

This month's "SPOTLIGHT" topic:  
**Corporate Conscience and Recruiting**

## Job Growth Surges in November Unemployment Continues at Historic Low

**JOB GROWTH:** A November gain of 266,000 jobs registers well ahead of October's originally reported 128,000, even after calculating upward revisions for that month and the one before that added a combined 41,000 jobs. The most recent three-month average gain is now at 205,000 jobs.

**TOP INDUSTRIES:** Positive trends dominated across multiple sectors, with the best numbers reported in healthcare and in the professional and business services sector. Increases were also recorded for hospitality and manufacturing, where 50,000 striking autoworkers returned to work.

**UNEMPLOYMENT:** There was little change in the unemployment rate, although it shifted slightly from 3.6% to 3.5%.

**WAGES:** Wage growth continued its slow but steady forward momentum in November, with average hourly earnings for the year breaching the 3.0% barrier to reach 3.1%.

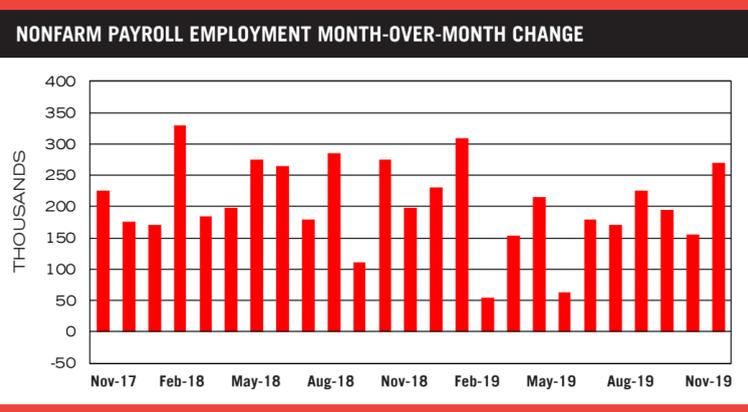
**WORK WEEK:** The work week was again unchanged, with average hours steady at 34.4.

**TEMPORARY JOB TRENDS:** Following an upward revision of a reported job loss in October, the temporary help sector recorded its fourth consecutive month of increases, with 4,800 new jobs created in November.

**WHAT DOES IT ALL MEAN?** Robust job growth continued in November, helped somewhat by the end of the strike that pulled 50,000 autoworkers out of the mix in October. Almost every sector registered job creation gains. Key takeaways: As we near year end, the economy is strong, despite lingering concerns about the global outlook and the potential impact of tariffs. Wage growth is positive, although still sluggish, which continues to put a damper on optimism about individual fiscal health. More people are returning to work; people are confident of their ability to land a better job and job mobility is brisk. The toughest job may be that of recruiter as employers still struggle to match candidates to open jobs in their ranks.

Sources: U.S. Bureau of Labor Statistics (BLS), Steinberg Employment Research, CNBC, USA Today, FOX Business, Staffing Industry Analysts, CNN, U.S. News & World Report, Forbes, Bloomberg

CHART 1: EMPLOYMENT NUMBERS / SOURCE: BLS



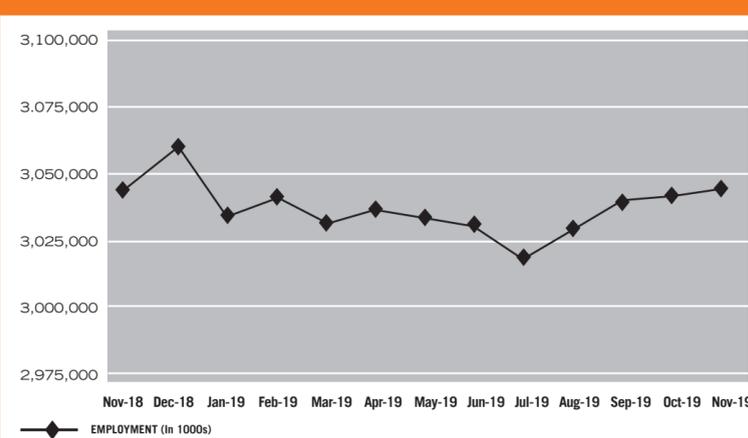
Job growth turned sharply upward in November with the addition of 266,000 new jobs.

CHART 2: TOP INDUSTRIES / SOURCE: BLS

Job growth of 266,000 in November reflected positive trends in every key sector.

SECTOR GAINS	JOB INCREASE
Healthcare & Social Assistance	+60,200
Manufacturing	+54,000
Leisure & Hospitality	+45,000
Professional & Business Services	+38,000
Transportation & Warehousing	+15,500
Retail Trade	+ 2,000

CHART 3: TEMPORARY WORKFORCE / SOURCE: BLS & STEINBERG EMPLOYMENT RESEARCH



4,800 jobs were created in November in the temporary help sector.

## How Corporate Conscience Can Attract the Best Job Candidates

At this time of year, it's not uncommon for businesses to reach out to the community, sharing their prosperity with their neighbors for the good of all. Some businesses maintain that spirit of giving all through the year, even building it into their corporate missions and donating a portion of their profits from every product sale. How important is this to current and prospective employees? When Spherion asked this question in its 2019 Emerging Workforce® Study, it was clear that today's workforce has aspirations that go far beyond traditional enticements, whether in the form of good pay or growth opportunities or even the coolest culture. The days of evaluating a business solely by its balance sheet or ability to deliver shareholder value are over. Commitment to the good of society and community outreach are two of the new metrics by which employers are judged.

In a somewhat surprising move, the Business Roundtable moved away from the Holy Grail of shareholder value when 181 leaders of America's largest companies recently said that businesses should serve all stakeholders: customers, employees, suppliers and communities, along with shareholders. That sentiment reflects the thinking of many in the workforce.

- 78% of job candidates Spherion surveyed will accept (or reject) a job based on whether or not they feel a personal connection with the company's culture and values.
- 59% of employees want to work for a business that makes the world a better place.

Despite this growing trend toward social consciousness:

- 49% of employees say their employer neither hosts formal volunteer events nor sponsors any company-wide volunteer initiatives.
- More employees report that their companies cut back on community service PTO options this year compared to last year.

Being considered an ideal employer is no longer all about salary, benefits and career ladder. You must embed practices and programs that allow workers to follow their passions, make the world a better place or give back in some way. It's what employees (particularly younger ones) expect and has the potential to create a significant advantage in today's talent wars when attracting and retaining the best talent is so critical to a company's fortunes.

CHART 4: BUSINESS FOR A BETTER WORLD / SOURCE: 2019 SPHERION EMERGING WORKFORCE STUDY



Employees, especially younger ones, want to work for companies dedicated to making the world better

*Companies with a conscience can win the talent war*

**59%** of the workforce only wants to work for companies that contribute to communities they care about and help better the world

CHART 5: COMPANIES FALL SHORT OF EXPECTATIONS / SOURCE: 2019 SPHERION EMERGING WORKFORCE STUDY

## The state of community outreach

More than half (53%) of companies do not sponsor any office-wide volunteer events or charitable programs



CHART 6: EMERGING COMPANIES GET IT / SOURCE: 2019 SPHERION EMERGING WORKFORCE STUDY

*Emergent companies are more likely to fuel employee passions for community outreach*



*...of emergent companies host and encourage periodic office-wide volunteer projects*

*vs half as many*



*...traditional companies*

Emergent companies are more responsive to what employees care about

*How Emergent Companies stand out*