



# Strategies for Talent Attraction and Promotion



# Talent Wars:

What People Look for in Jobs  
& Locations

November 15, 2023



# Introductions



**Symeria Palmer**

Account Director, Lifestyle PR  
Development Counsellors International



Economic Development • Tourism • Talent Attraction

**63**  
**YEARS**  
SPECIALIZING  
**IN MARKETING**  
**PLACES**

**500+**  
places  
represented

**cities**  
**states**  
**regions**  
countries

**90** 

**MARKETERS**  
WITH A PASSION FOR  
**PLACES**

**OUR LOCATIONS**

**New York | Denver**

CHARLOTTE | LOS ANGELES | ORLANDO

CINCINNATI | DALLAS

 TORONTO | VANCOUVER | MONTREAL


# Today We'll Cover...

- Why is this important?
- 2023 Talent Wars Findings
- How SK Battery is responding





**Why Is This Important?**



**9.6 million** open jobs  
**vs**  
**6.7 million** actively unemployed individuals to  
fill jobs

## Top **Factors** in Location Decisions



Source: DCI Survey of Site Selection Consultants (1=less important, 5=most important)



# The Headlines

## **FORTUNE**

Tech hubs look to the next chapter amid growing layoffs



**CEOs are quietly backtracking on remote work—and more companies could follow**

## **INSIDER**

**America is Entering a Forever Labor Shortage**

## **INSIDER**

**More and more Gen Zers and millennials are demanding work-life balance**

## **FORTUNE**

The 'Great Reflection' on the future of work is not over



**The top 10 buzziest companies Gen Z wants to work for—none of them are in Big Tech**

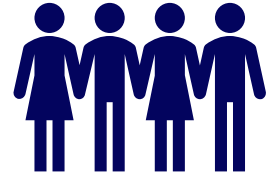
# Who We Surveyed



**1,000+**  
**respondents**

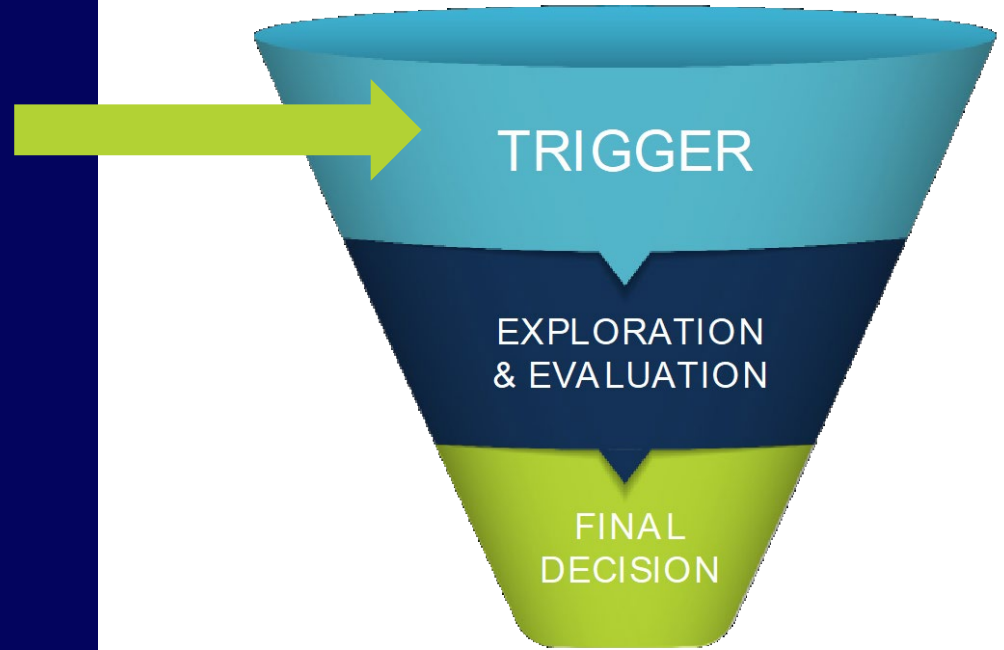


**Relocated 100 miles**  
**away from previous**  
**residence in past three**  
**years**



**Ages**  
**21-65**

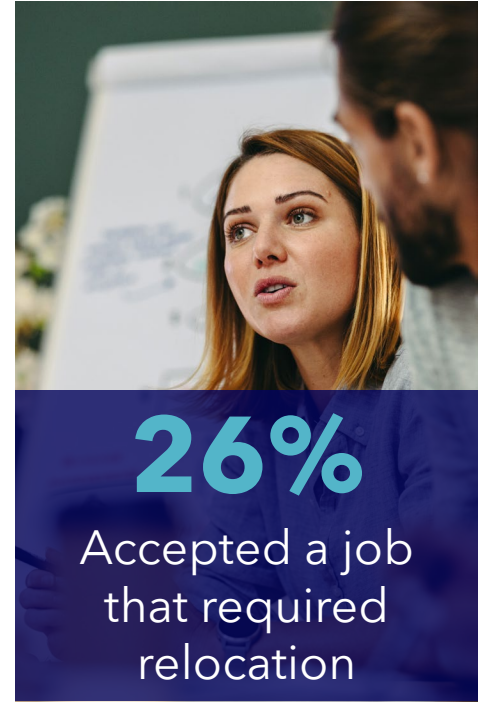
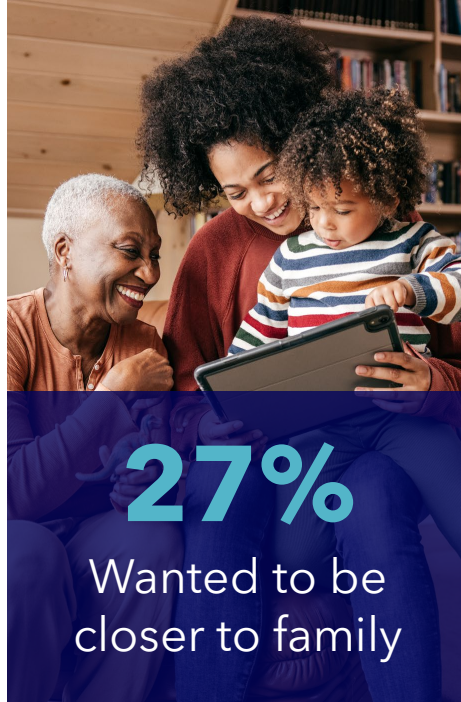
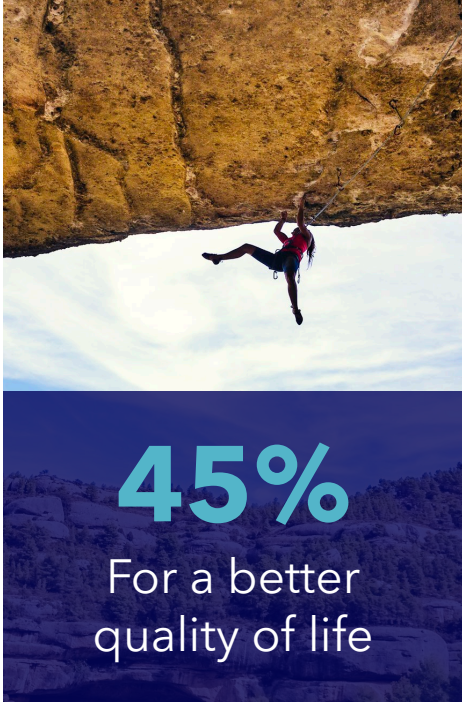
**This stage is  
considered the top  
of the funnel**



# Top Triggers For Relocation



## Top Triggers Inspiring Relocation



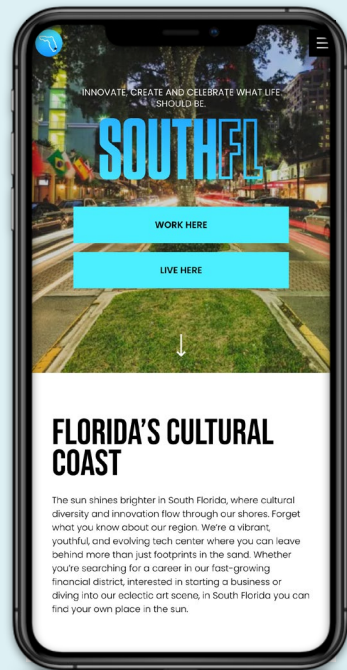


A group of young people, likely travelers, are walking past a building with arched windows. They are wearing backpacks and casual clothing. The image is overlaid with a blue tint and a white text box.

**14%** of respondents reported  
a primary trigger inspiring  
relocation based on traveling to  
a location

CASE STUDY

# WONDERFL







# What's Important To Talent



# Top Lifestyle Factors



CASE STUDY

# CLEVELAND

The Cleveland logo is displayed in a white, cursive script font on a black background.

BACK

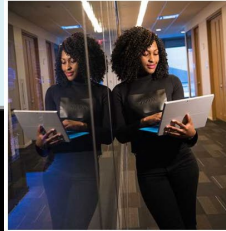
## COST-OF-LIVING CALCULATOR

MOVING FROM:	MOVING TO:	MY CURRENT SALARY:	
SELECT CITY <input type="text"/>	OH - CLEVELAND <input type="text"/>	\$50,000 <input type="text"/>	<input type="button" value="CALCULATE"/>

### The Land of More Bang for Your Buck

With the 13th lowest cost-of-living in the country, Cleveland is where you can live it up for less. How much further will your paycheck go?

MacBook



Find a Job



Compare Cleveland's Cost-of-Living



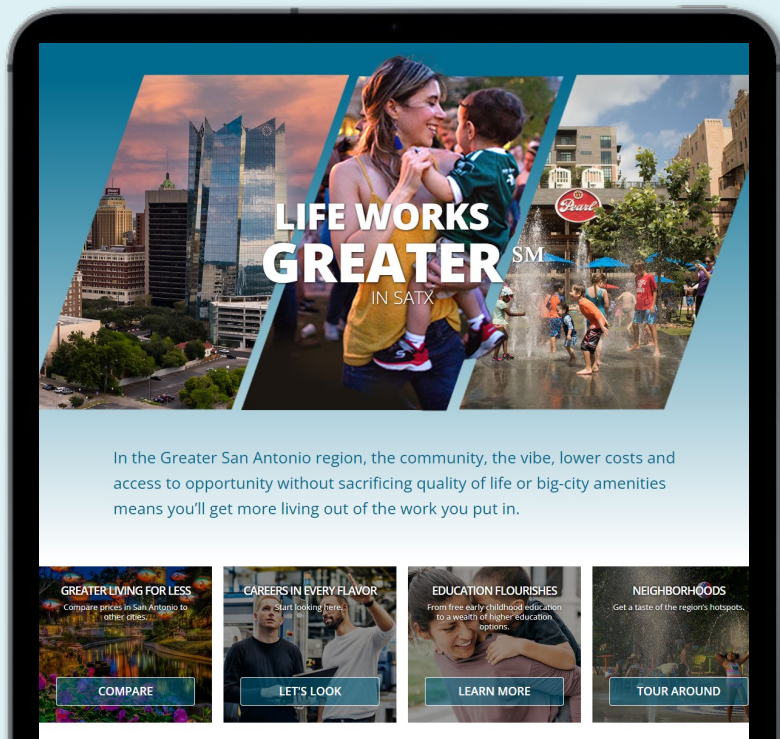
Things to Do in Cleveland



Planning Tools

## CASE STUDY

# SAN ANTONIO



**SAN ANTONIO** Things To Do Plan Your Trip Stay Eat About San Antonio Events Safe SA English

## Downtown / River Walk

GO RIO San Antonio Cruises

### DEEP IN THE HEART OF DOWNTOWN

City Council District 1

In San Antonio, our roots run deep. Deep in the heart of downtown. And while the River Walk is our most popular attraction, there's so much more to explore. Alamo Plaza houses one of the city's five Spanish colonial missions, the Alamo, designated a UNESCO World Heritage Site. On Main Plaza, the San Fernando Cathedral houses the oldest, continuously functioning religious community since 1731. Museums, theatres and art schools liven the scene with art collections, musical and theater performances and classes for the students at heart. And markets fill the streets with local shops, eateries and public artwork to enjoy. Come eat, drink, shop and explore what's new in downtown.

### HISTORICAL SIGNIFICANCE

San Antonio's story begins with Spanish explorers. In 1691, they named the city in honor of Saint Anthony of Padua because they reached this new land on his feast day, June 13. In 1718, Franciscan priests and a military captain founded Mission San Antonio de Valero – the Alamo – to serve as a midpoint between the missions in northern Mexico and east Texas. At the same time, a presidio was established to protect them. Today, you can visit the Alamo – one of the city's five missions collectively designated as the first UNESCO World Heritage Site in Texas – and explore the Spanish Governor's Palace, a landmark that once provided housing for the captain of the presidio and served as headquarters for the soldiers stationed there.

# Top Career Factors

A job opportunity for myself



Culture of good work/life balance



Salary and benefits offered in the area



Alternative job/advancement opportunities for yourself in your industry



Job opportunities for your spouse/partner



# Top Job Factors

Salary



**8.4**

Work/life balance



**8.3**

Health insurance



**8.2**

Company benefits



**8.1**

# An Interest in Upskilling

I would be willing to relocate to a new region/state to access free training that allowed me to upgrade my career or job prospects



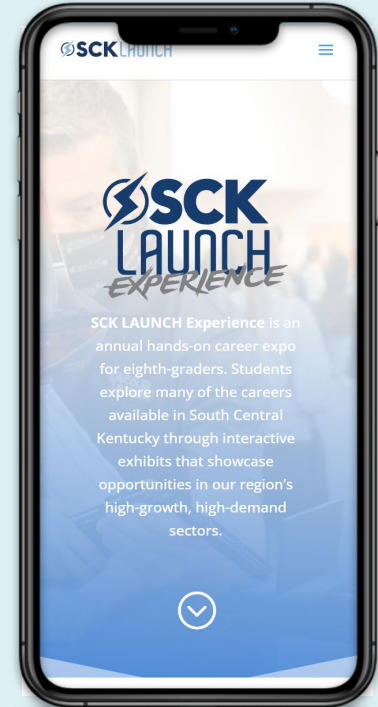
I would be willing to invest (at my own expense) in additional training if it allowed me to upgrade my career or job prospects



I'm aware of training programs available locally or online that would enable to upgrade my career or job prospects

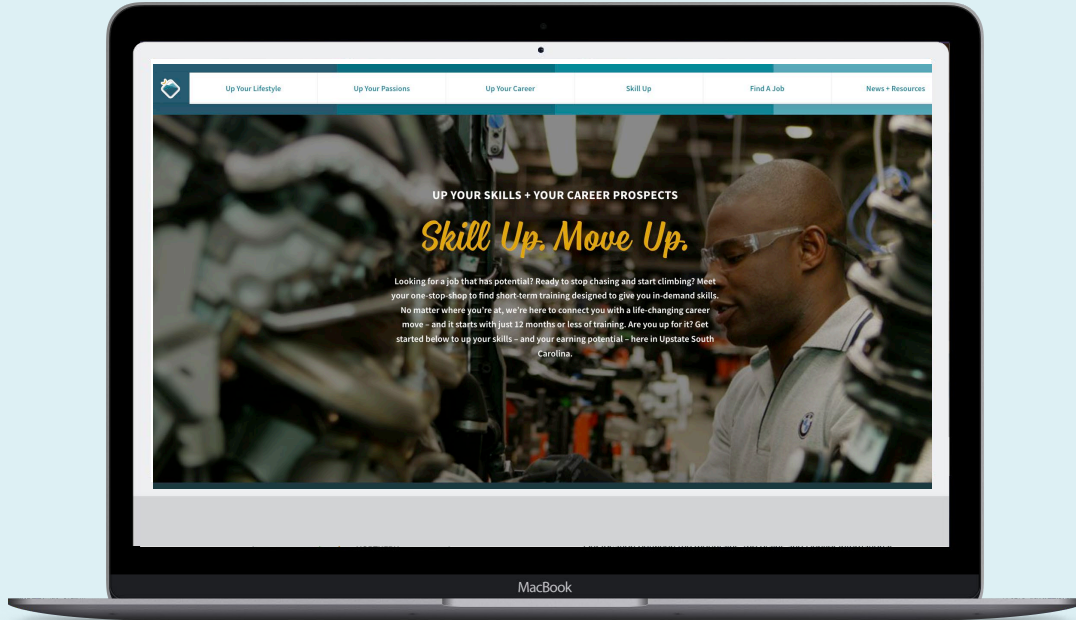


# BOWLING GREEN





# CASE STUDY UPSTATE SC



Job Postings for In-Demand  
Careers (12 Months):

30,559

Average Earning Potential for  
In-Demand Careers:

\$74,299

Training Time:

2 to 12  
Months



*"There's so much room to  
grow, it's unbelievable."*

Lynn Rogers took a chance on a 16-week CNC certificate program, with financial support from the SCWINS scholarship.

Now, she's two years into a career with competitive pay, overtime eligibility, paid holidays + a path for advancement.

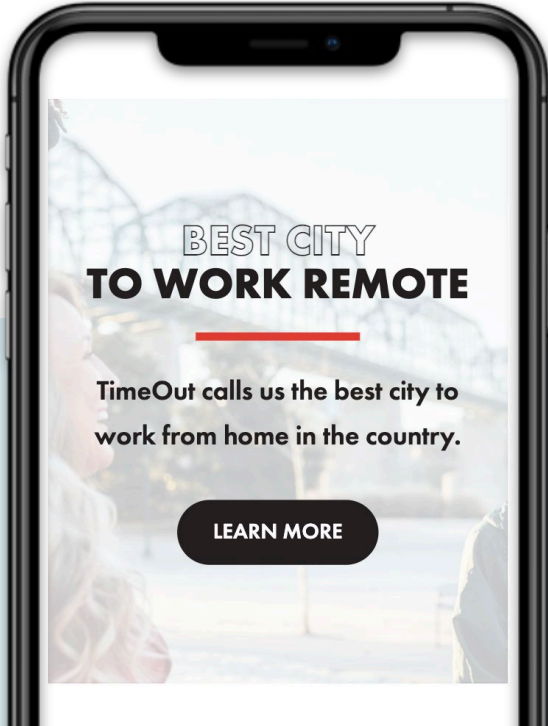
[Read how Lynn Upped her Prospects](#)

# The Future of Remote Work

Preferred Future Work Arrangement	Current Work Arrangement			
	Fully Remote	Hybrid	Onsite (but remote in the past)	Never Remote
Fully Remote	59%	29%	22%	29%
Hybrid	25%	57%	50%	36%
Onsite	16%	14%	28%	35%

CASE STUDY

# CHATTANOOGA



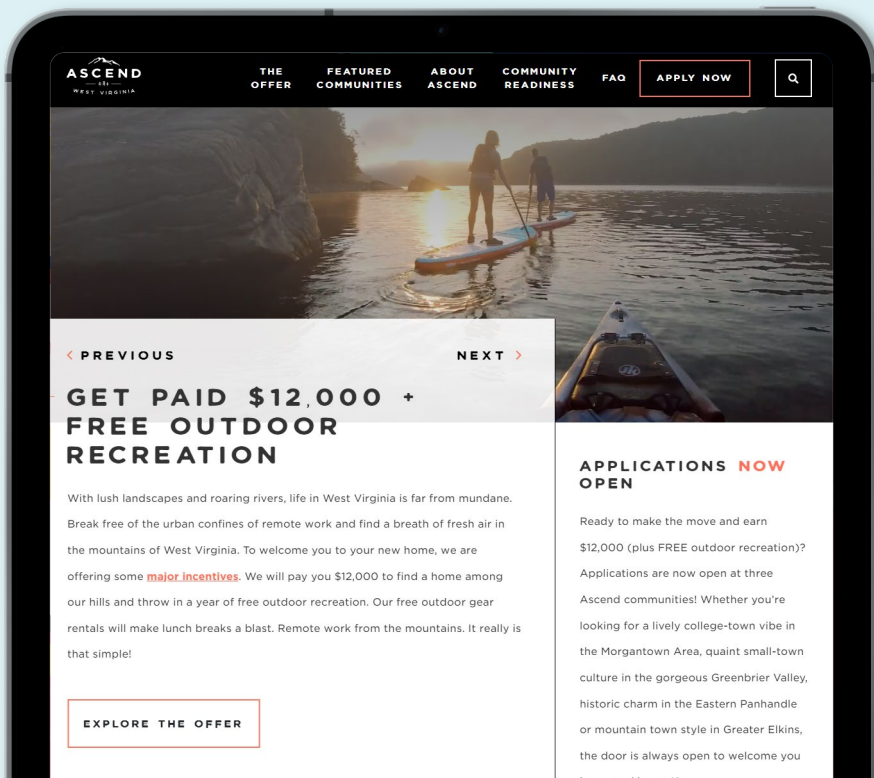
## WELCOME TO GIG CITY

Chattanooga, also known as “Gig City,” was the first city in the Western Hemisphere to offer 1 gigabit-per-second fiber internet service to all of its residents and businesses in 2010. Now, the city offers 25 gigabit-per-second service. This high-tech advancement has attracted dozens of tech firms and startups that take advantage of the fast connections for things like telehealth-app development and 3D printing.

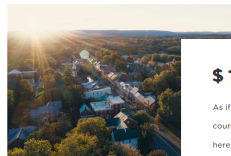
Gig City’s **EPB Fi-Speed Internet** is the world’s fastest internet – and surprisingly affordable. EPB is Chattanooga’s community-owned electric utility, built to run America’s first true Smart Grid and offer residential high speed Internet, video and telephone services. The city’s Fiber Optic network enables upload and download speeds 200 times faster than the current national average. Users can stream with buffering and power multiple devices at once.

## CASE STUDY

# WEST VIRGINIA



## EXPLORE THE OFFER VALUED AT OVER \$20,000



### \$12,000 CASH

As if life in West Virginia isn't prize enough, we'll actually pay you \$12,000 to move here. No strings attached. Over the course of the first year in your new mountain town, you'll receive \$10,000. That's right. You'll get \$10-grand just for moving here. When you fall in love with Almost Heaven (and we're sure you will) you'll receive an additional \$2,000 for your second year in West Virginia. Whether you put this \$12,000 towards a new car for scenic drives down our country roads or a new mountain bike, it's totally up to you. It's true what they say: Money goes further in the mountains.

[HOW DOES IT WORK](#)



# Where Does Talent Want to Live?



## Where Will Talent Relocate?

Area Relocated To	Area Relocated From			
	Large urban area (pop 1M+)	Mid-sized urban area (pop <1M)	Suburban	Rural
Large urban area (pop 1M+)	60%	34%	12%	15%
Mid-sized urban (pop <M)	22%	41%	16%	14%
Suburban	11%	15%	64%	22%
Rural	7%	10%	8%	49%

Region Relocated To	Region Relocated From			
	Northeast	Midwest	South	West
Northeast	61%	10%	13%	8%
Midwest	16%	64%	11%	18%
South	13%	15%	69%	8%
West	10%	11%	7%	66%

# Why Relocate to Another Country?

I believe the quality of life is better in another country



I'm frustrated by current political/social issues in the United States



I have a job opportunity in another country



I have friends/family that live in another country



A young woman with curly hair, wearing a striped shirt and large hoop earrings, is smiling and looking down at her smartphone. The background is a bright, out-of-focus indoor setting. A teal banner with white text is overlaid across the middle of the image.

# How to Reach Talent



# How Talent Forms Perceptions About A Community

Internet research



First-hand experience



Word of mouth



Social media



Rankings



Media coverage



CASE STUDY  
MACON



# Top Sources for Jobs

Online job board sites



Friends/family



Social media



Company websites



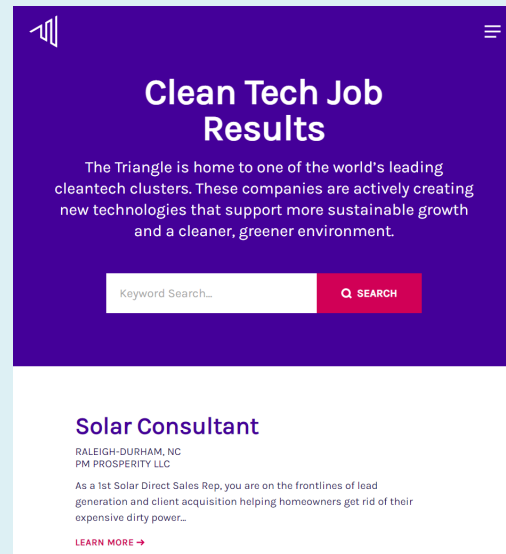
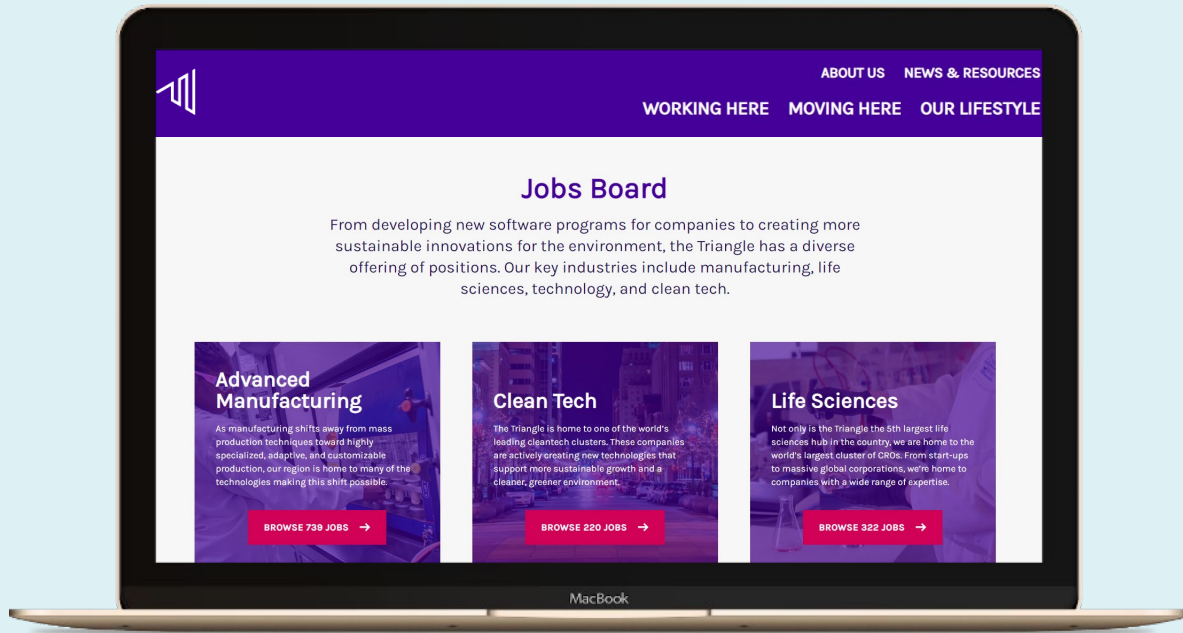
My professional network



Industry specific website



# THE TRIANGLE



# Tourism Resources Used During Relocation

Local/state tourism website



Relocation guides



Local/state tourism agency social media channels



Local/state tourism guides/brochures (hard copy publications)



None of the above



## Top Social Media Platforms for Jobs

1

facebook

62%

2

 YouTube

41%

3

Instagram

38%

4

LinkedIn

36%

## 5 Action Steps for Communities

- 1 Talent continues to prioritize **practical factors** during relocation decisions.
- 2 **Jobs** are once again driving relocation. Make sure employer and job resources are readily available.
- 3 The **internet continues to rise** in importance as a source for relocation. Make sure your “digital front door” is optimized for talent.
- 4 Visiting a location accounts for 14% of relocation. Make sure you are **aligned with tourism** efforts – and, ideally, collaborate!
- 5 Define what makes your community unique and **lean into it**. Stay targeted to attract the right people.

# Discussion



**Symeria Palmer**

Account Director, Lifestyle PR  
Development Counsellors International



June 2023

insights

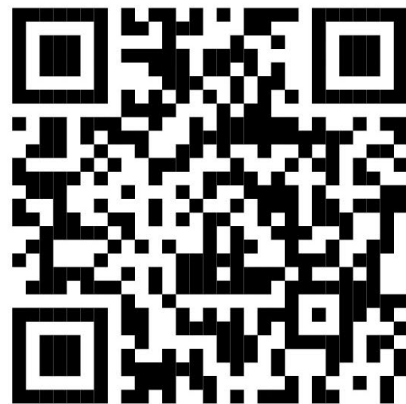


# TALENT WARS

What People Look for  
in Jobs and Locations

## Download the Report

[aboutdci.com/talent-wars-2023](https://aboutdci.com/talent-wars-2023)



Email: [symeria.palmer@aboutdci.com](mailto:symeria.palmer@aboutdci.com)