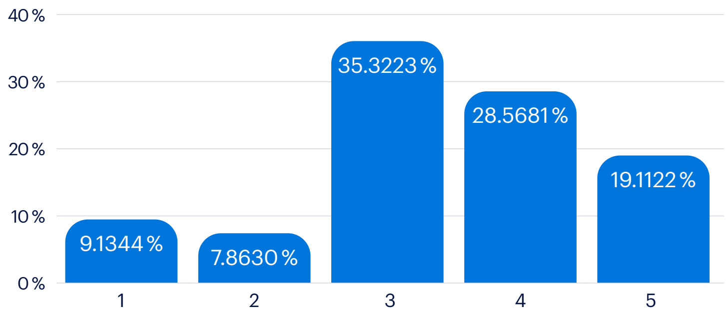
talent attraction

global events & job stability.

In turbulent times, job security becomes a paramount driver for the workforce. Our latest research explores the question: "Do major global events make me more likely to stay in my current job?" The results show that global uncertainty drives overall retention, with the desire for stability increasing with age. Major global events (such as international conflicts, economic crises, or global health issues) make me more likely to stay in my current job. (1. not true at all, 5. completely true).



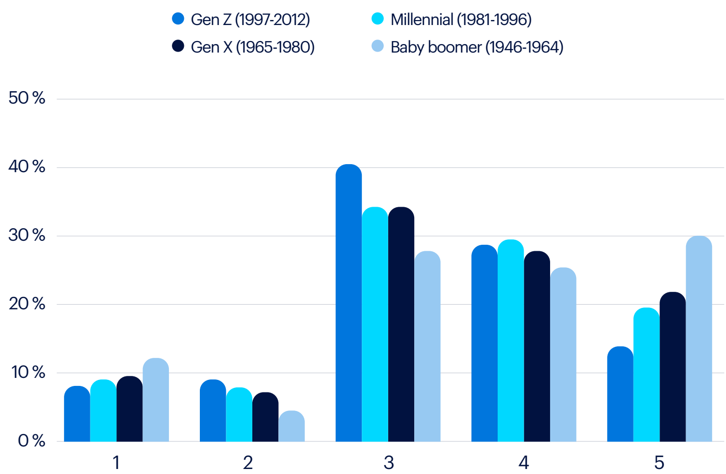
national market overview

A significant portion of the Swiss workforce seeks stability during uncertain times. Nearly half of all respondents (47.68 %) agree (ratings 4 and 5) that global crises make them more likely to stay with their current employer.

the gender divide

When evaluating job stability under the influence of global crises, the divergence between male and female professionals is remarkably narrow, serving as a powerful anchor for both:

→ male talent: 49.33 % indicate a heightened likelihood to remain in their current roles (ratings 4 & 5 combined).
→ female talent: 46.08 % similarly view global events as a strong driver for job retention (ratings 4 & 5 combined).



generational highlights

Age demographics reveal sharp contrasts, showing that anxiety-driven retention is much stronger for older generations:

Baby boomers (1946–1964): Prioritize extreme stability. Over 55.4 % agree that global events keep them anchored in their jobs (ratings 4 & 5), with nearly 30.0 % rating it as «completely true» (rating 5).

Gen X & millennials: Maintain a steady safety baseline. 22.0 % of Gen X and 19.6 % of Millennials state that crises completely solidify their job retention (rating 5).

Gen Z (1997–2012): Only 42.5 % agree (ratings 4 & 5) that global events influence them to stay. They are the most likely to dismiss crisis impacts, with over 17.3 % actively disagreeing

strategic implications for clients

In phases of global macroeconomic and geopolitical uncertainty, organic talent mobility drops as passive talent seek shelter. To execute successful active sourcing campaigns—particularly when targeting seasoned talent in the Millennial, Gen X, and Baby Boomer brackets—hiring entities must proactively address deep-seated security concerns. Recruitment marketing and Employer Value Propositions (EVPs) should explicitly pivot during these times, leading with messages of long-term commercial stability, crisis resilience, and structural workplace safety over standard career advancement promises.

Find more information on the randstad employer brand research page.

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