



First Steps Into the Labour Market 2021

International survey of students
and recent graduates | Baltics

About the survey

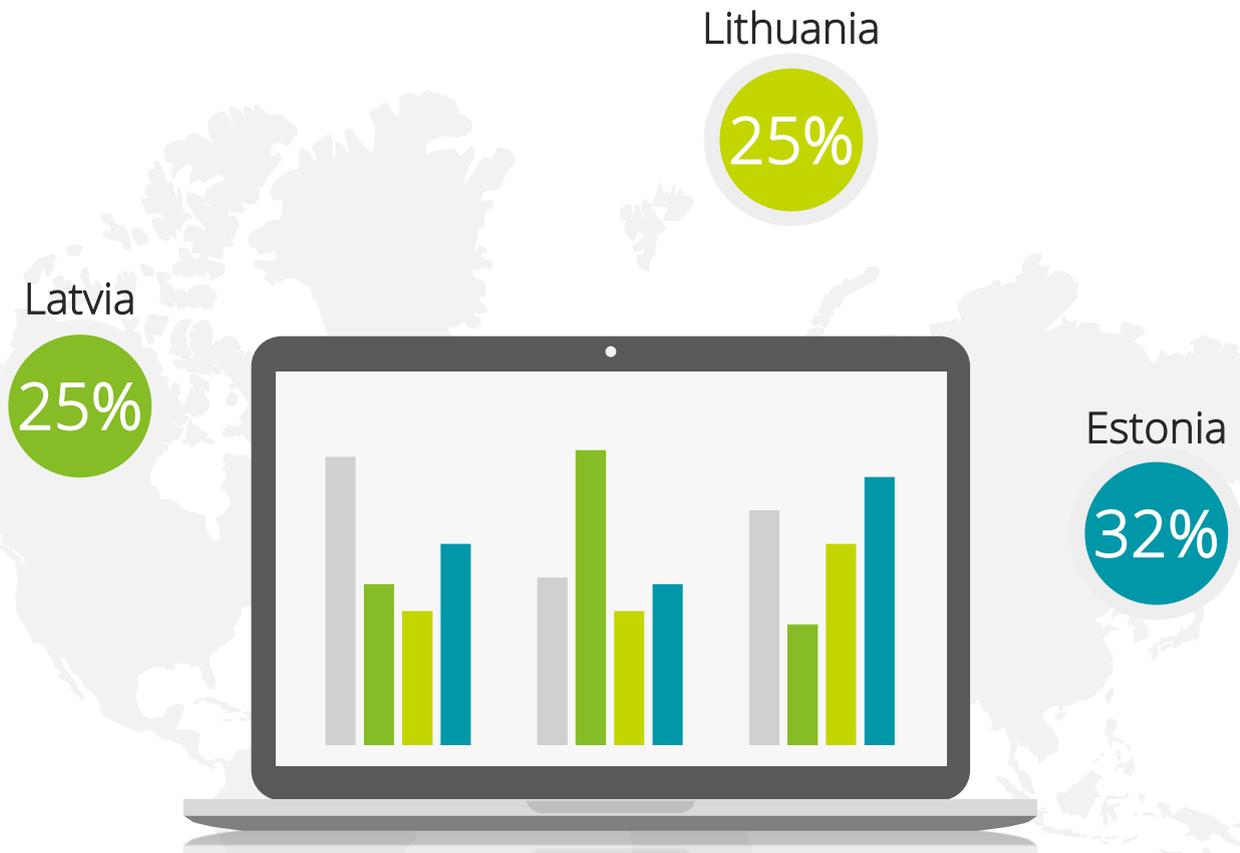
This report investigates the plans and motivations of future business leaders across Baltics (Latvia, Lithuania, Estonia). The questions we put to them in our survey covered many areas relating to what matters most when choosing a job and an employer. We also asked how they perceive businesses around the world and about how their attitudes have changed since before the Covid-19 pandemic.

The survey gathered the views of 1362 people (Latvia - 783, Lithuania - 415, and Estonia – 164) aged 18 to 30, most of whom were students and recent graduates. For the first time, we have also included a proportion of technical-college students in our sample. Our respondents include Millennials and some of the earliest members of Generation Z.

The research has given us a new, yet familiar, picture of an emerging generation taking its first steps onto the career ladder – young people preparing themselves to face the latest technological and economic disruptions in today's fast-changing world. They do not shy away from hard work, although their approach to work-life balance differs from previous generations. They are eager to spread their wings and explore the world away from home. And they are motivated by personal goals and ambitions rather than a high starting salary. In other words, they want success in all facets of life. If employers want the best and brightest graduates, they therefore need to tune in and listen carefully to their expectations – the 'what' and the 'why' behind their ambitions. If not, employers run the risk of losing valuable, new and exciting young talent to the competition.



How people find information about available jobs



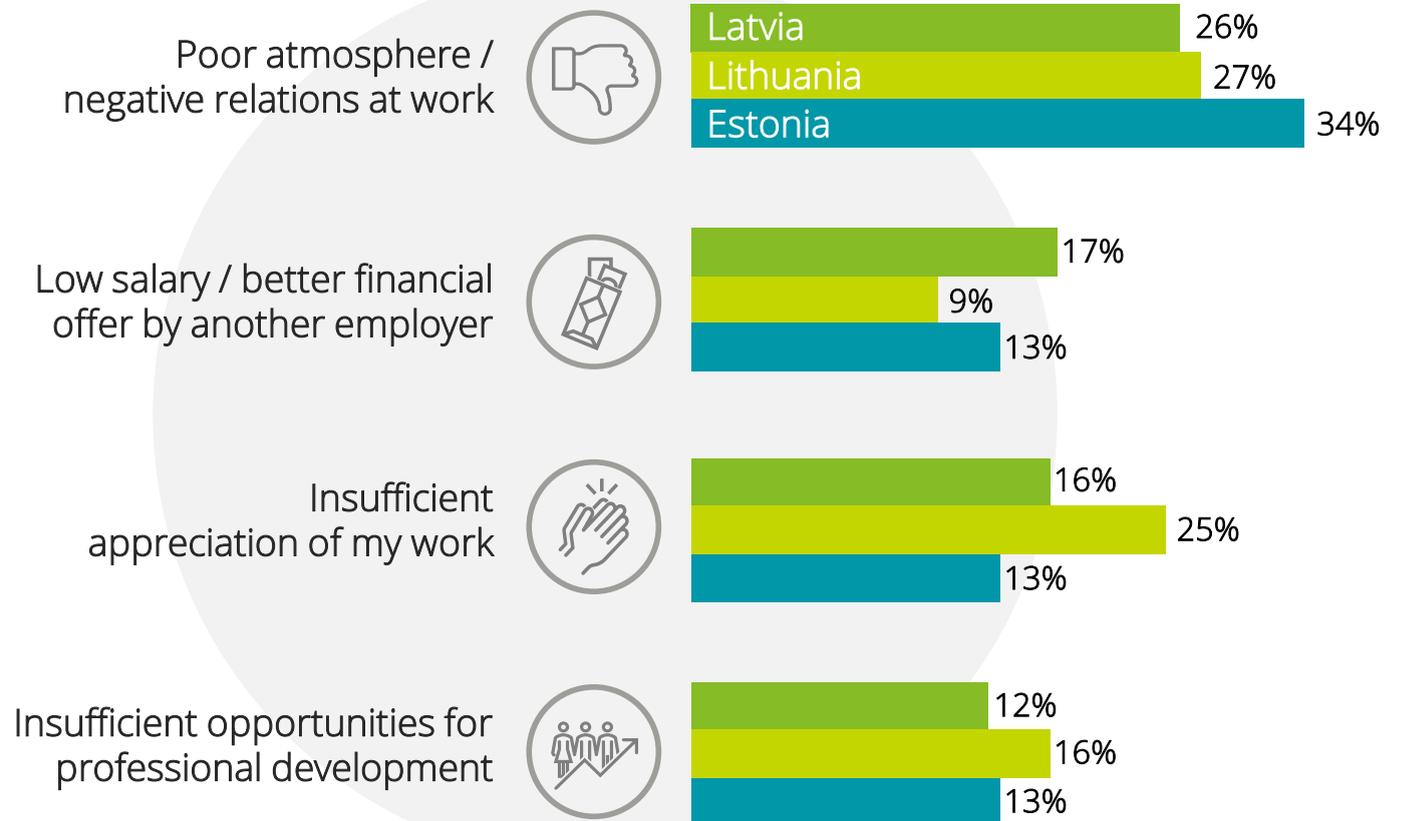
Turns out more and more people use social media platforms for far more than just entertainment and social interactivity.

Compared to the average numbers of people who look for open vacancies on dedicated job platforms (30.2%) and LinkedIn (13.5%), most recent graduates tend to look for information about jobs and employers on Facebook (25% of Latvian, 25% of Lithuanian and 32% of Estonian respondents).

Main reasons to leave an employer

The statistics highlight, how important for the new generation is inclusivity and equality to guarantee a **welcoming and enjoyable workplace atmosphere**. Poor atmosphere or negative relations at work is the top reason to leave an employer.

Respondents have valued stressing or boring tasks, rivalry among colleagues and no time for personal life as less important aspects.



A "true leader"

61% of Latvian, 63% of Lithuanian and 65% of Estonian respondents have characterized any "true leader" to be firstly a **strategic thinker**.



The survey shows that the students and recent graduates in the Baltics expect any "true leader" to be driven by employee development, inspirational, and practicing democratic approach in the work environment.

61%

Latvia

63%

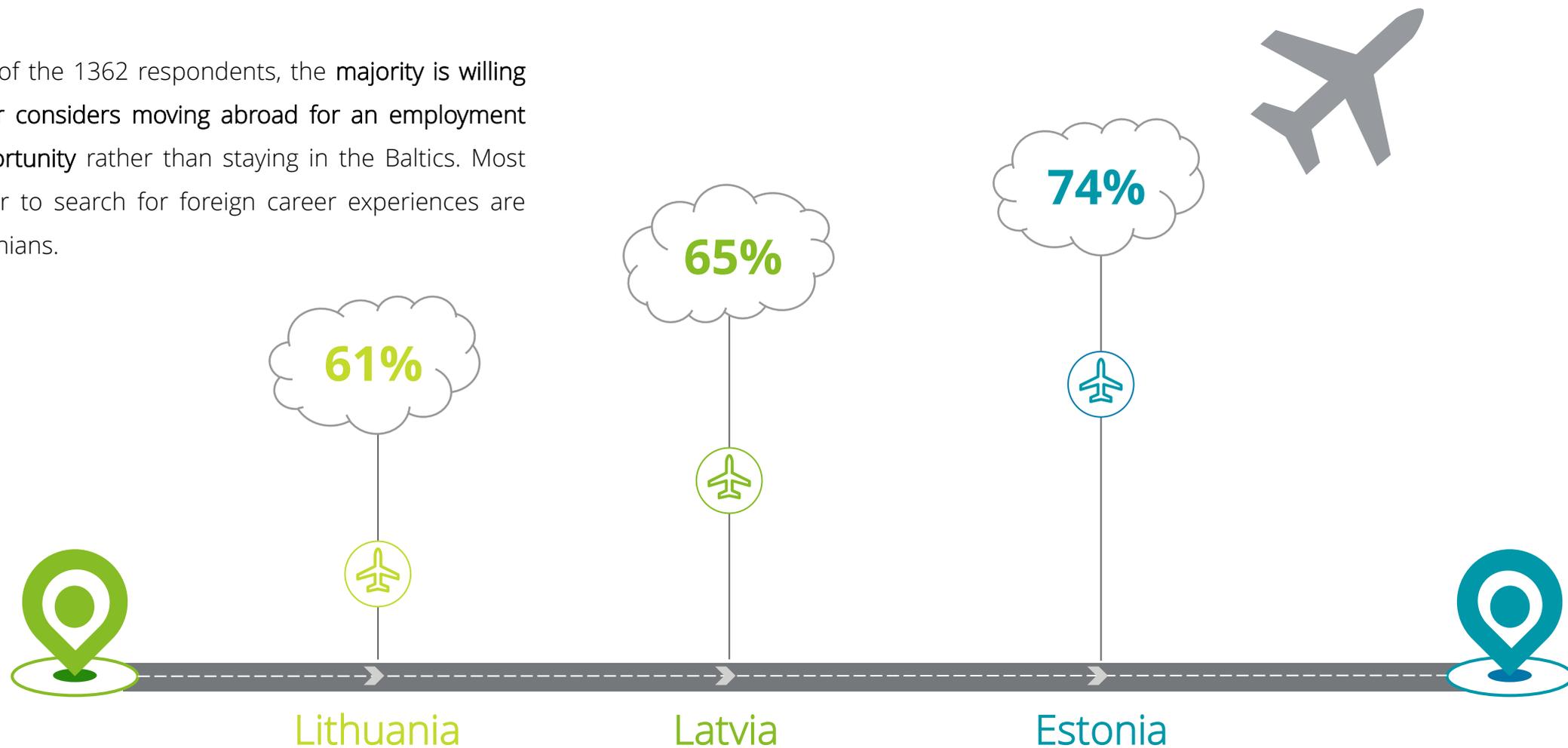
Lithuania

65%

Estonia

Willingness to move abroad for a career opportunity

Out of the 1362 respondents, the majority is willing to or considers moving abroad for an employment opportunity rather than staying in the Baltics. Most eager to search for foreign career experiences are Estonians.



The most important values for the young generation

Rated as the most important across all the Baltics are **good health** and **happy family life**.

Nevertheless, the statistics show slightly different aspects to be next in line – Estonians said their 3rd most important value is friends, while Lithuanians placed professional work on 3rd place and Latvians value a life full of adventures.



54% of **Estonian** respondents stated that their 3rd most important value is **friends**



59% of **Lithuanian** respondents stated that their 3rd most important value is **professional work**



43% of **Latvian** respondents stated that their 3rd most important value is **life full of adventures**

What is most important when choosing an employer?

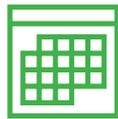
Here is what the people in the Baltics characterize as a good employment offer and take into consideration when choosing an employer. **Salary offer**, unsurprisingly, continues to be an important consideration when choosing an employer and was our respondents' most important priority.



38% of Baltic respondents stated that the most important when choosing an employer is the **salary offer**



29% of Baltic respondents stated that the most important when choosing an employer is the **career development opportunities**



11% of Baltic respondents stated that the most important when choosing an employer is **having a flexible work schedule**



7% of Baltic respondents stated that the most important when choosing an employer is the **friendly work atmosphere**



6% of Baltic respondents stated that the most important when choosing an employer is the **employers reputation**

The preference of the hybrid work format

When asked about the significance of remote work, approximately half of the respondents stated that they would like to work from home 1-2 times per week or have the opportunity to choose whether to come in that day.

However, 16% of the respondents state that they would not prefer to work remotely and would rather work from the office daily.

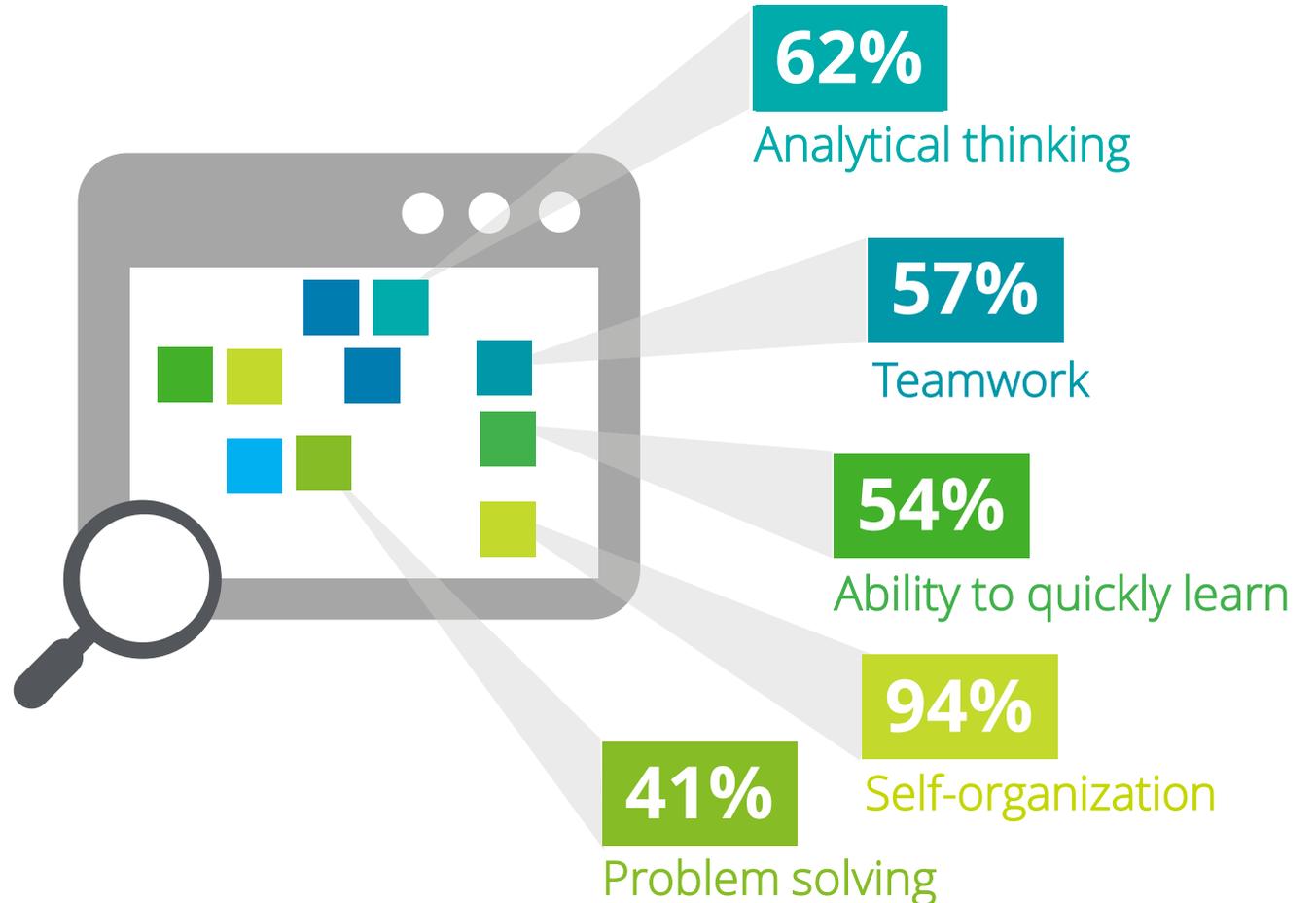


Capabilities employers look for

Students and recent graduates believe **self-organization, analytical thinking, teamwork, ability to quickly learn** and **problem solving** are the top 5 most valuable capabilities in the eyes of employers.

It is interesting to note that many of these highly-valued capabilities are those that will flourish in a flexible or virtual working environment.

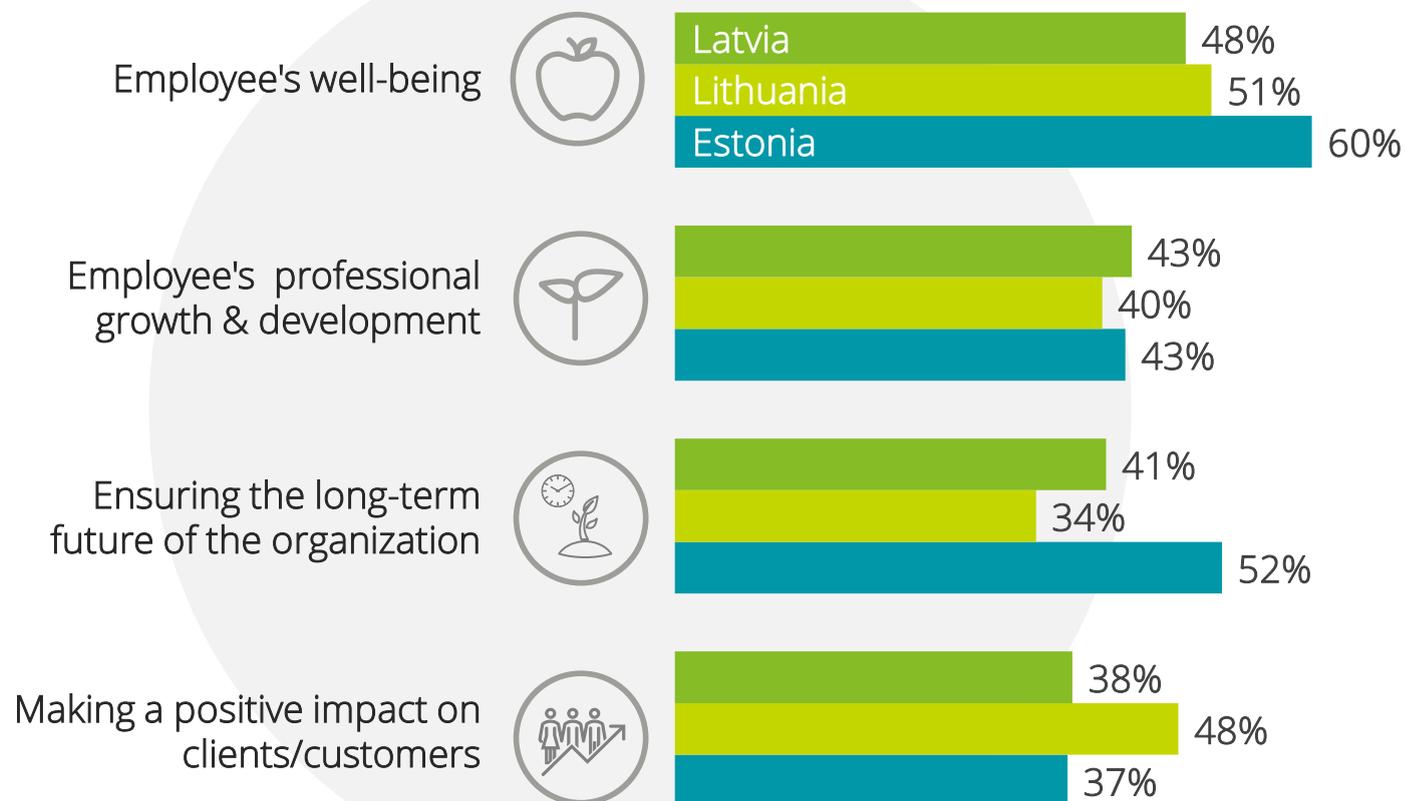
Delegation and coordination of work tasks, empathy and leadership skills are thought to be not that important.



Main priorities of the business/organization leaders

When asked to rank the main priorities every organization leaders should focus on, such aspects as **employee's well-being, professional growth and development**, alongside making a positive impact on clients and thinking about the long-term future of the company were valued as primary priority.

Some initiatives, which seem significant currently, like actively supporting the environment, did not rank among the top 10.





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