

WorkPlace Environment as a Talent Magnet

The labour force will decrease by **6.5 million people until 2025** according to a study of the **IAB** (Institute for Labour Market and Occupational Research) from 2010.

A survey of the Forsa Institute (prepared on behalf of the Hamburgische Immobilien Handlung 2012) shows that of 900 surveyed employees 50% with two job offers would prefer the job providing the better work environment. Compensation is only the second most important factor. Even more significant are the results for people aged 35 or younger. In this case **60% decide in favour of the better work environment.**

Ken Kuhnke, Head of Rental Real Estate Management at HIH, states in YourOfficeLetter (www.buero-forum.de): *“The competition for the best talents is not limited to compensation, support of personal and vocational development or social contributions. The work environment and the quality of space become increasingly important.”*

reflect AG and K. Lurse HR-Management discovered in their study **Staff Retention 2012/2011**: *“Depending on the calculation figures and the employee’s hierarchical level each replacement costs a company between six and twenty-four monthly salaries.”*