

## **NOVAINFO**

### **Nova100 Talent Survey 2008**

In the search for the dream job, unsolicited applications still come in second when it comes to job-hunting, and over a third of all 'Novas' expect that the Nova100 network could be the way to their first job.

**During August and September, student members of the Nova100 network answered a number of questions in connection with the 2008 Nova100 Talent Survey. The survey results are now complete and are presented below to provide you with a general overview of a couple of the trends that play a role in the assessments Novas make of potential employers, job content and graduate programmes.**

#### **Novas want development and challenges**

Not surprisingly, development and challenges are in focus when Novas consider a company as an employer. Almost 80% of our student members place development possibilities highest on the list of what is most important in a potential employer. Almost as important (approximately 70%) is the fact that an employer offers challenging tasks, whereas only a third focus on corporate culture and values, remuneration and the company's international presence. Corporate social responsibility and job security are at the bottom of the list.

#### **Opportunities for training**

As part of their career development, Novas look for opportunities to do training after having entered the labour market. More than half would like further training in management, the opportunity to study for an MBA, and professional coaching. On the other hand, benefits relating to pensions, domestic help, fitness or newspaper subscriptions are insignificant.

#### **Use of personal contacts and networks**

There continues to be a focus on personal relations when Novas gather information about a company or look for their next job. Close to 60% expect to find their first job through their personal network, and almost as many would prefer to receive information about the employer through contacts who are already employed there. Other sources of information are company websites and trade fairs. However, Novas do not use career videos, TV ads, blogs or online social networks when seeking information.

#### **Popular graduate programmes**

Nova100 Talent Survey 2008 also looked at the interest in graduate

programmes among student members. 57% of the Novas find applying to a graduate programme appealing, while a quarter would not apply. The main reasons for graduate programmes' popularity are that they give a unique insight into the company and can thereby be a faster route to positions higher up in the hierarchy. In addition a quarter believe that graduate programmes provide good career opportunities later on. However, certain parameters must be included in order for the graduate programme to be perceived as attractive. The most important factor is rotation within the programme – first and foremost between departments, but also internationally. In addition, Novas want to be assigned a personal mentor. Considered less important was working with other trainees, whether special activities were held for programme members, or being connected to a particular department.