



**Phase 3:**  
**Interviews / responses**

German answers (summarized responses of the 4 German partners)

Spanish answers

Slovenian answers

Italian answers

**Open questions – most valuable aspects**

**FOR EMPLOYEES**

- Economic stability
- Career perspective
- Good balance between working hours and free time
- Closer ties in terms of personal contact, familiarity and communication
- Flexibility, career opportunities
- Faster decisions, more individual context, proper salary
- Closer atmosphere; learning from each other; more intense communication
- Work atmosphere and clear company strategy
- Respect and attitude performed by the company
- Working atmosphere more important than salary when choosing an employer
- Employees expect to be respected as person and as professional by employer
- Career opportunities/to grow professionally is quite important for employees
- Proximity, which allows for combining job and family as well as good salary
- Appreciating jobs with professional development, personal growth and stability in the job at the same time
- Good working atmosphere, work-life balance, proper organization/management, respect

**FOR COMPANIES / MANAGERS**

- Good salary
- Motivation
- Flexibility in meeting the need for working hours
- Career perspective
- Different ways to attract people and different addressing of staff (no general rule)
- Offering personal development / job perspectives accompanied by good salary and good working conditions
- Image of the sector and intransparency of professions

- Scarcity of staff due to not being able to pay more (than in more wealthy countries)
- Skills' development in specialized area to retain people; also better earning by this
- Providing good working context
- Reason for difficulties in finding new employees is a poor image of the construction branch combined with low wages
- Most important for being attractive as an employer: good working conditions/working environment, competitive wage conditions, career/growth opportunities
- Employers are aware of the fact that the content of work, assigned responsibility, possibility to grow and the relationship inside the company are decisive for the choice of employers
- **Salary matters most; few with a look for something else besides salary**

### **Closed questions – most valuable aspects**

#### **FOR EMPLOYEES**

- Work environment
- Work life balance
- Salary
- **Appropriate and preferred job**
- **Importance of internet job portals and social media for looking for jobs**
- **Image of the company is important**
- **Image of a company important for applying**
- **Importance of internet job portals and family/friends/peer group for searching new job**
- **Good working environment very important for choosing a job**

#### **FOR COMPANIES / MANAGERS**

- Communication
- Be aware of market, i.e. applicants are the ones who choose
- Visibility of own company
- **The term "Employer Branding" is known**
- **Workers demand more from companies (awareness of rights) and need individual addressing**
- **Company should be regarded as successful, reputable, orderly, trustworthy, well positioned (→ visibility)**
- **Employers see difference between workers today and in the past – now more demanding**
- **Most employers know how their company is perceived by their employees or applicants**
- **But: the meaning of „Employer Branding“ is not known to all**

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