↓ -1	ChocoFamily	14	6,39%	↑ 10
Microsoft	5	13,90%	↑ 1	EY (Ernst & Young)	15	6,32%	↓ -5
Samruk	6	11,54%	↓ -1	Nestlé	16	6,14%	→ 0
Samsung	7	11,46%	↓ -3	Deloitte	17	6,05%	↑ 4
Kaspi Bank	8	9,23%	↑ 1	Coca-Cola	18	5,97%	↑ 43
Gazprom Neft Kazakhstan	9	8,33%	↓ -2	PwC	19	5,68%	↓ -6
KPMG	10	7,95%	↓ -2	Philip Morris International	20	5,60%	↓ -6



• Now choose the five (5) employers you most want to work for, your five Ideal Employers.

# Potential applicants' ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
PwC	1	7,93%	→ 0	Tengizchevroil	11	3,29%	↑ 3
Mars	2	6,58%	↑ 2	JTI (Japan Tobacco International)	12	3,09%	↓ -3
McKinsey & Company	3	6,38%	↑ 8	Procter & Gamble (P&G)	12	3,09%	↓ -6
Boston Consulting Group (BCG)	4	5,42%	↑ 9	Chevron	14	2,71%	↓ -2
KPMG	5	5,03%	↓ -3	Samsung	15	2,51%	↑ 2
Nestlé	6	4,64%	↑ 3	KazMunaiGas Group	16	2,32%	↑ 1
Deloitte	7	4,45%	→ 0	Microsoft	17	2,13%	↑ 2
EY (Ernst & Young)	8	4,26%	↓ -3	British American Tobacco	18	1,74%	↑ 3
Philip Morris International	9	3,68%	↓ -1	Coca-Cola	18	1,74%	↑ 27
Air Astana	10	3,48%	↓ -8	Citi	20	1,55%	↑ 1

All students | Business/Commerce

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Air Astana	1	10,09%	→ 0	EY (Ernst & Young)	11	2,95%	↓ -5
BI Group	2	5,81%	NEW -	Samsung	12	2,74%	↓ -4
KazMunaiGas Group	3	4,09%	↓ -1	Mars	13	2,42%	→ 0
Mercedes-Benz	4	4,00%	↓ -1	Boston Consulting Group (BCG)	14	2,29%	↓ -2
KPMG	5	3,78%	↓ -1	Philip Morris International	15	2,18%	↑ 3
Microsoft	6	3,53%	↑ 3	McKinsey & Company	16	2,16%	↑ 1
Samruk	7	3,41%	↓ -2	Kazakhmys	17	2,07%	↓ -6
Deloitte	8	3,14%	↑ 2	JTI (Japan Tobacco International)	18	2,02%	↑ 1
Tengizchevroil	9	3,06%	↑ 7	Kaspi Bank	19	1,87%	↓ -4
PwC	10	2,95%	↓ -3	Gazprom Neft Kazakhstan	20	1,76%	↓ -6



• Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply.

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- 6 CAREER AND EMPLOYER PREFERENCES
- 7 SUMMARY

# Preference summary



## ATTRIBUTES

Attributes students say your university excels at:

1. Educational excellence (51%)
2. Good employment opportunities (39%)
3. Successful alumni (27%)

Attributes students say your university needs to improve:

4. Affordability of studies (23%)
5. Stimulating learning environment (14%)
6. Teaching skills employers are looking for (12%)

Attributes students find important and associate with your university:

- Alumni hold leadership positions
- Educational excellence
- Friendly and open environment
- Good employment opportunities
- Good reference for future career and/or education



## CAREER CENTRE

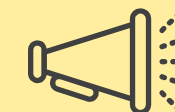
**93%** of your students use your career services

**N/A** are not aware that you offer career services

Satisfaction with career service:

**8,4**  
(0,5)

Comparison group average: 6,7(1,7)



## UNIVERSITY

**61%** of your students would study again at your university

**2%** of your students would choose another university in your country

Satisfaction with your university:

**8,4**  
(0,2)

Comparison group average: 7,0(1,4)

# This report helped you to...



## UNDERSTAND

...your talents' career preferences & expectations

1. Dive into your students' career & communication preferences.
2. Explain why some career services are not being used.
3. Understand why students are (not) satisfied with the career services.



## IDENTIFY

...your talents' readiness for their professional lives

1. Pinpoint your students' skills in comparison to their peers.
2. Gauge their practical experiences inside and outside of school.
3. Get a reality check of your students' expectations - will their expectations be met on the labor market?



## ATTRACT

...relevant employers to cooperate with you

1. Learn which employers your students do and don't like.
2. Tell employers what your students are looking for in an employer.
3. Compare your students' employer preferences with those of other students.



## MANAGE

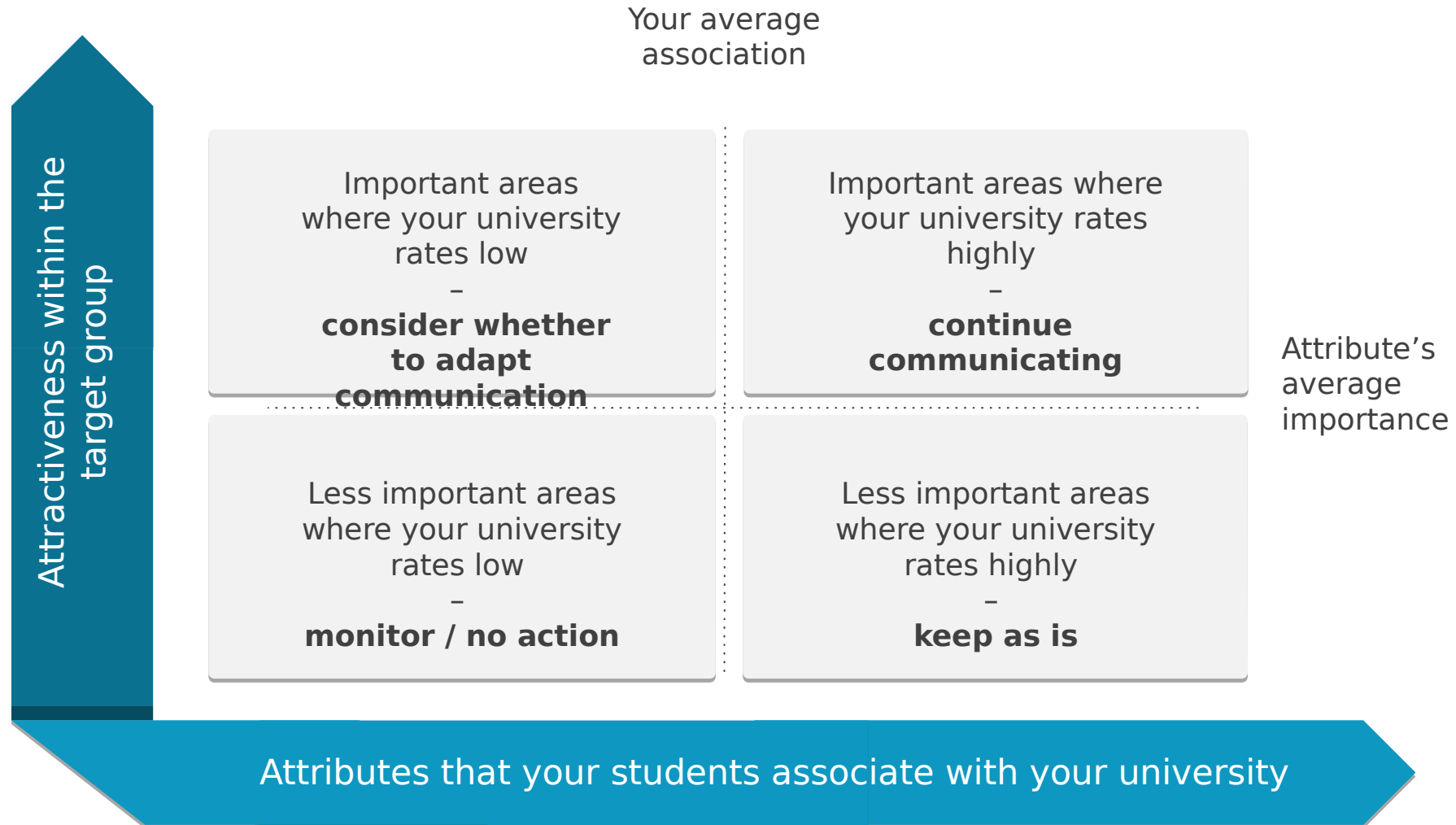
...your brand perception & attractiveness

1. Find out how your students rate their school - from satisfaction to image factors.
2. Adapt your offering by learning what your students find important but do not associate with their school.
3. Make your students ambassadors by finding out which topics are the best to talk about.



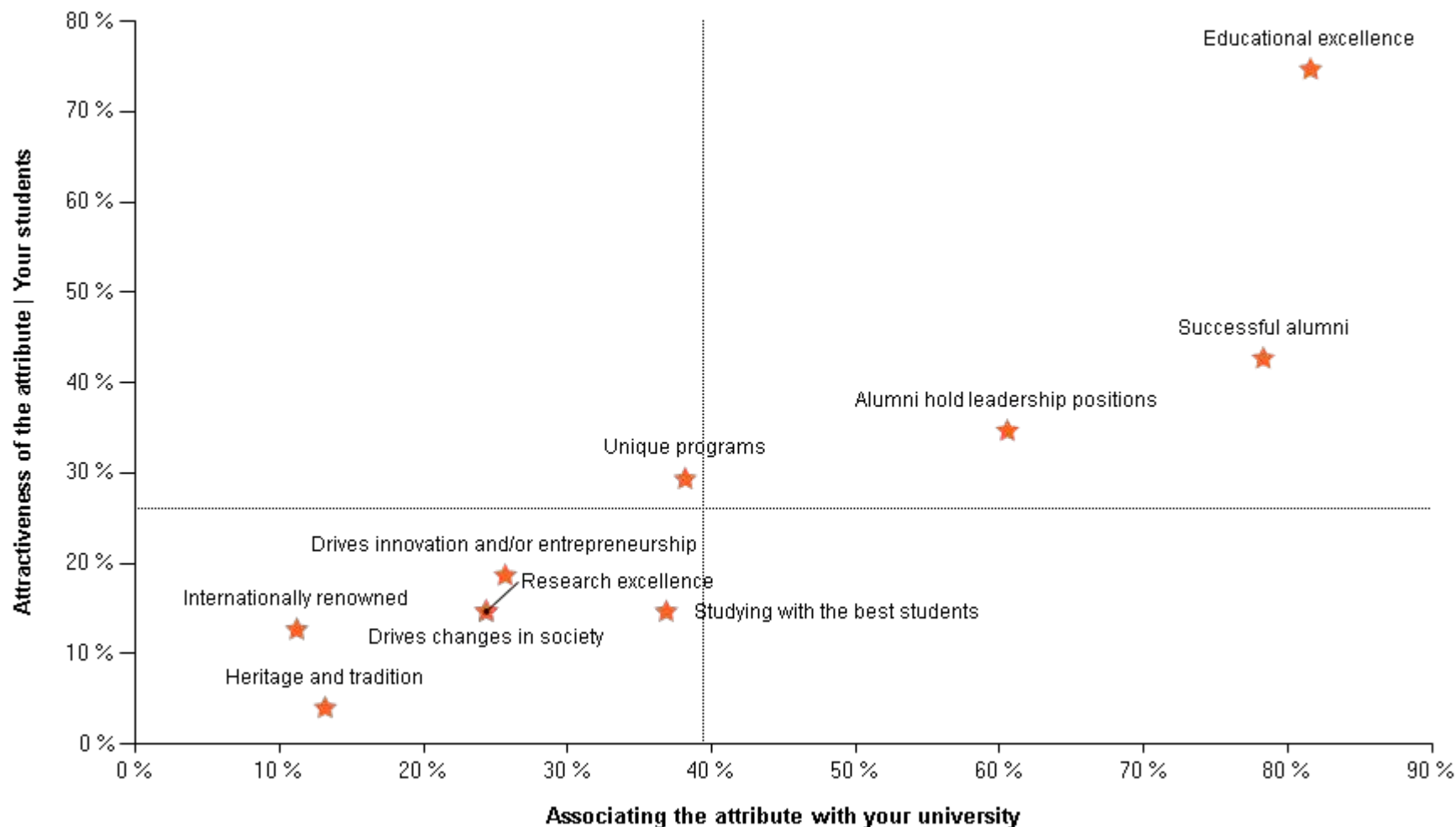
# APPENDIX

# Do you stand for what's important to your talent?



# Reputation & Image

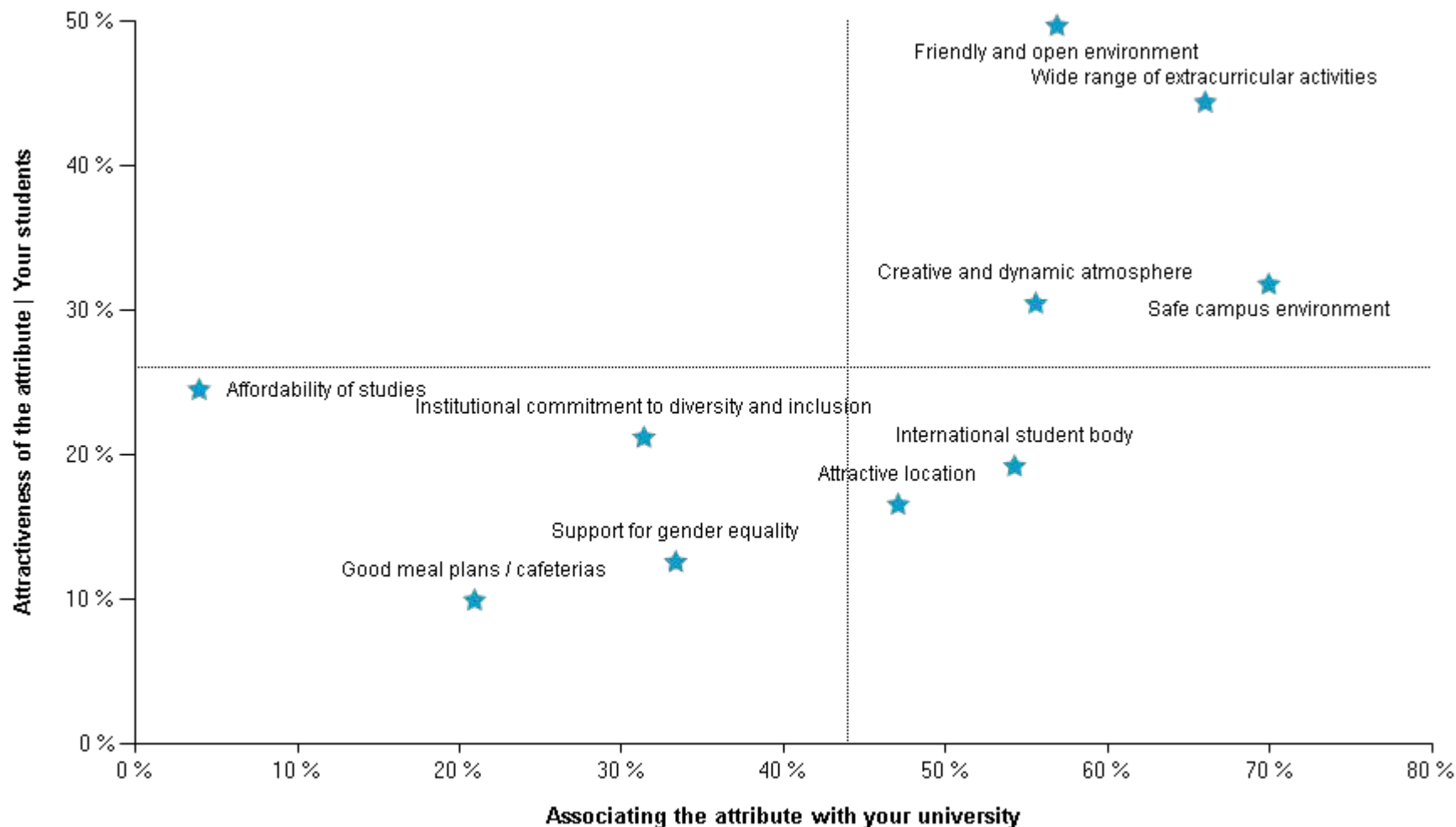
## Attractiveness vs. Associations with KIMEP University



- Which of the following attributes do you associate with your college or university? Select as many as applicable.
- Which of these are most important to you? (Max. 3)

# Culture and Student Life

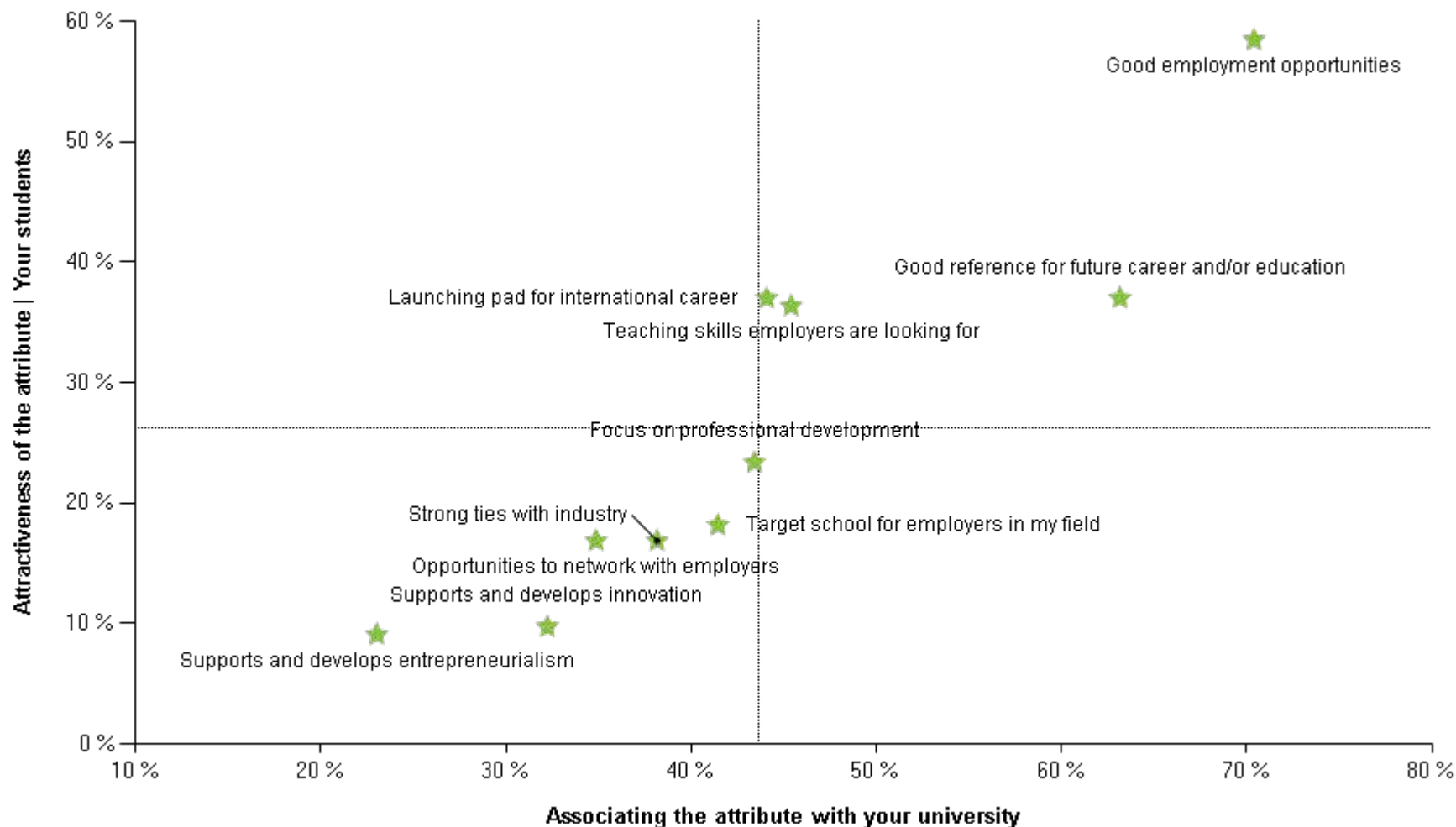
## Attractiveness vs. Associations with KIMEP University



- Which of the following attributes do you associate with your college or university? Select as many as applicable.
- Which of these are most important to you? (Max. 3)

# Employability and Future Offering

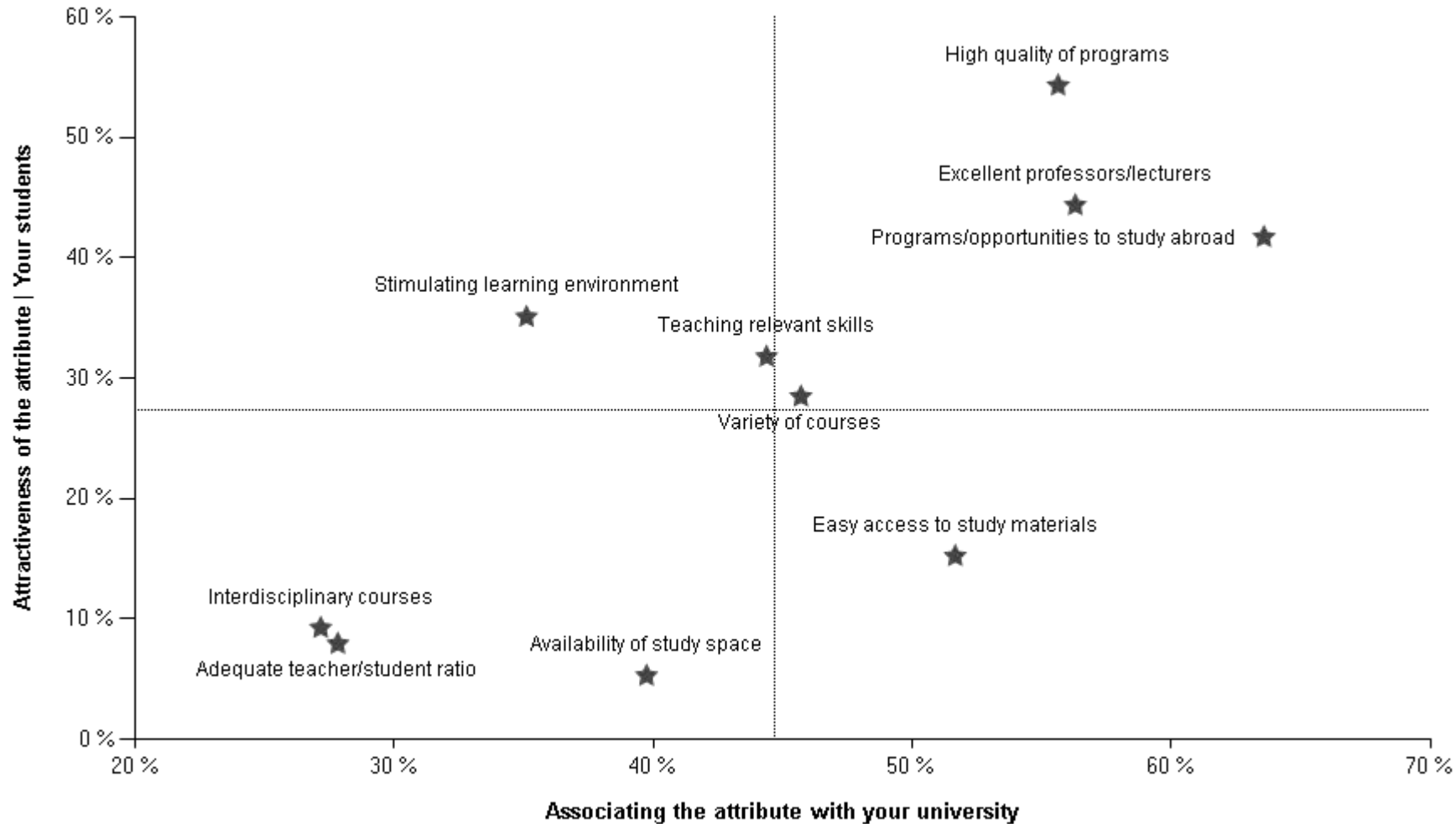
## Attractiveness vs. Associations with KIMEP University



- Which of the following attributes do you associate with your college or university? Select as many as applicable.
- Which of these are most important to you? (Max. 3)

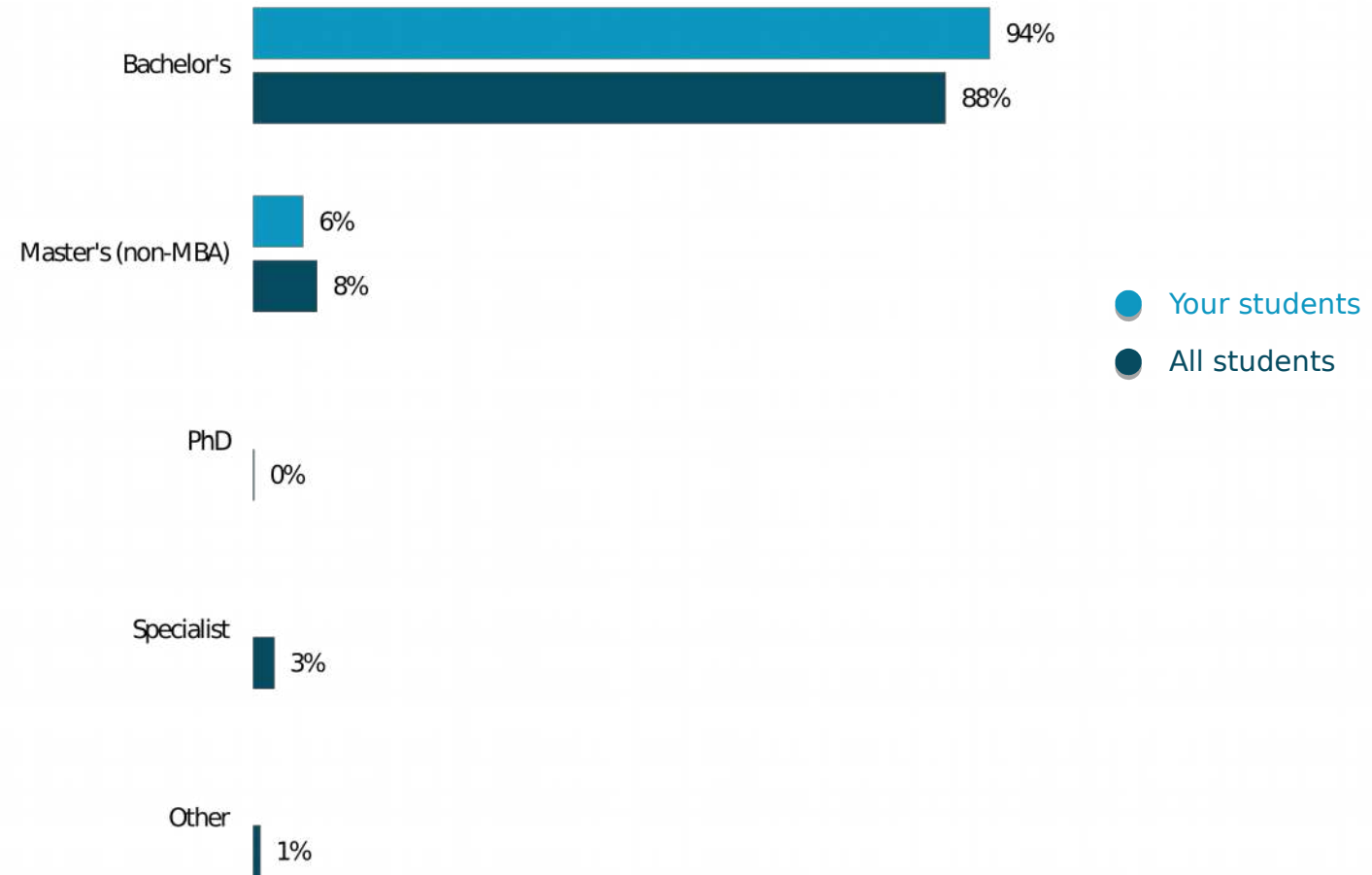
# Offering

## Attractiveness vs. Associations with KIMEP University



- Which of the following attributes do you associate with your college or university? Select as many as applicable.
- Which of these are most important to you? (Max. 3)

# Degrees



• What qualification or degree are you currently pursuing?

# Areas of study

Your students : Business (1/1)

Area of study	Your students	Area of study	Your students
Finance	35%	Business Administration	1%
Accounting/Auditing/Taxation	33%	Public Administration	1%
Marketing	20%	Tourism Management	1%
Management	15%	Econometrics	1%
Economics	9%	Logistics	1%
International Business	6%	Sales	1%
Human Resources Management	6%	Crisis Management	0%
Communication/Advertising/PR	2%	Innovation Management	0%
World Economy	2%	Quality Management	0%
Entrepreneurship	2%	Restaurant and Hotel Management	0%
Information Management	2%	Other Business	0%



• Please select your major(s)/main area(s) of study.



# Areas of study

Your students : Humanities (1/1)

Area of study	Your students	Area of study	Your students
International Relations	68%	Design	5%
Journalism	30%	Linguistics/Foreign Languages	5%
Communication/Advertising/PR	23%	Psychology	5%
Political Science	18%	Social Work	5%
Social Sciences	16%	Teaching/Education	2%
History/Philosophy	7%	Other Humanities	7%
Creative Arts	5%		



• Please select your major(s)/main area(s) of study.

# Areas of study

Your students : Law (1/1)

Area of study	Your students	Area of study	Your students
International Law	66%	Financial Law	16%
Jurisprudence	42%	Commercial Law	13%
Civil Law	39%	International Commercial Law	8%
Criminal Litigation	18%	Energy Law	5%
Tax Law	18%	Media Law	3%
Constitutional Law	16%	Other Law	5%



• Please select your major(s)/main area(s) of study.

# Areas of study

All students : Business (1/1)

Area of study	All students	Area of study	All students
Finance	19%	Human Resources Management	4%
Management	15%	Sales	3%
Accounting/Auditing/Taxation	15%	Business Administration	2%
Economics	13%	Quality Management	2%
Marketing	11%	Econometrics	2%
Tourism Management	9%	Innovation Management	2%
World Economy	7%	Information Management	1%
Restaurant and Hotel Management	7%	Customs Affairs	1%
Logistics	7%	Risk Management	1%
Entrepreneurship	6%	E-commerce	1%
Public Administration	6%	Crisis Management	0%
International Business	5%	Other Business	8%
Communication/Advertising/PR	5%		



• Please select your major(s)/main area(s) of study.

# Areas of study

All students : Engineering (1/1)

Area of study	All students	Area of study	All students
Construction	16%	Process Technology	3%
Power Engineering	12%	Aeronautics/Aerospace Engineering	3%
Architecture	12%	Chemical engineering	3%
Machine/mechanical engineering	10%	Materials Engineering	2%
Oil and gas engineering	8%	Electrical/Electronic Engineering	2%
Geodesy	6%	Industrial Engineering	2%
Automation Engineering	6%	Personal and social safety	2%
Mining engineering	5%	Environmental Engineering	2%
Telecommunications	5%	Biological Engineering/Biological Technology	1%
Thermal Engineering	5%	Nanotechnology	1%
Metallurgical Engineering	5%	Nuclear engineering	1%
Food Processing / Food Production	3%	Other Engineering	9%



• Please select your major(s)/main area(s) of study.

# Areas of study

All students : IT (1/1)

Area of study	All students	Area of study	All students
Information Systems	39%	Artificial Intelligence	3%
Computer Science	28%	Business Informatics	3%
Software Engineering	14%	Business Systems Analysis and Design	2%
Information Systems Security	11%	Data Science	2%
Automation and Control	11%	Business Computing Systems	2%
Mathematical and Computer Modeling	7%	Applied Informatics	1%
Information Management	3%	Other IT	7%



• Please select your major(s)/main area(s) of study.

# Areas of study

All students : Natural Sciences (1/1)

Area of study	All students	Area of study	All students
Mathematics	27%	Geography	8%
Biology	24%	Human Sciences	2%
Physics	18%	Hydrology	2%
Chemistry	16%	Geology	2%
Biotechnology	15%	Meteorology	2%
Ecology	13%	Other Natural Sciences	6%



• Please select your major(s)/main area(s) of study.

# Areas of study

All students : Humanities (1/1)

Area of study	All students	Area of study	All students
Linguistics/Foreign Languages	24%	Design	5%
Teaching/Education	22%	Political Science	4%
International Relations	17%	Social Sciences	3%
Philology	12%	Communication/Advertising/PR	3%
Journalism	9%	Social Work	2%
Psychology	9%	Theology	0%
Creative Arts	5%	Other Humanities	9%
History/Philosophy	5%		



• Please select your major(s)/main area(s) of study.

# Areas of study

All students : Law (1/1)

Area of study	All students	Area of study	All students
Jurisprudence	62%	Tax Law	6%
Civil Law	27%	International Commercial Law	4%
International Law	26%	Media Law	2%
Criminal Litigation	23%	Energy Law	1%
Constitutional Law	13%	Law and Property Valuation	1%
Commercial Law	7%	Other Law	3%
Financial Law	6%		



• Please select your major(s)/main area(s) of study.



# Areas of study

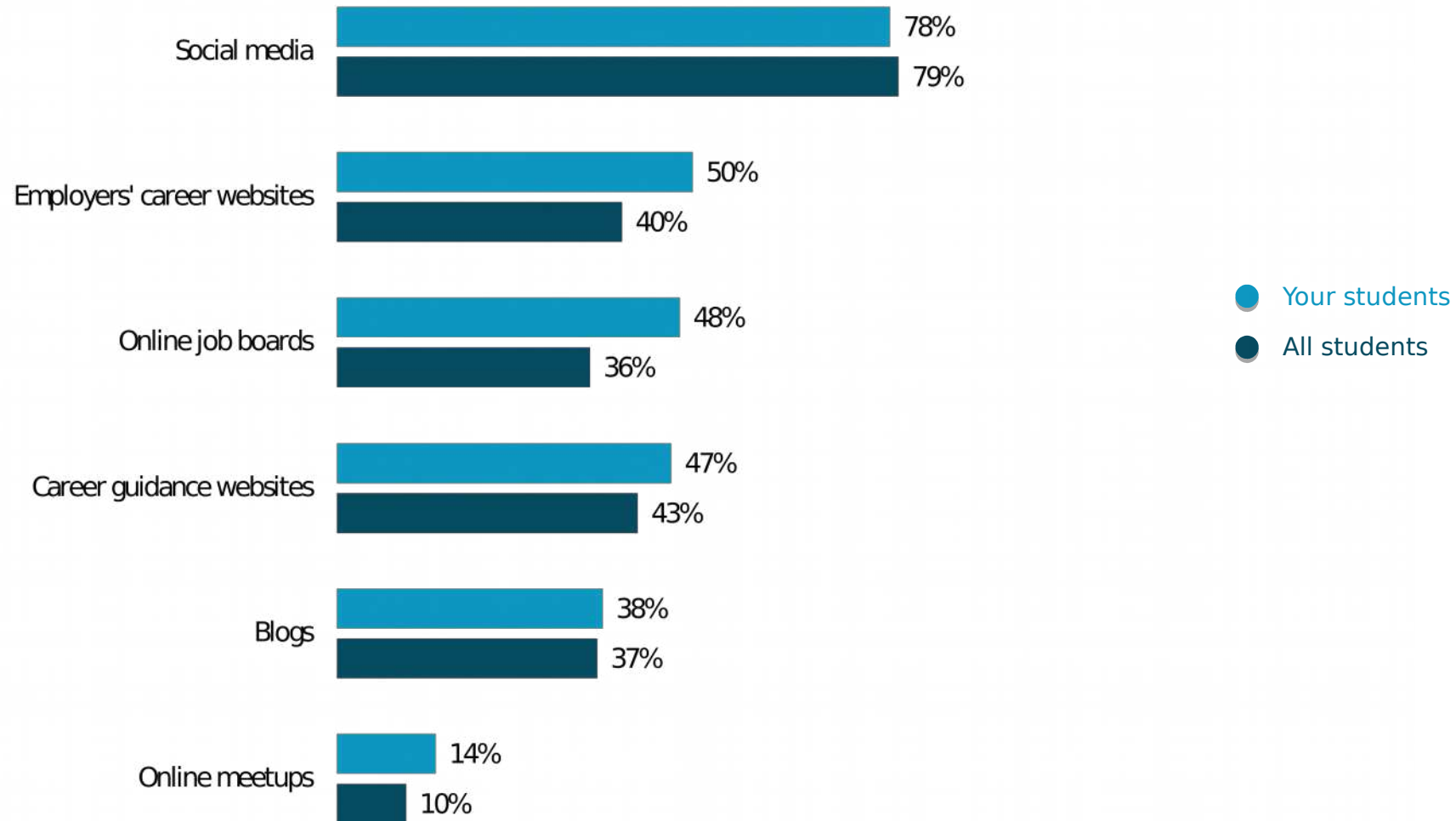
All students : Health/Medicine (1/1)

Area of study	All students	Area of study	All students
Medicine	45%	Veterinary science	7%
Surgery	16%	Cosmetology	6%
Pharmacy	13%	Nursing	1%
Dentistry	11%	Physiotherapy	1%
Public Health	10%	Other Health/Medicine	9%



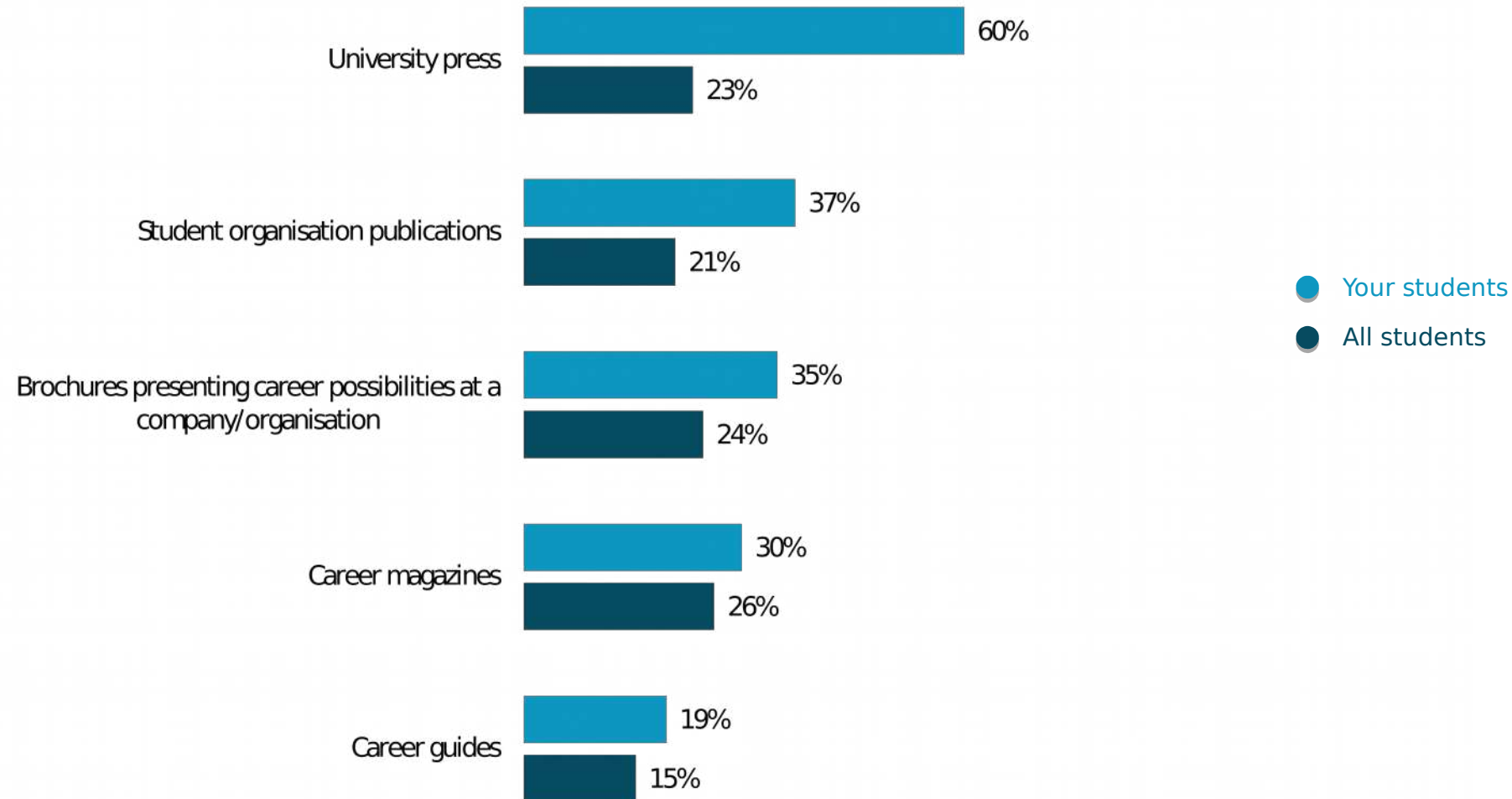
• Please select your major(s)/main area(s) of study.

# Digital communication channels for employers



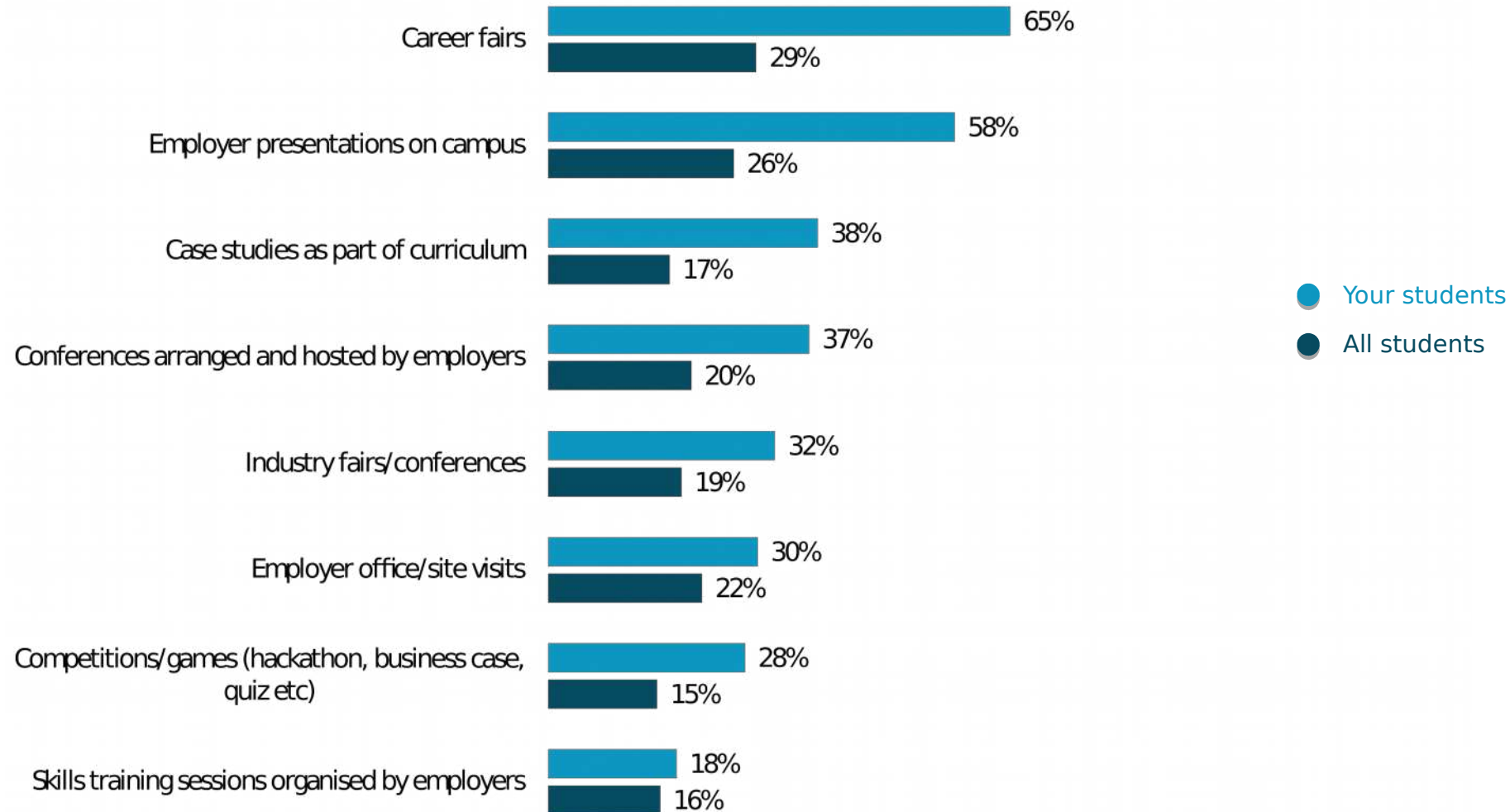
• Which channels do you use in general to learn about potential employers?

# Print communication channels for employers



• Which channels do you use in general to learn about potential employers?

# In-Person communication channels for employers



• Which channels do you use in general to learn about potential employers?

# Considered employer ranking | Top 30

All students | Business/Commerce

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Air Astana	1	44,25%	→ 0	KPMG	16	15,60%	↓ -7
Mercedes-Benz	2	33,38%	→ 0	KazTransOil	17	14,46%	↓ -4
BI Group	3	30,31%	NEW -	ChocoFamily	18	14,05%	↑ 3
KazMunaiGas Group	4	27,64%	↓ -1	British American Tobacco	19	13,71%	↑ 11
Microsoft	5	26,44%	→ 0	L'Oréal Group	20	13,45%	→ 0
Samsung	6	24,81%	↓ -2	EY (Ernst & Young)	21	13,08%	↓ -2
Samruk	7	22,00%	↓ -1	Volkswagen	22	12,92%	↑ 6
Gazprom Neft Kazakhstan	8	19,92%	↓ -1	Deloitte	23	12,80%	↑ 3
Kaspi Bank	9	17,66%	↓ -1	Kazakhmys	24	12,67%	↓ -12
Nestlé	10	17,47%	→ 0	JTI (Japan Tobacco International)	25	12,57%	↑ 7
Philip Morris International	11	16,61%	→ 0	Procter & Gamble (P&G)	26	11,47%	↓ -12
adidas	12	15,81%	↑ 4	PwC	27	11,38%	↓ -9
Tengizchevroil	13	15,80%	↑ 2	Mars	28	11,01%	↓ -5
Boston Consulting Group (BCG)	14	15,68%	↑ 3	Chevron	29	10,77%	↓ -2
Coca-Cola	15	15,66%	↑ 62	Huawei	30	10,61%	NEW -



• Below is a list of employers. Please select which employers you would consider working for.

# Considered employer ranking | Top 30

All students | Engineering

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
BI Group	1	39,51%	NEW -	Karachaganak Petroleum Operating (KPO)	16	11,80%	↓ -4
KazMunaiGas Group	2	35,96%	↓ -1	KazTransCom	17	11,68%	↑ 4
Mercedes-Benz	3	27,21%	↑ 1	Kazatomprom	18	11,59%	→ 0
Tengizchevroil	4	26,73%	↓ -2	Petrol Kazakhstan	19	11,11%	↓ -4
Gazprom Neft Kazakhstan	5	25,57%	↓ -2	Lukoil	20	10,36%	↑ 2
Air Astana	6	25,24%	↓ -1	Kazakhtelecom	21	10,17%	↓ -2
KazTransOil	7	22,00%	↓ -1	KazRosGas	22	10,04%	↓ -9
Microsoft	8	20,61%	↑ 2	Schlumberger	23	9,55%	↓ -3
Kazakhmys	9	19,61%	↓ -1	Huawei	24	9,55%	NEW -
Samruk	10	16,15%	↓ -1	Kaspi Bank	25	9,36%	↓ -1
Chevron	11	15,55%	↓ -4	Shell	26	8,67%	↓ -3
Samsung	12	15,19%	↑ 2	Schneider Electric	27	8,14%	↑ 2
Volkswagen	13	14,80%	↑ 4	IBM	28	8,10%	↑ 5
Rosneft Oil Company	14	13,18%	↓ -3	GE - General Electric	29	7,68%	↓ -1
Kazakhstan Temir Zholy	15	12,20%	↑ 1	Boston Consulting Group (BCG)	30	7,56%	↑ 8



• Below is a list of employers. Please select which employers you would consider working for.

# Considered employer ranking | Top 30

All students | IT

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Microsoft	1	53,97%	→ 0	Volkswagen	16	15,95%	→ 0
Samsung	2	43,53%	→ 0	Tele2	17	15,12%	→ 0
Air Astana	3	40,93%	→ 0	Sberbank	18	14,98%	↑ 1
Kaspi Bank	4	33,94%	↑ 2	Tengizchevroil	19	14,96%	↓ -7
Mercedes-Benz	5	31,82%	→ 0	Kaspersky Lab	20	14,72%	↓ -7
BI Group	6	30,29%	NEW -	KazTransOil	21	14,64%	↓ -6
KazMunaiGas Group	7	28,98%	↓ -3	adidas	22	13,70%	↓ -2
Huawei	8	26,88%	NEW -	Forte Bank	23	13,47%	↑ 5
IBM	9	22,19%	↓ -2	Kazakhmys	24	12,78%	↓ -1
Kazakhtelecom	10	20,03%	↓ -2	KazTransCom	25	11,09%	↓ -1
Gazprom Neft Kazakhstan	11	19,92%	↓ -2	Philips	26	10,93%	↑ 6
Samruk	12	19,24%	↓ -1	Philip Morris International	27	10,74%	↓ -1
ChocoFamily	13	19,17%	↓ -3	Home Credit	28	10,69%	↑ 5
Halyk Bank	14	17,19%	↑ 4	Hewlett Packard Enterprise	29	10,49%	↓ -2
Beeline	15	16,36%	↓ -1	ATF Bank	30	10,45%	↑ 11



• Below is a list of employers. Please select which employers you would consider working for.

# Ideal employer ranking | Top 30

All students | Business/Commerce

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Air Astana	1	30,19%	→ 0	Nestlé	16	6,14%	→ 0
Mercedes-Benz	2	19,02%	→ 0	Deloitte	17	6,05%	↑ 4
BI Group	3	17,02%	NEW -	Coca-Cola	18	5,97%	↑ 43
KazMunaiGas Group	4	14,83%	↓ -1	PwC	19	5,68%	↓ -6
Microsoft	5	13,90%	↑ 1	Philip Morris International	20	5,60%	↓ -6
Samruk	6	11,54%	↓ -1	L'Oréal Group	21	5,60%	↑ 4
Samsung	7	11,46%	↓ -3	adidas	22	5,23%	→ 0
Kaspi Bank	8	9,23%	↑ 1	JTI (Japan Tobacco International)	23	5,21%	↑ 3
Gazprom Neft Kazakhstan	9	8,33%	↓ -2	McKinsey & Company	24	4,87%	↓ -5
KPMG	10	7,95%	↓ -2	Mars	25	4,74%	↓ -5
Tengizchevroil	11	7,76%	↑ 1	Procter & Gamble (P&G)	26	4,31%	↓ -8
Boston Consulting Group (BCG)	12	7,11%	↑ 3	British American Tobacco	27	4,24%	↑ 5
Kazakhmys	13	6,80%	↓ -2	KazTransOil	28	4,19%	↓ -1
ChocoFamily	14	6,39%	↑ 10	Volkswagen	29	4,06%	→ 0
EY (Ernst & Young)	15	6,32%	↓ -5	Chevron	30	3,82%	↓ -2



• Now choose the five (5) employers you most want to work for, your five Ideal Employers.



# Ideal employer ranking | Top 30

All students | Engineering

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
BI Group	1	31,49%	NEW -	Karachaganak Petroleum Operating (KPO)	16	5,14%	↓ -6
KazMunaiGas Group	2	18,19%	↓ -1	Kazakhstan Temir Zholy	17	4,63%	↓ -6
Mercedes-Benz	3	17,72%	↑ 1	Kazatomprom	18	4,21%	↓ -2
Tengizchevroil	4	16,63%	↓ -2	Kaspi Bank	19	3,91%	↑ 1
Air Astana	5	14,47%	↓ -2	Schneider Electric	20	3,40%	↑ 1
Microsoft	6	12,46%	↑ 3	GE - General Electric	21	3,35%	↑ 2
Gazprom Neft Kazakhstan	7	10,37%	↓ -2	Rosneft Oil Company	22	3,04%	↓ -3
Chevron	8	7,83%	↓ -2	NCOC	23	2,96%	↓ -1
Samsung	9	7,80%	↑ 5	Huawei	24	2,96%	NEW -
Kazakhmys	10	7,15%	↓ -2	Kazakhtelecom	25	2,93%	↓ -10
Schlumberger	11	6,99%	↑ 1	IBM	26	2,75%	↓ -1
Volkswagen	12	6,61%	↑ 5	Boston Consulting Group (BCG)	27	2,58%	↑ 13
Samruk	13	6,17%	↓ -6	Bosch	28	2,57%	↑ 11
Shell	14	5,23%	↑ 4	Lukoil	29	2,53%	↑ 3
KazTransOil	15	5,19%	↓ -2	Siemens	30	2,50%	↑ 5



• Now choose the five (5) employers you most want to work for, your five Ideal Employers.

# Ideal employer ranking | Top 30

All students | IT

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Microsoft	1	41,21%	→ 0	Halyk Bank	16	5,76%	↓ -2
Samsung	2	25,07%	→ 0	Beeline	17	5,37%	↓ -2
Air Astana	3	20,24%	→ 0	Volkswagen	18	4,82%	↑ 5
Kaspi Bank	4	18,19%	↑ 1	Kazakhmys	19	4,69%	↑ 6
Mercedes-Benz	5	16,61%	↑ 1	KazTransOil	20	3,82%	↑ 4
KazMunaiGas Group	6	15,63%	↓ -2	Hewlett Packard Enterprise	21	3,70%	↓ -3
BI Group	7	14,86%	NEW -	Sberbank	22	3,61%	↓ -6
Huawei	8	13,00%	NEW -	Kazakhstan Temir Zholy	23	3,21%	↓ -2
IBM	9	12,94%	↓ -2	Tele2	24	3,19%	↓ -4
ChocoFamily	10	12,14%	↓ -2	JTI (Japan Tobacco International)	25	3,12%	↓ -6
Samruk	11	10,55%	→ 0	Home Credit	26	2,79%	↑ 23
Tengizchevroil	12	7,44%	↓ -3	Chevron	27	2,73%	↓ -10
Kazakhtelecom	13	7,02%	↓ -3	KPMG	28	2,65%	↓ -1
Kaspersky Lab	14	6,97%	↓ -2	Boston Consulting Group (BCG)	29	2,50%	→ 0
Gazprom Neft Kazakhstan	15	6,51%	↓ -2	adidas	30	2,47%	↓ -8



• Now choose the five (5) employers you most want to work for, your five Ideal Employers.

# Potential applicants' ranking | Top 30

All students | Business/Commerce

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Air Astana	1	10,09%	→ 0	McKinsey & Company	16	2,16%	↑ 1
BI Group	2	5,81%	NEW -	Kazakhmys	17	2,07%	↓ -6
KazMunaiGas Group	3	4,09%	↓ -1	JTI (Japan Tobacco International)	18	2,02%	↑ 1
Mercedes-Benz	4	4,00%	↓ -1	Kaspi Bank	19	1,87%	↓ -4
KPMG	5	3,78%	↓ -1	Gazprom Neft Kazakhstan	20	1,76%	↓ -6
Microsoft	6	3,53%	↑ 3	ChocoFamily	21	1,53%	↑ 2
Samruk	7	3,41%	↓ -2	Coca-Cola	22	1,44%	↑ 31
Deloitte	8	3,14%	↑ 2	British American Tobacco	23	1,42%	↑ 11
Tengizchevroil	9	3,06%	↑ 7	Nestlé	24	1,41%	↓ -4
PwC	10	2,95%	↓ -3	L'Oréal Group	25	1,41%	↑ 5
EY (Ernst & Young)	11	2,95%	↓ -5	Chevron	26	1,40%	↓ -2
Samsung	12	2,74%	↓ -4	Procter & Gamble (P&G)	27	1,31%	↓ -6
Mars	13	2,42%	→ 0	Volkswagen	28	1,10%	↑ 20
Boston Consulting Group (BCG)	14	2,29%	↓ -2	KazTransOil	29	1,08%	↓ -1
Philip Morris International	15	2,18%	↑ 3	Halyk Bank	30	1,07%	↓ -5



• Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply.

# Potential applicants' ranking | Top 30

All students | Engineering

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
BI Group	1	15,24%	NEW -	Kazakhstan Temir Zholy	16	1,75%	↓ -3
Tengizchevroil	2	10,61%	↓ -1	Kazakhtelecom	17	1,63%	↓ -6
KazMunaiGas Group	3	8,47%	↓ -1	NCOC	18	1,59%	↓ -2
Air Astana	4	5,73%	↓ -1	Kazatomprom	19	1,45%	↓ -7
Mercedes-Benz	5	4,72%	↑ 5	KazTransOil	20	1,39%	↓ -6
Schlumberger	6	4,59%	↑ 3	Schneider Electric	21	1,29%	↑ 2
Chevron	7	3,67%	↓ -3	GE - General Electric	22	1,19%	↑ 3
Karachaganak Petroleum Operating (KPO)	8	2,74%	→ 0	Kaspi Bank	23	1,17%	↑ 1
Volkswagen	9	2,22%	↑ 9	Rosneft Oil Company	24	1,11%	↓ -4
Gazprom Neft Kazakhstan	10	2,14%	↓ -3	JTI (Japan Tobacco International)	25	1,09%	↑ 18
Samsung	11	1,94%	↑ 8	Bosch	26	0,96%	↑ 19
Microsoft	12	1,92%	↑ 3	Lukoil	27	0,91%	→ 0
Kazakhmys	13	1,89%	↓ -8	KPMG	28	0,84%	→ 0
Samruk	14	1,85%	↓ -8	Petrol Kazakhstan	29	0,82%	↑ 1
Shell	15	1,82%	↑ 2	Huawei	30	0,79%	NEW -




• Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply.

# Potential applicants' ranking | Top 30

All students | IT

Employer	Rank 2020	Percent 2020	Trend	Employer	Rank 2020	Percent 2020	Trend
Microsoft	1	13,99%	→ 0	Halyk Bank	16	1,67%	→ 0
Samsung	2	7,67%	↑ 1	Chevron	17	1,51%	↑ 1
Kaspi Bank	3	6,49%	↑ 2	Beeline	18	1,45%	↓ -5
Air Astana	4	6,23%	↓ -2	Sberbank	19	1,38%	→ 0
ChocoFamily	5	4,98%	↑ 1	KPMG	20	1,35%	↓ -5
KazMunaiGas Group	6	4,62%	↓ -2	Gazprom Neft Kazakhstan	21	1,34%	↓ -9
Mercedes-Benz	7	4,32%	↑ 1	KazTransOil	22	0,96%	↓ -2
BI Group	8	4,12%	NEW -	Boston Consulting Group (BCG)	23	0,86%	↑ 2
Tengizchevroil	9	3,83%	↓ -2	Home Credit	24	0,84%	↑ 15
Samruk	10	3,46%	↑ 1	Philip Morris International	25	0,81%	↓ -1
Huawei	11	2,77%	NEW -	Kazakhstan Temir Zholy	26	0,76%	↓ -5
IBM	12	2,70%	↓ -3	Hewlett Packard Enterprise	27	0,72%	↑ 1
Kazakhtelecom	13	2,49%	↓ -3	GE - General Electric	28	0,70%	↑ 13
Kaspersky Lab	14	2,01%	→ 0	Tele2	29	0,68%	↓ -12
Kazakhmys	15	1,87%	↑ 32	McKinsey & Company	30	0,66%	↓ -4

 • Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply.

# IDEALIS



## INTRODUCTION

Although Idealists are focused on aligning their career with their values, their dedication has a practical side. Idealists don't spend time complaining - instead, they come up with real-world solutions to advance the greater good. Whether they work for large corporations or small, family-owned businesses, you can be sure Idealists are in the trenches, using a hands-on approach to tackle social and environmental issues. Idealists are particularly skilled with creative experimentation, which often results in innovative solutions to business problems.

Idealists choose employers who focus on corporate responsibility and community partnerships, and they carefully research company culture before accepting an offer. They want to be sure the work environment is one of collaboration, recognition and mutual respect. Idealists take business ethics seriously, and they can be relied upon to hold themselves and their employers to the highest ethical standards.

## STRENGTHS & OPPORTUNITIES

Idealists bring a lot to the table when getting the job done right. Some of the strengths that stand out include:

- Idealists do the right thing - even when no one is looking.
- Idealists are leaders and motivators - they have a natural ability to motivate others to get things done.

Of course, even the best qualities can be taken to an extreme:

- Idealists take their philosophical positions and personal values seriously, which leaves little room for disagreement. This can be tough on colleagues who have an alternative perspective.
- Idealists sometimes take on more than they can handle, leaving them exhausted and overwhelmed.

## SUCCESS STORIES

Idealists know that one person can change the world, and they pursue their goals driven by a passion for making a difference. These Idealists are known for the impact they have made in their fields:

Lead singer of U2, [Bono](#), has leveraged his status as household name to fight for social justice in all parts of the globe. In particular, he works to end poverty, hunger and diseases impacting impoverished communities.

Harvard Law School graduate [Aaron Bartley](#) showed the unique leadership skills of an Idealist long before he obtained his law degree. While still in school, he co-founded the Harvard Living Wage Campaign, and after graduation, he went on to co-found the highly successful People United for Sustainable Housing (PUSH).

[Muhammad Yunus](#), a Bangladeshi social entrepreneur and economist was awarded the Nobel Peace Prize in 2006 for founding Grameen Bank, which pioneered the concepts of microcredit and microfinance. His bank gave loans to entrepreneurs too poor to receive traditional bank loans, creating social mobility and development from below. He is also a co-founder of the Yunus Social Business Centres (YSBC). YSBC's vision is to encourage a new, humane capitalism through managing

## CAREER PATH

Since Idealists are focused on passion projects, they often hold their first leadership roles before they enter the working world. They plan and manage fundraisers, train volunteers or participate in major projects for non-profit organizations while working in unrelated entry-level jobs. This often results in an uneven rate of career growth, because Idealists will suddenly take a giant leap forward when they find an employer that values their non-traditional leadership experience.

## WORKPLACE HABITS

Idealists make it a point to do the right thing, so they can be relied upon to come in on time, complete their work and meet deadlines. Other workplace habits include:

- A balanced approach to people-focused vs. task-based activity
- A strong focus on finding solutions and taking action, rather than waiting for someone else to take charge.



# INTERNATIONALIS

## INTRODUCTION

New cultures and new connections are critically important to the Internationalist, who wants a career that offers the opportunity for world travel. These individuals want to explore every corner of the globe, and they are happiest in a job that keeps them moving. Boredom is the enemy for Internationalists, and they hope to one day have a chance to lead a team or influence a project that has a significant impact on the business.

These adventurers are skilled collaborators and relationship builders. They are comfortable in unfamiliar situations, and they are easily able to make connections with new colleagues and business partners. Curiosity drives Internationalists, and they rapidly absorb international customs and manners. As a result, Internationalists are an excellent choice to move the business into uncharted territory - for example, expanding into new markets or building global supply chains.

## STRENGTHS & OPPORTUNITIES

Basic values drive the decision-making process for Internationalists, and they can be counted upon to do the right thing.

- Internationalists are known for their honesty and integrity, and they take ethical obligations quite seriously.
- Because Internationalists are dedicated individuals, in a pinch, they will be flexible with their time to ensure organizational needs are met.

Of course, there are some routine responsibilities in every position, and Internationalists might struggle with these.

- Internationalists are driven to seek out new experiences, and on-going completion of repetitive tasks can quickly lead to disengagement.
- While Internationalists reliably meet their deadlines, this might come at a cost to their personal life.

## SUCCESS STORIES

Internationalists often spark worldwide conversation as a result of their dramatic forays into the unknown. More often than not, Internationalists are the first to visit exotic new locations, like the top of Mount Everest, and they make history for their achievements in exploration. These are just a few of the Internationalists who have made their mark.

**Cassie** DePecol dreamed of seeing every country in the world, and on July 24, 2015, she set out to do just that. Over the course of approximately two years, DePecol has been on a journey to increase cultural understanding as a representative of the [International Institute of Peace Through Tourism](#), combining her passion for travelling with her career. When she completed her voyage in 2017, she became the first woman to see all 196 countries. Harriet Chalmers Adams wanted to see the world at a time when women had limited career options. She developed strong photography skills and paired them with her innate talent for story-telling, eventually taking a position as a war correspondent. This allowed Adams to indulge her passion for travel while being paid for her work.

Carl Pei, an entrepreneur with an international background who took true advantage of this and co-founded the mobile phone company Oneplus. This was the first global direct-to-consumer unlocked mobile phone provider. It quickly became a popular brand worldwide. Born in China, Pei's family moved to Sweden when he was six. Pei took advantage of his international heritage early on, buying gadgets from China and using online platforms like Ebay to sell them on. He eventually used a factory in China to put his own brand to the products he sold, whilst also building the international relationships that would lead him to co-found OnePlus.

## CAREER PATH

Because Internationalists are focused on the experience rather than achievement, their career paths often take many twists and turns. They tend to take jobs that offer travel opportunities, whether the position is a promotion, demotion, or lateral move. As long as the new experiences keep coming, Internationalists are content to keep the same position for a longer period of time.

## WORKPLACE HABITS

Leaders enjoy having Internationalists on staff to handle any off-site work that needs doing. After all, many employees have other obligations that make business travel a real burden.

- Internationalists have strong communication and collaboration skills, easily able to make a connection with every person they meet.
- These individuals are future-oriented, always keeping an eye on how the current proposal will affect future goals.
- Big picture thinking allows Internationalists to make connections and predict the impact of business decisions long-term. This can be invaluable information for busy leaders.



# HUNTER



## INTRODUCTION

Always on the prowl for the next opportunity, Hunters are driven by their passion for achievement. These individuals are looking for competitive compensation and the promise of career advancement - along with the potential for high future earnings. Hunters are adaptable, quickly acclimatizing to a new company, and they are able to reinvent themselves as required to fit organizational needs.

Hunters are focused on solutions first, and their ability to innovate makes them an asset to any business. Strong skills in problem-solving make Hunters popular with clients, and sales positions are a natural fit. Because they are focused on increasing their compensation, they are especially motivated by commission-based roles.

## STRENGTHS & OPPORTUNITIES

Hunters enter the organization like a storm, full of energy and ambition, bringing a host of strengths to their organizations.

- They are team-oriented and skilled at collaboration, regardless of how long they have worked with their colleagues.
- They are persuasive, able to gain consensus from individuals and groups, making it easier to move forward on internal projects, external sales, and overall continuous improvement.

Of course, that ambition comes at a price, and Hunters can take a toll on their leaders.

- Hunters don't put much stock in company loyalty, and they will often accept an offer if the grass looks greener elsewhere. Money is their primary motivator.
- Perfection is not a priority - while work will always be on-time and technically correct, Hunters aren't known for providing exceptional products when they are in a time-crunch.

## SUCCESS STORIES

Hunters don't shy away from hard work, and they make sure that their efforts yield exceptional rewards. These individuals are committed to reaching the top of their fields, finding their way over and around any obstacles:

Businessman, entrepreneur, and former Presidential candidate [Ross Perot](#) is a Hunter. Though he came from humble beginnings, his drive and ambition propelled his career forward quickly. In his position as an IBM salesman, Perot distinguished himself by reaching the annual sales quota in just two weeks.

Ross McEwan's passion might be his New Zealand farm, but career-wise, he has been on the hunt for bigger and better opportunities for decades. Early on, he worked hard to establish strong foundational knowledge in banking and finance, which made him a top candidate for senior management positions in increasingly larger financial institutions. Today, McEwan leads the Royal Bank of Scotland, which has offices in the UK, Europe, Asia, and the United States.

Senator [Harry Reid](#) started his life in a ghost town. Searchlight, Nevada, had a population of just two hundred people, and his home didn't have indoor plumbing. Reid focused on his goal of gaining prestige and financial security, eventually leading the Democratic majority in the US Senate.

## CAREER PATH

The Hunter is anything but methodical when it comes to career progression, and climbing the career ladder one rung at a time leads to frustration. These ambitious workers do whatever it takes to skip steps, whether that means excelling in their current jobs so they are selected for leadership positions or moving on to a new organization. Many Hunters fully expect to find themselves in the C-suite midway through their careers. Fortunately, their solid skills, innovation, and strong work ethic make this goal achievable.

## WORKPLACE HABITS

Overall, leaders are generally thrilled to have a Hunter on their team, because their work ethic and drive is unmatched.

- These individuals will always put deadlines and client needs ahead of their own personal lives, making them easy to manage.
- Leaders can expect work to be on-time, though it is possible that Hunters will cut corners here and there as necessary to meet deadlines.
- Hunters are problem-solvers by nature, and they offer creative solutions to complex issues.
- Financial recognition is a simple and effective method of keeping Hunters engaged.



# CAREERIS



T

## INTRODUCTION

The ambitious Careerist is nothing if not practical. Careerists don't expect promotions to magically appear. Instead, these hard workers roll up their sleeves and give every position their best, adding value that leads to future career opportunities.

Careerists move through their career progression step by step, making the most of each chance to learn new skills. They always have their eyes on their ultimate goal: reaching the very top. Popular career paths for the Careerist include management tracks in large organizations and careers that have clearly defined paths from entry-level to leadership.

The challenges they may face on this upward path only spur them ever onward. With the knowledge gained at each step adding to their growing arsenal of skills, careerists find themselves well-equipped to steadily overcome obstacles and move forward.

## STRENGTHS & OPPORTUNITIES

Careerists possess great strengths:

- They have a remarkable ability to collaborate and adapt, no matter what their job title is.
- These individuals work well in teams, offering support and career development to others who wish to learn.

These strengths eventually turn into leadership positions, as Careerists earn the respect of their leaders, peers and subordinates.

However, the drive to achieve can take a dark turn if Careerists find themselves with a toxic manager.

- Lack of recognition for their hard work can take a toll on engagement and productivity.
- Careerists don't let criticism roll off their backs, and they are harder on themselves than anyone else.
- When in positions where they feel unsuccessful, Careerists can lose their confidence, leading to long periods on the same rung of the ladder.

## SUCCESS STORIES

Careerists often work their way up from the ground floor, running companies where they were once entry-level workers.

In 1971, [Jim Skinner](#) took a job as a McDonald's restaurant manager trainee. He mastered a series of progressively more responsible positions, until he was ultimately named vice chairman and CEO in November 2004.

Ursula Burns knew hard work would take her far, but when she started as an intern at Xerox, she had no idea where she would end up. She moved into an executive assistant role, where she learned the skills needed to successfully run a business. After a long series of career steps, Burns was named chairman and CEO of Xerox in 2009, making her the first African-American woman to lead a Fortune 500 company.

Though stories of mailroom clerks working their way up to executive positions seems like a fairy tale, [Dick Grasso](#) lived this amazing journey. He started off in the mailroom of the New York Stock Exchange in 1968 and proved his ability to lead over and over again. He climbed the career ladder rung by rung, and he was named chairman and chief executive in 1995.

## CAREER PATH

A Careerist's career path often follows a very straightforward route. With an affinity for organization and structure, the Careerist will seek the path that offers the perfect combination of stability and upward progression. This often means that Careerists seek to remain with an employer for the long haul, rather than jumping from ship to ship.

This loyalty and dependability is often enough to earn them the respect of their employers, which further helps propel them along their path. Such organizations where these traits will serve a careerist well include careers in the military, law enforcement, the financial sector, law or various medical professions.

Along their path, Careerists always seek to maintain a strong image of professionalism, while also acting according to their strong values and principles. To that end, they often quickly rise to a managerial position, as they typically exhibit many leadership traits.

## WORKPLACE HABITS

Careerists are often easy to recognize due to their definitive workplace habits:

- Careerists work hard to ensure that their work always exhibits the highest standards of quality-- they will never seek to cut corners.
- Always striving to follow the rules, these by-the-book workers know their responsibilities and work dutifully to complete them each day.
- Careerists are also loyal, and should one earn their respect, they will remain steadfast in their resolve to help that person achieve greatness as well.
- Careerists can often be stubborn--a careerist that operates too by-the-book can be limited in flexibility when working with other personality types.
- A careerist is not afraid to voice his or her opinion--however, some opinions aren't always warranted or helpful.
- Those who don't work as enthusiastically as careerists do

# HARMONIZE

R



## INTRODUCTION

Job-hopping is fashionable in today's ever-changing business environment, but that is one trend that the Harmonizer career type won't follow. These loyal employees treat their coworkers like family, and they are always ready to take on additional responsibilities for the good of the team. Because they are focused on building strong relationships, they are excellent additions to collaborative team environments. Harmonizers are happiest when their colleagues are content, and they have a talent for finding win-win solutions to interpersonal problems.

## STRENGTHS & OPPORTUNITIES

Because Harmonizers are so positive, they bring a wide variety of strengths to their work. Examples include:

- Harmonizers are frequently recognized for influencing and leading coworkers through organizational changes.
- Managers often rely on Harmonizers to get the job done, because they are dedicated to putting in extra effort when required for the good of the team.

Harmonizers do have opportunities for growth, and many set goals to overcome these issues:

- Spending too much time focused on interpersonal relationships at work to the exclusion of completing work responsibilities.
- Creating a balance between work and family -- Harmonizers have a hard time saying no, which leads to time conflicts.

## SUCCESS STORIES

Some of the most successful individuals in the business world capitalized on their interpersonal skills to boost their career development. These Harmonizers can be found in a wide variety of top employers across industries. Examples include:

Former Evernote CEO [Phil Libin](#) thought that the only way to be happy at work was to stick with companies that have no more than 50 employees. However, as a Harmonizer, he was able to transform the work environment of a mammoth technology company into a culture of relationships and cross-team collaboration usually only seen in tiny startups.

Tony Hsieh, CEO of Zappos, has created an extraordinary career from finding and sharing happiness. After selling his startup at the age of 24 because he wasn't enjoying his job anymore, he wrote the bestselling book "Delivering Happiness" and launched his own coaching company. As leader of Zappos, he has created a work environment that is considered the gold standard in employee engagement.

Eleanor Roosevelt, was not only the First Lady of the US but also played a key harmonizing role during her distinguished career as a diplomat. She was instrumental in the founding of the United Nations and the US joining the organization. She subsequently became the first delegate from the US to the UN. Whilst serving as the first chair of the UN Commission on Human Rights, she oversaw the drafting of the Universal Declaration of Human Rights and constantly worked to gain

## CAREER PATH

Loyalty to their managers, coworkers and company keeps Harmonizers from job-hopping, which means they usually enjoy a straightforward career trajectory. Through hard work and a reputation for communication and collaboration, they are regularly promoted to positions that are increasingly more responsible. However, Harmonizers won't stay in a job that threatens their happiness and well-being for very long. When the environment is dysfunctional or toxic, Harmonizers move on, and their long list of accomplishments makes them attractive candidates for future career advancements in alternative organizations.

## WORKPLACE HABITS

It is easy to spot Harmonizers in the workplace -- they are the first to greet you and make introductions when you walk into a room. Other workplace habits include:

- A focus on actionable solutions -- count on Harmonizers to find creative ways to overcome obstacles.
- Strong communication skills -- when there is a lot of disagreement in how to move forward, Harmonizers can always find common ground.

# LEADER



## INTRODUCTION

While leaders might know business processes inside and out, their true strength is seeing the big picture. These take-charge individuals can relate individual tasks and assignments to larger organizational goals, and they have a gift for communicating their vision in a way that inspires their teams - and themselves - to push forward through tough times to achieve exceptional results.

## STRENGTHS & OPPORTUNITIES

Leaders typically possess the following strengths:

- Leaders understand the value of teamwork, and they are skilled at creating cohesive groups to get the job done.
- Leaders don't fear responsibility - they thrive on it. You can count on leaders to accept accountability for end results.
- Leaders are introspective and quick to identify their own opportunities for growth. By the time you give them feedback, they are typically already aware of and working on the issue.

Of course, no one is perfect, and even leaders have challenges to overcome.

- A strong desire to be the master of their own fates makes it hard for leaders to accept authority. Since everyone answers to someone - even if it is an entrepreneur answering to investors and clients - leaders can struggle when they need to give up some control.
- Leaders are their own harshest critics. Sometimes, they hold team members to the same unreasonably high standards that they hold themselves to. This can damage

## SUCCESS STORIES

The world is full of successful leaders who have transformed the world we live in. Some of today's biggest influencers include these remarkable examples:

Indra Nooyi, coming from humble beginnings, she gained admission to Yale School of Management and worked night shifts so she could pay for her college tuition. After working in various organizations such as Boston Consulting Group and Motorola she was appointed CEO of PepsiCo, making her the leader of the second largest food and beverage company in the world.

Bill Gates, co-founder of Microsoft Corporation has led the brand to become one of the most recognized in the computer industry. He has always looked forward, leading the pursuit to constantly diversify Microsoft products, and has ingrained this into his organizational culture. He is also recognized for helping others by giving back through The Bill and Melinda Gates Foundation, providing the funding for necessary resources to people all over the world to improve both their lives and their career opportunities.

Salil Shetty, as Secretary General of Amnesty International since 2010, he has led the organization's movement to end human rights violations worldwide. He has also held leadership positions in several humanitarian organizations including the United Nations Millennium Campaign and ActionAid. During his time at ActionAid he is credited with

## CAREER PATH

Most leaders know what their career path is, and they work hard to reach their goals. Some of the most successful leaders have worked in high school, college, and student organizations. In college, these individuals have been developing leadership skills that will make them stand out to excel in entry-level jobs, ensuring they will be selected for increasingly responsible supervisory positions. They often volunteer on stretch assignments, building a solid reputation that sets them apart from their peers.

## WORKPLACE HABITS

Leaders feel most alive in a collaborative work environment. They challenge themselves and their team wins and when they learn something new. Other workplace habits include:

- Leaders encourage team members to use their own initiative and work with them to solve problems. They are the best problem solvers in the room.
- Leaders are great workers, and they are not afraid to get their hands dirty.
- A tendency to be a free planner. Time well spent is a sign of good leadership. It is important to avoid damaging relationships.



# ENTREPRENEUR

## INTRODUCTION

Entrepreneurs are the type of individuals that create their own companies from the ground up. They can be found in organizations of all sizes, offering innovation and creativity to grow and expand the business. They thrive in an environment where they have some flexibility to pursue passion projects. As employees, entrepreneurs are fast learners, and they require ample development opportunities to stay engaged.

## STRENGTHS & OPPORTUNITIES

Growing businesses often owe their success to the Entrepreneurs on staff, as these are the employees that find methods of differentiating the organization from competitors.

- Entrepreneurs have a strong work ethic, and they can always be counted on to go above and beyond when needed.
- These employees strive for perfection, and they place more weight on the quality of their product than meeting deadlines.

Managing Entrepreneurs can be tricky, and leaders need to understand when to be firm and when to allow flexibility.

- It can be difficult to persuade Entrepreneurs to attend to their day-to-day responsibilities when they are inspired by a new idea.
- Entrepreneurs tend to take on more than they can reasonably handle when new projects and development opportunities present themselves.

## SUCCESS STORIES

The biggest advances in culture and technology don't generally come from the corporate world. Instead, they come from visionaries who take major risks by striking out on their own in pursuit of new ideas. These remarkable individuals are entrepreneurs - innovative thinkers who wouldn't settle for the status quo:

Entrepreneur **J.K. Rowling** didn't just change the world -- she created an entirely new one in her wildly popular Harry Potter series. Rowling built an empire based on a few sentences she scribbled on a coffee shop napkin.

Steve Jobs knew that computers could change the world -- but only if they were accessible and intuitive to everyday users. His creation of Apple computers has driven technological innovation, bringing the power of computers and later, mobile technology, to average homes around the globe.

Harold Schultz left Starbucks in 1985 due to his frustration at the owners not accepting his ideas. He managed to raise \$400,000 funding from various sources, including a doctor who was impressed with his willingness to take a 'gamble'. Schultz opened his own coffee store, reflecting his idea of what a coffee store should be. Two years after opening, the owners of Starbucks turned their attention to other ventures and Schultz bought Starbucks for \$3.8 million. Today Starbucks revenue totals \$21.67 billion and the chain can be found worldwide.

## CAREER PATH

The career path of an Entrepreneur is a winding road, marked by soaring highs and crushing lows. Entrepreneurs take risks, building new businesses or creating innovative products within a larger organization. While they are natural leaders, Entrepreneurs aren't looking for power and prestige. As they grow and develop their skills, they encourage others to join their journey to challenge the status quo, finding bigger, better ways to get the job done.

## WORKPLACE HABITS

It is easy to spot Entrepreneurs in a crowd. They are the ones asking, "What if we do it another way?"

- Entrepreneurs are solution-focused, and they can be counted on to overcome obstacles that others can't quite manage.
- As employees, Entrepreneurs are ready to take on a challenge, and they make excellent additions to project teams.
- While Entrepreneurs expect fair compensation that permits them to live comfortably, their priority is developing their skills. Recognition in the form of interesting new assignments keeps these employees engaged.



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