

# Preferences and Motivators of U.S. Financial Services Candidates

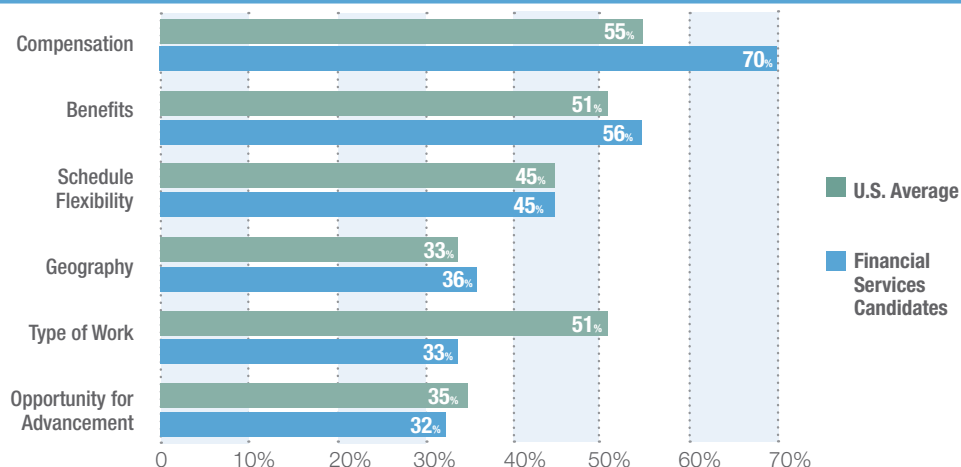


ManpowerGroup  
Solutions

## Top Three Motivators for Career Decisions

### Money Talks

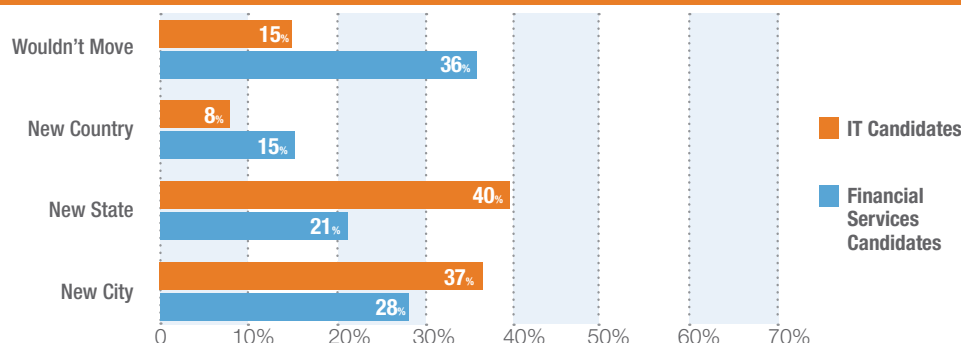
Financial services candidates are significantly more likely than candidates in other industries to be driven by compensation.



## Mobility by Selected Industries

### Location, Location, Location

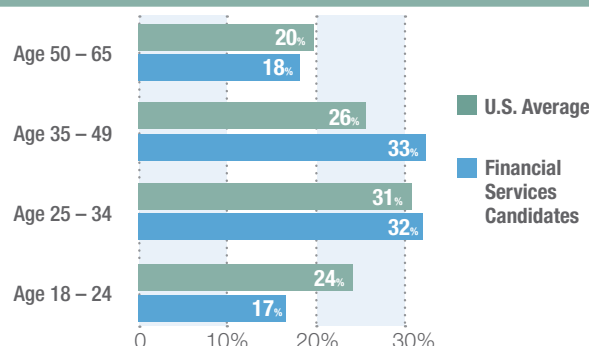
They are less likely to move to a new city or state for a job and often choose to live near financial centers.



## Financial Services Candidates by Age versus U.S. Average

### A Future Talent Shortage?

They are also less likely to be younger millennials (ages 18 to 24). As Gen X employees retire in the coming decades, there may not be enough talent to replace them.



## How to Recruit and Retain Financial Services Candidates

### 1 Focus on employee engagement

Unless employees have a compelling reason to stay, they may follow the money out the door. Find ways to improve employee engagement, such as implementing surveys or providing perks.

### 2 Screen for a cultural fit

Identify and manage candidates' expectations for work environment, reward and advancement.

### 3 Develop your talent

Millennials want lifelong learning opportunities. Meet their demands by devoting resources to ongoing education and training.

Learn more at [www.manpowergroup.us/financialservices](http://www.manpowergroup.us/financialservices)