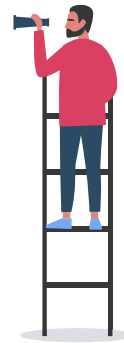


What do graduates want? 2023/24



Harnessing the strength of Gen Z for graduate employers



BRIGHT
NETWORK



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Foreword

At Bright Network, our mission is to connect the next generation with the opportunities, insights and advice to succeed as the workforce of tomorrow. With our mission at the core of all we do, we equip our members with the tools they need to make informed decisions for their career by spotlighting sectors and employer brands that they otherwise wouldn't have considered.

Each year, through our research, we gain a deep understanding of our members' career motivations, which is vital for us to be able to achieve our mission. We've been helping shape early careers strategies for the last eight years by passing on these insights to employers who are looking to attract and retain the best and most diverse graduate talent.

Whilst it is widely acknowledged that Gen Z has the potential to bring transformational benefits to the workplace, the current graduate cohort firmly believe the early careers industry has a role to play in harnessing their strengths to support their success. While we continue to find ourselves in a candidate-led market, it's vital to have a strong, compelling employer brand that resonates with what matters to Gen Z to attract the best and most diverse graduates.

In this year's report, we uncover how confident students are feeling as they prepare to join the graduate job market, their concerns on the impact of the cost-of-living crisis and the support they are expecting to be successful in their first role. You'll discover how you can effectively position your employer brand in a way that resonates with Gen Z, creating loyalty with you through effective recruitment marketing.

I hope you find the insights useful and would welcome follow-up conversations on areas that you would like to understand in more detail.



Kirsten Barnes

Chief Executive Officer (Platform)
kirsten.barnes@brightnetwork.co.uk



About the respondents

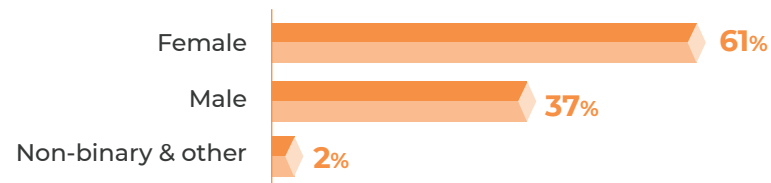
Now in its eighth year, the Bright Network *What do graduates want?* research uncovers the career preferences, concerns and ambitions of the next generation entering the workplace. Within this report, you'll find exclusive insights into Gen Z students' and recent graduates' attitudes, expectations and behaviours.

The results from **14,409** Bright Network members were collected through an online survey between Sunday 8th January and Sunday 5th March 2023. In the report, you'll find insights into various themes that are high priority for all of us working in the graduate recruitment sector. You'll see the results for the student population as a whole and also how this breaks down for different demographic groups where there are noteworthy variations.



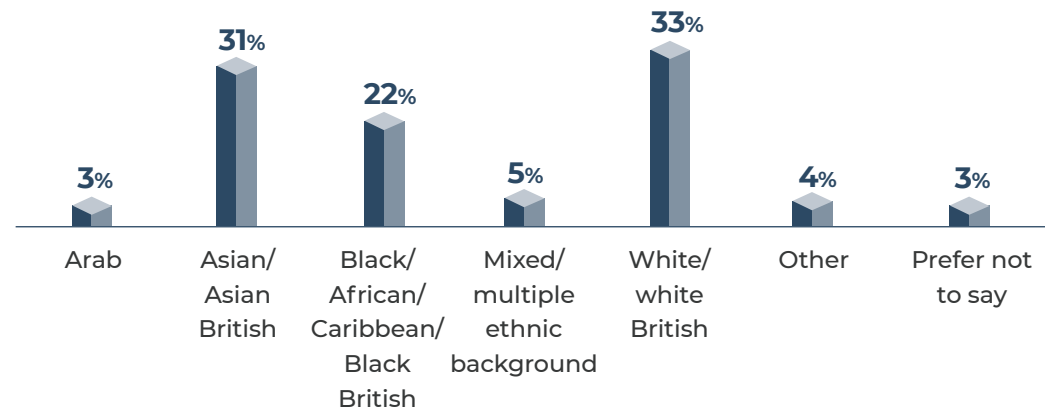
Gender

Q. Which of the following best describes your gender?



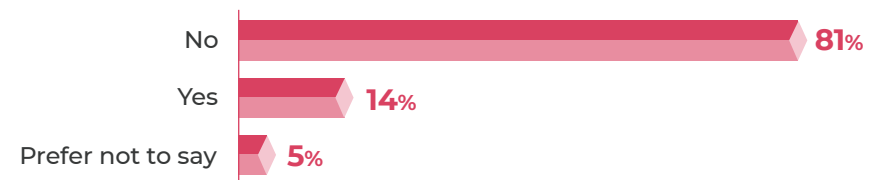
Ethnicity

Q. Which of the following best describes your ethnic group?



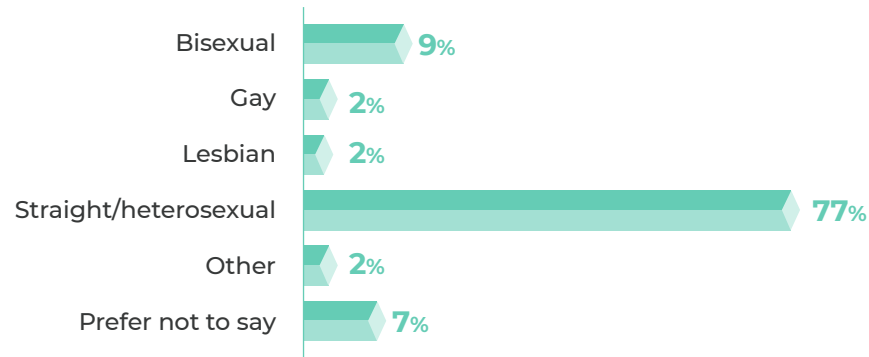
Disability

Q. Do you consider yourself to have a physical or neurological disability?



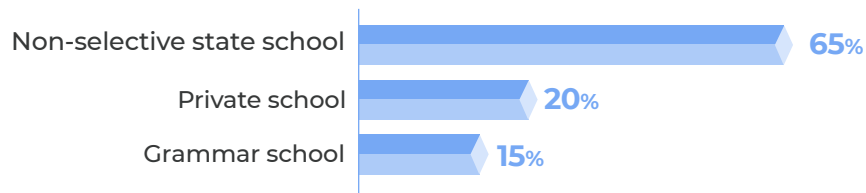
Sexuality

Q. Which of the following best describes your sexuality?



Education

Q. Which type of school did you attend?



i. Number of universities represented: **159**

Graduation year

Q. What is your graduation year?



Our members



800k
Members



12%
Black Heritage



55%
Female



24%
STEM



79%
State school
educated



40%
First generation to
attend university

UK university population*



2,751,865
Students



6%
Black Heritage



57%
Female



21%
STEM



42%
State school
educated



18%
First generation to
attend university**

* Higher Education Student Statistics: UK, 2020/21

** Institute of Labor Economics 2019



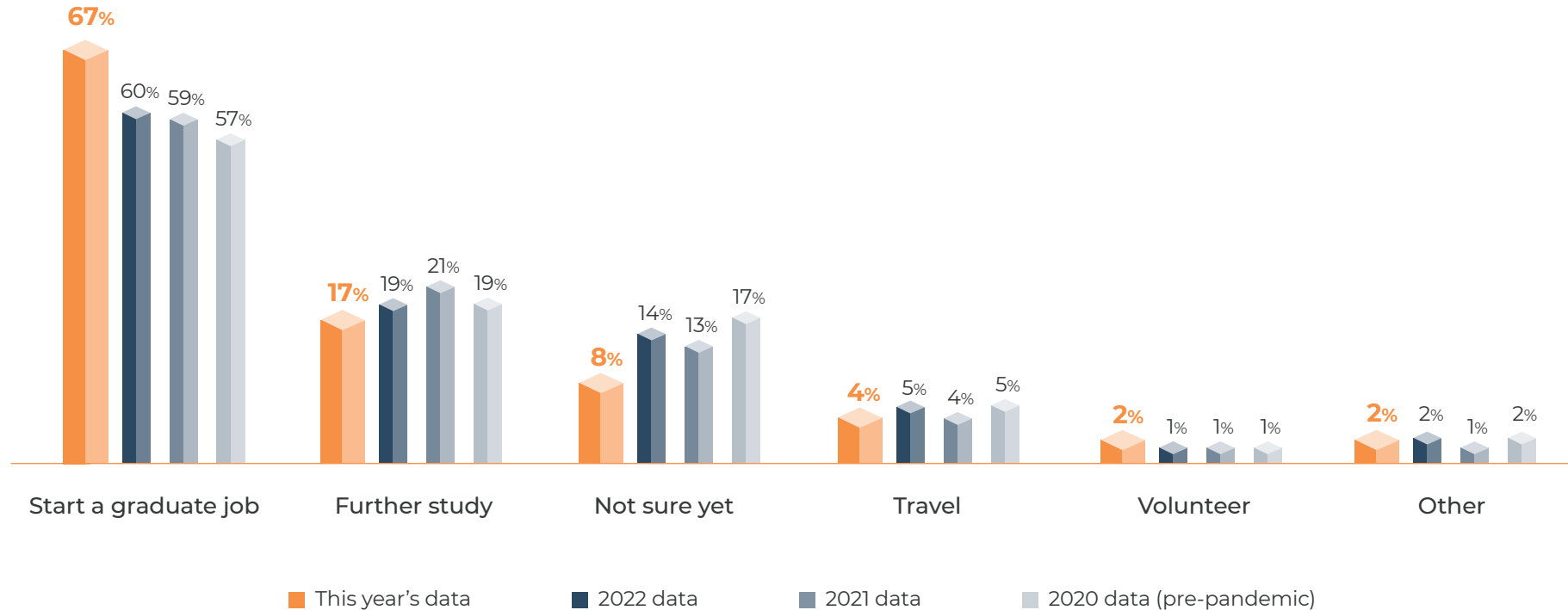
1. Confidence and preparedness of Gen Z

Key findings

- Confidence has risen across the student population to pre-pandemic levels with **57% confident** of securing a graduate level role after university.
- The feeling of preparedness to enter the graduate job market is also strong with **59%** confident that they are **feeling prepared** to enter the world of work.
- **70% of Black Heritage students are reporting they are confident** about securing a graduate role after university. However, when looking at responses from all **female students, they are reporting the lowest levels of confidence** with only 49% confident that they will secure a graduate job.
- Despite feeling prepared to enter the world of work, results show that members still want to be upskilled by employers, specifically in **networking, leadership and management** and **core IT skills**.

Future plans

Q. What do you plan to do straight after finishing university?



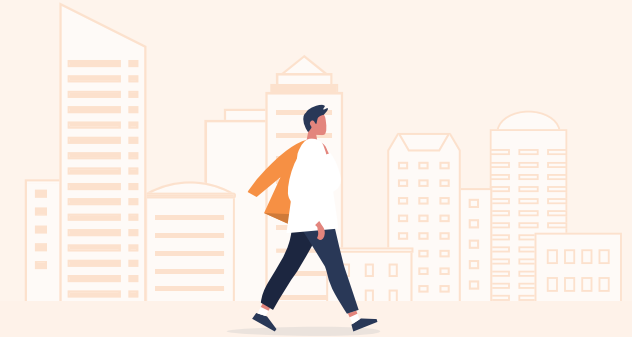
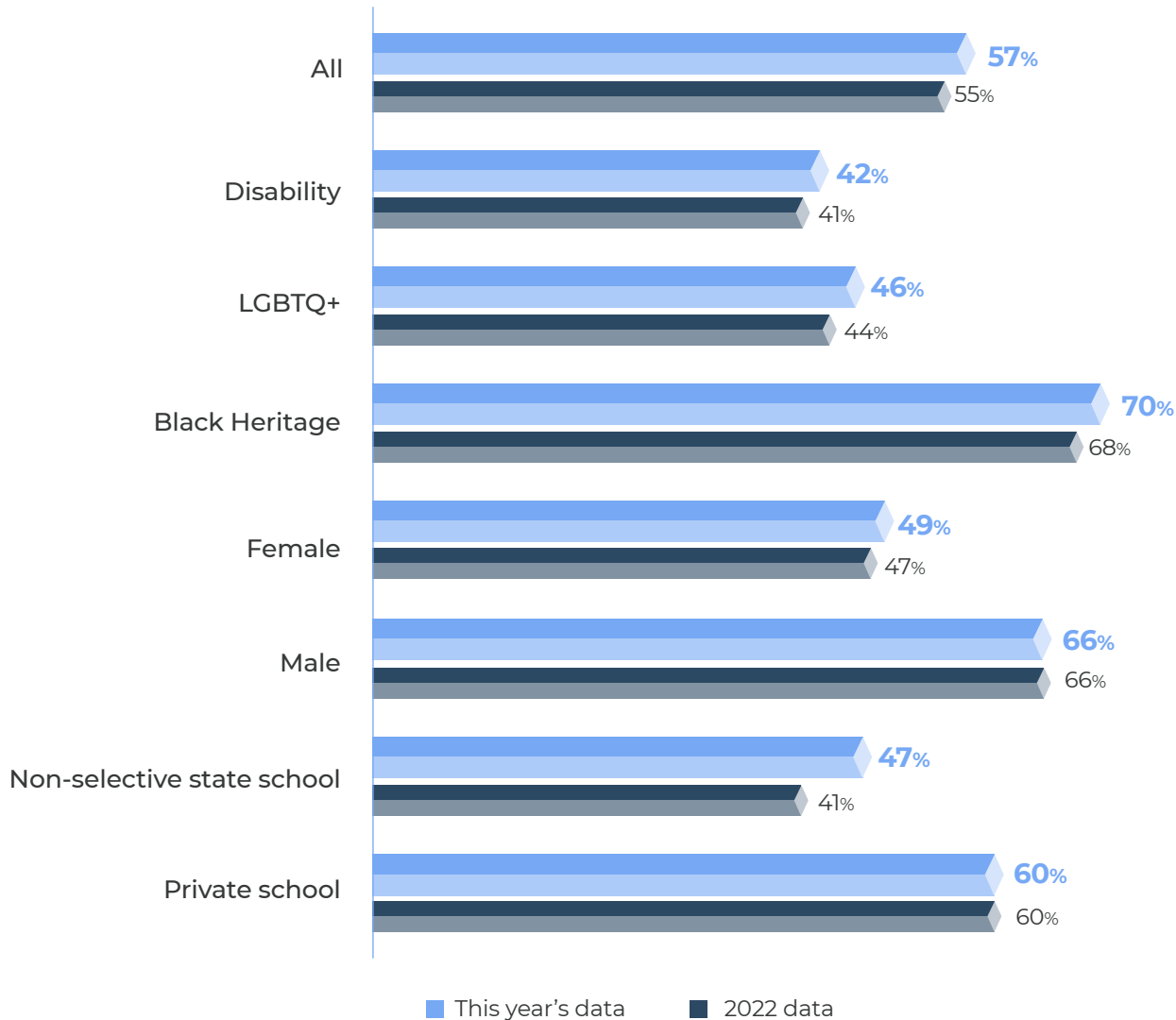
This year, there has been a **large increase in students expecting to start a graduate job after finishing university**. There are fewer students planning on further study and travelling, as well as those not sure what they plan to do. Other has remained stable at 2% and volunteering has seen a 1% increase when compared to last year.

40% of those planning to start a graduate job after university are **significantly concerned** about the uncertain economic climate having an impact on their job prospects.

Confidence

Q. Are you confident about securing a graduate role after university?

Yes responses



Black Heritage members are feeling more confident than they were last year and are **significantly more confident** than the overall student population this year.

Men are **35% more likely to say they are confident** about securing a graduate role after university than women.

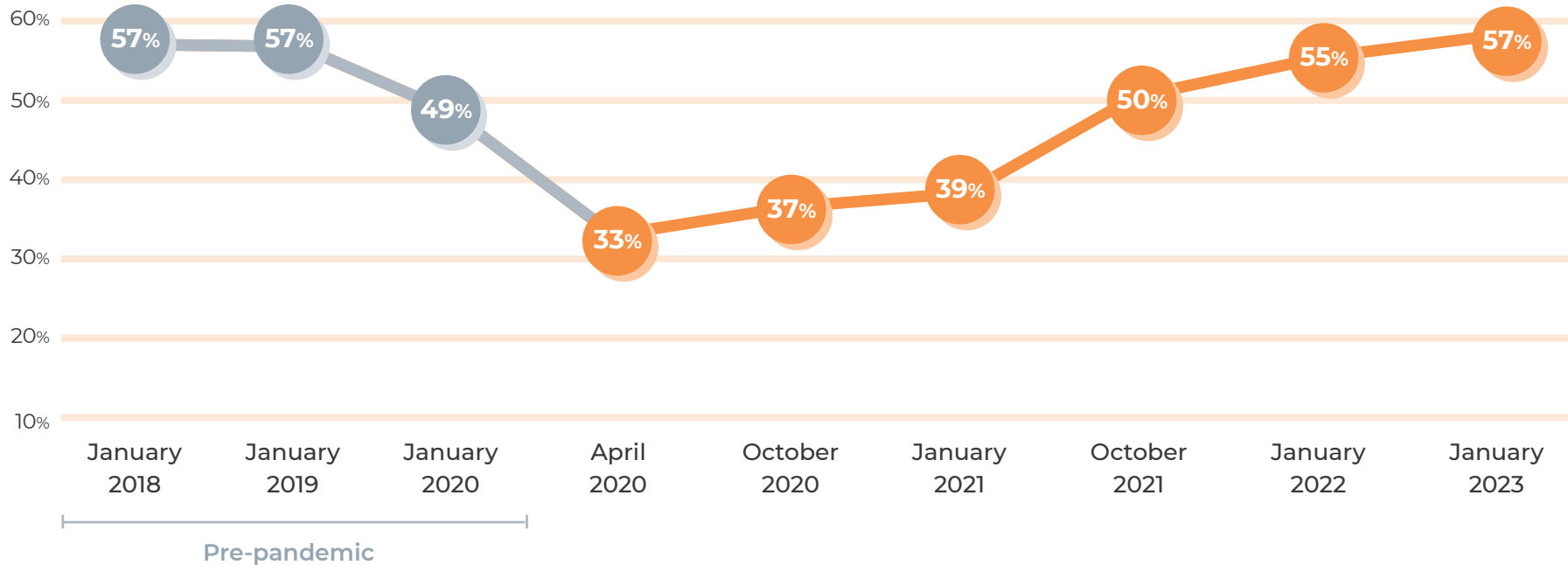
Non-selective state school students are 15% less confident than their privately educated peers.

Year-on-year, there has been **positive confidence increases** for students with a disability, those who identify as LGBTQ+, females and those who went to a non-selective state school.

i. Confidence over time (all members)

Yes responses

Confidence has risen to **equal the pre-pandemic 2018 high.**



Employers' hiring intent 

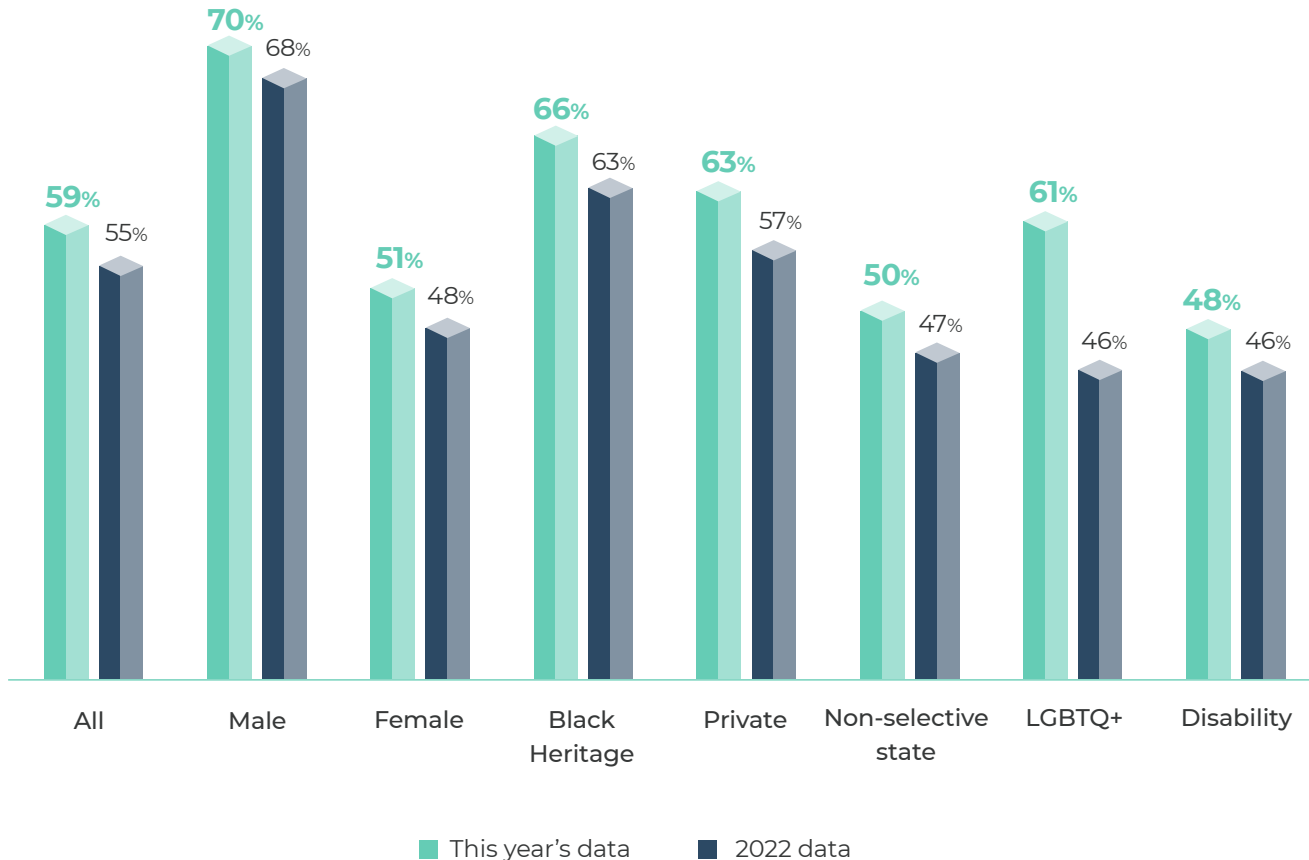
The confidence shown by students and graduates is well placed when looking at anticipated hiring figures for 2023/24. Results from our Employer Survey show that **74% of employers expect to be hiring the same volumes** next year despite the uncertain economic climate. **Only 4%** of employers surveyed are expecting to recruit fewer graduates next year and **22% are expecting an increase** in volume when compared to this year's intake.



Preparedness

Q. Do you feel prepared to enter the world of work?

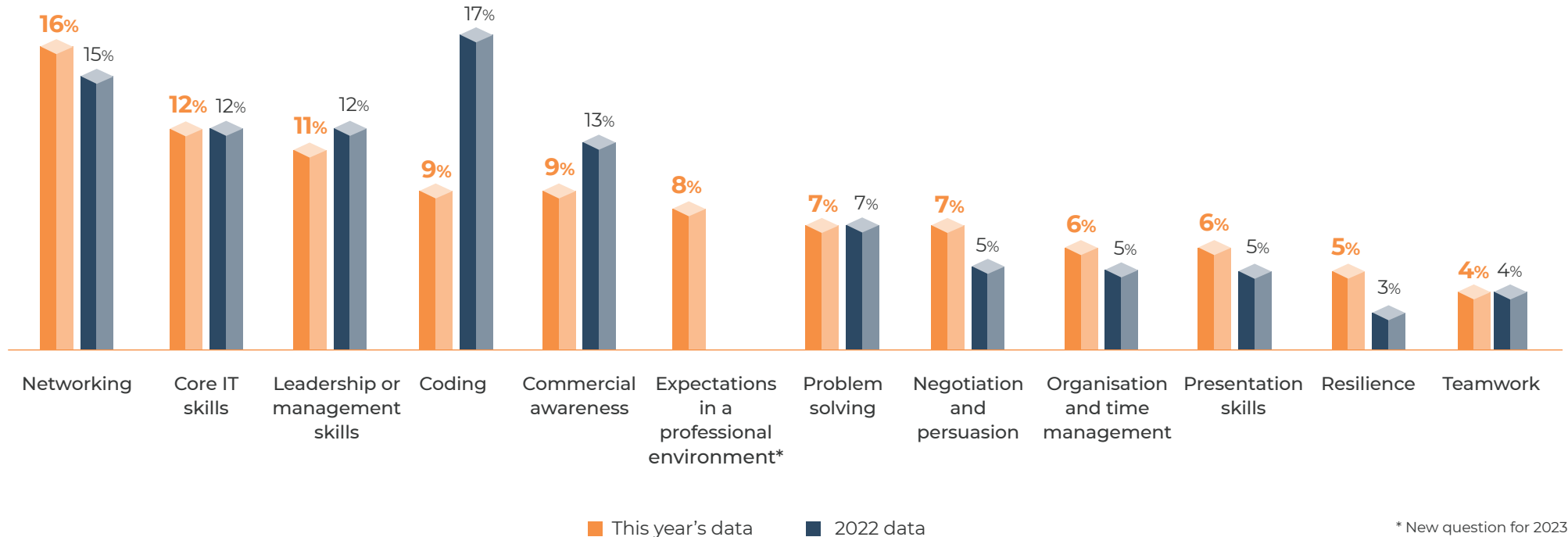
Yes responses



Students are reporting **high levels of preparedness** to enter the world of work when compared with 2022 stats. There are increases for all students and within different demographic groups. However, students acknowledge they are not the completed package and there are core skills, **outside of their university course, that they want to develop more** before entering the world of work. Employers have an opportunity to support students while also raising employer brand awareness.

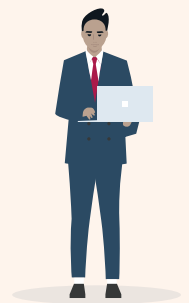


Q. Outside of your university course, what do you feel you need to learn or upskill in before entering the world of work?



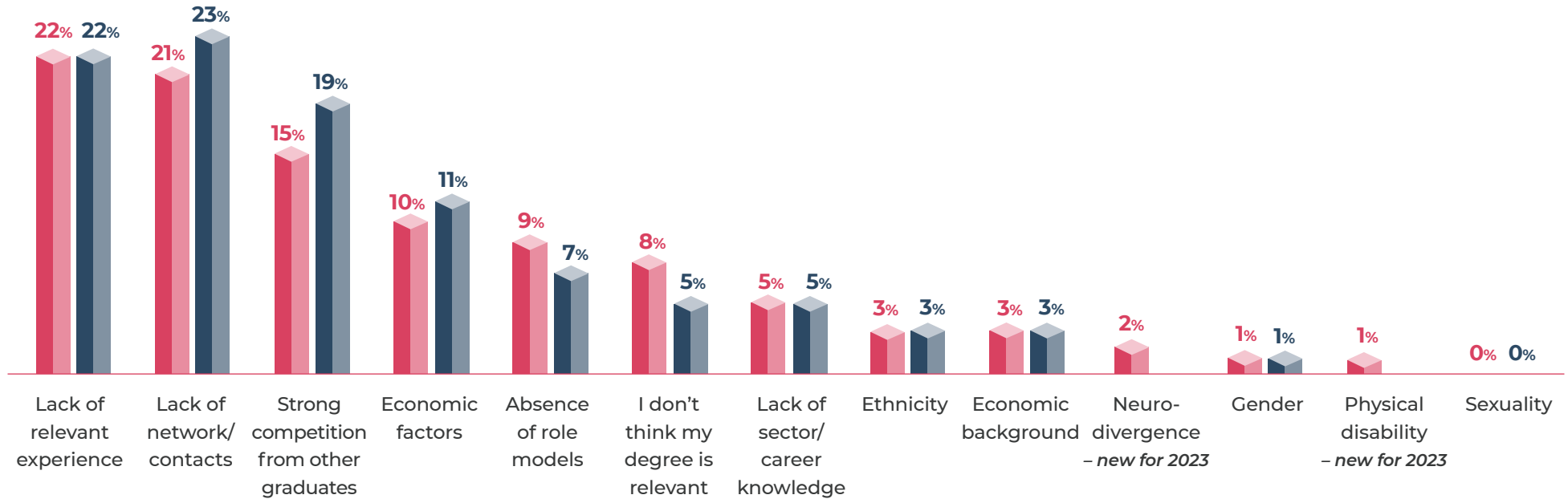
This year we have again seen **students wanting to upskill in networking**, which is to be expected based on the limited access they've had to this throughout their time at university. Students are still feeling like they can **develop more in leadership and management** despite a 1% drop from our 2022 results, so if you're looking for this in graduates applying to your schemes, be explicit and highlight how they can evidence it in your recruitment process.

For our 2023 research we have a new option for students to select from and **8% of respondents have said they want to upskill in the area of knowing what is expected in a professional environment**. This could be something you share with your target audiences through your recruitment marketing and you should reinforce your employer brand's expectations throughout recruitment and before graduates join you.



Career concerns

Q. What are the biggest barriers to pursuing a career path you wish?



The knock-on impact from the pandemic, restricting students building their networks and getting relevant experience through internships and placements, continues to concern the student population. This consistent trend over the last two years shows the value students place on **building networks** and getting **experience in the sector** they are interested in.

30% of Black Heritage students felt their ethnicity was the biggest barrier to them pursuing the career path they wished.



Actions

1. With student confidence on the rise, there is a risk that it will impact your application numbers. Employers who can cut through the noise and position their employer brand as one that interests a confident student population will be the ones that succeed. Think about **what makes your brand and graduate scheme different** and land this message consistently throughout your attraction marketing activity.
2. Although overall confidence and preparedness is high, it is worryingly lower for females and for those who have been educated in non-selective state schools. Consider how you will address this lack of confidence and preparedness in your DEIB strategy by having **specific focus areas for different demographic groups**, avoiding having a one size fits all approach to DEIB initiatives.
3. **All students have indicated that they want to be upskilled outside of their university course** so it's essential that you provide opportunities to develop and upskill students through your attraction activity. Ensure you're communicating the ways in which students can meet you in-person and digitally for upskilling opportunities so that you are an employer brand of choice when it comes to members applying for schemes.



2. The future of tech hiring

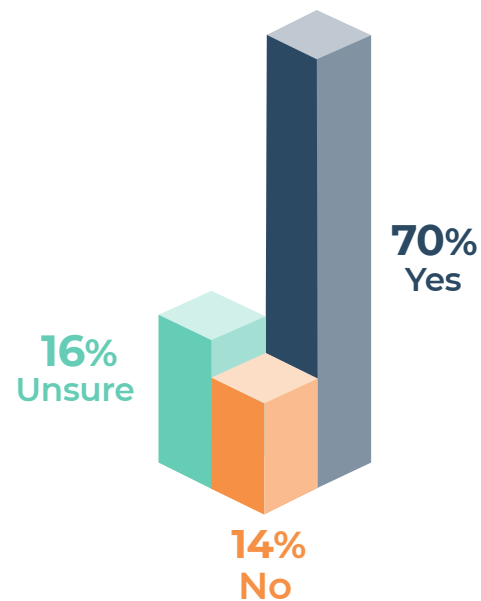
Key findings

- **70%** of students believe that reading and writing code is an important skill to learn.
- **Over half** of students think that coding is an accessible skill to learn as an extracurricular activity.
- Despite the clear indication that students and graduates think coding is an important skill, only **20%** feel that they are at an intermediate or advanced level.
- For those who are interested in a career in tech, their priority is that their **work is interesting**, which shows a specific mindset difference from other sectors where salary is the most important factor.

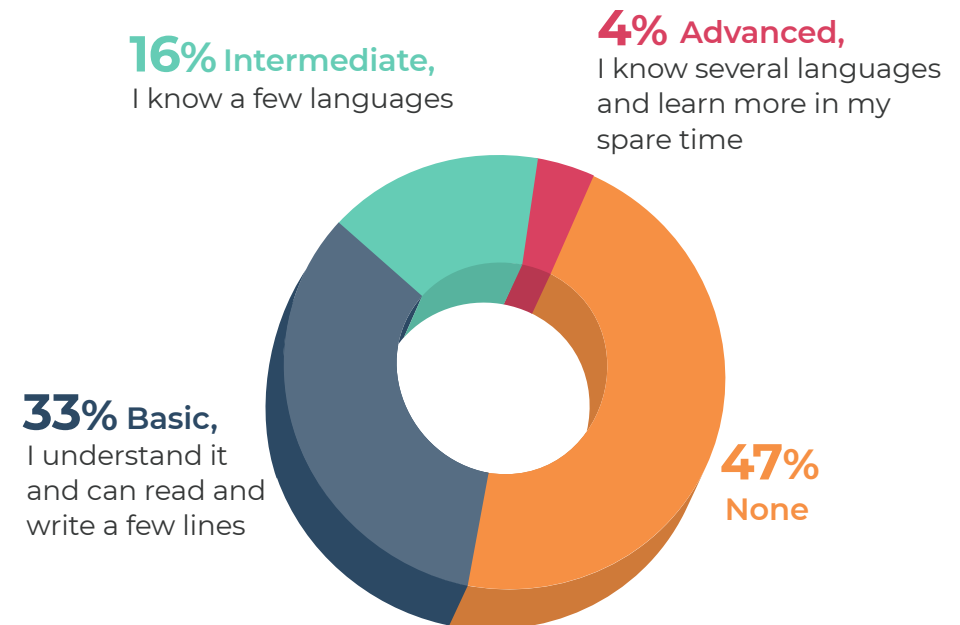
Understanding future tech hires

The following responses are from all students surveyed and not only those on STEM degrees and/or wanting to go into tech roles after university.

Q. Do you think it's important to read and write code?

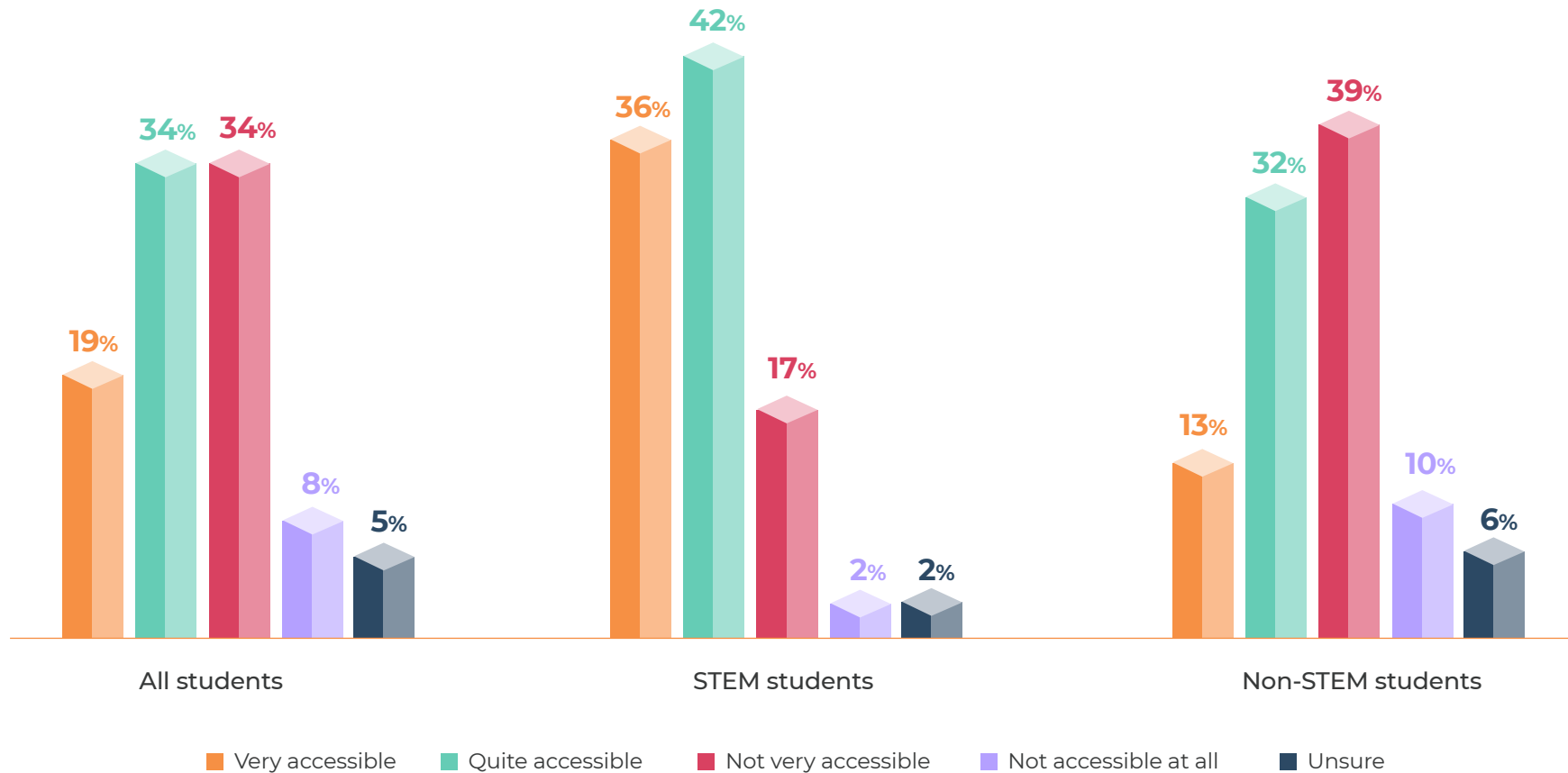


Q. What is your current level of coding ability?



Despite **70%** of students reporting that they think coding is an important skill and **53%** feeling like it is quite or very accessible, there is a clear skills gap across the student population with nearly half of students saying they currently have no coding ability.

Q. How accessible do you think coding is as an extracurricular skill for students like you?



STEM students perceive coding to be much more accessible than non-STEM students. If you are seeking to recruit non-STEM students into roles that require coding, your marketing campaigns will need to reinforce the training that graduates will get and how the workplace is inclusive for those without a STEM undergraduate degree.

77% of Black Heritage students think it is important to read and write code. However, just 2% of the UK tech workforce is of Black Heritage* compared to the England and Wales population of 4%**.




The attractiveness of the tech sector

Q. What attracts you most to the tech sector?

Responses from STEM students



Interested in finding out more about building diverse tech teams? [Download](#) our report on hiring female tech talent now.




Female students are reporting that they feel **the tech sector doesn't fit their skillset** with just 22% of female respondents saying it's what attracts them most to the sector. Whereas responses from male students indicates that 26% of them think the sector matches their skillset.



Actions

1. The student population considers coding an important skill but there is still a perception that there is a lack of accessibility here. **Consider offering opportunities for students and graduates to learn to code** as part of your attraction strategy so they can develop skills in this area while you're able to build brand awareness and loyalty at the same time.

2. If recruiting female graduates into tech roles is a target for you, it's important to **focus on the interesting work** that graduates on your scheme enjoy and also make it clear what skills you are looking for in applicants. The perfect way to do this is by **showcasing female role models** who have found success in tech talking about what they find interesting in their work, so students can picture themselves following in their footsteps.

3. Download our report on hiring female tech talent now to find out much more about how to get the very best talent into your business.





“At university I developed an interest for coding but didn’t have the right skills to go into tech. Bright Network Technology Academy made it possible for me to gain the skills I needed, meet like-minded people and start my career as a software engineer.”



Jason, Bright Network Technology Academy consultant



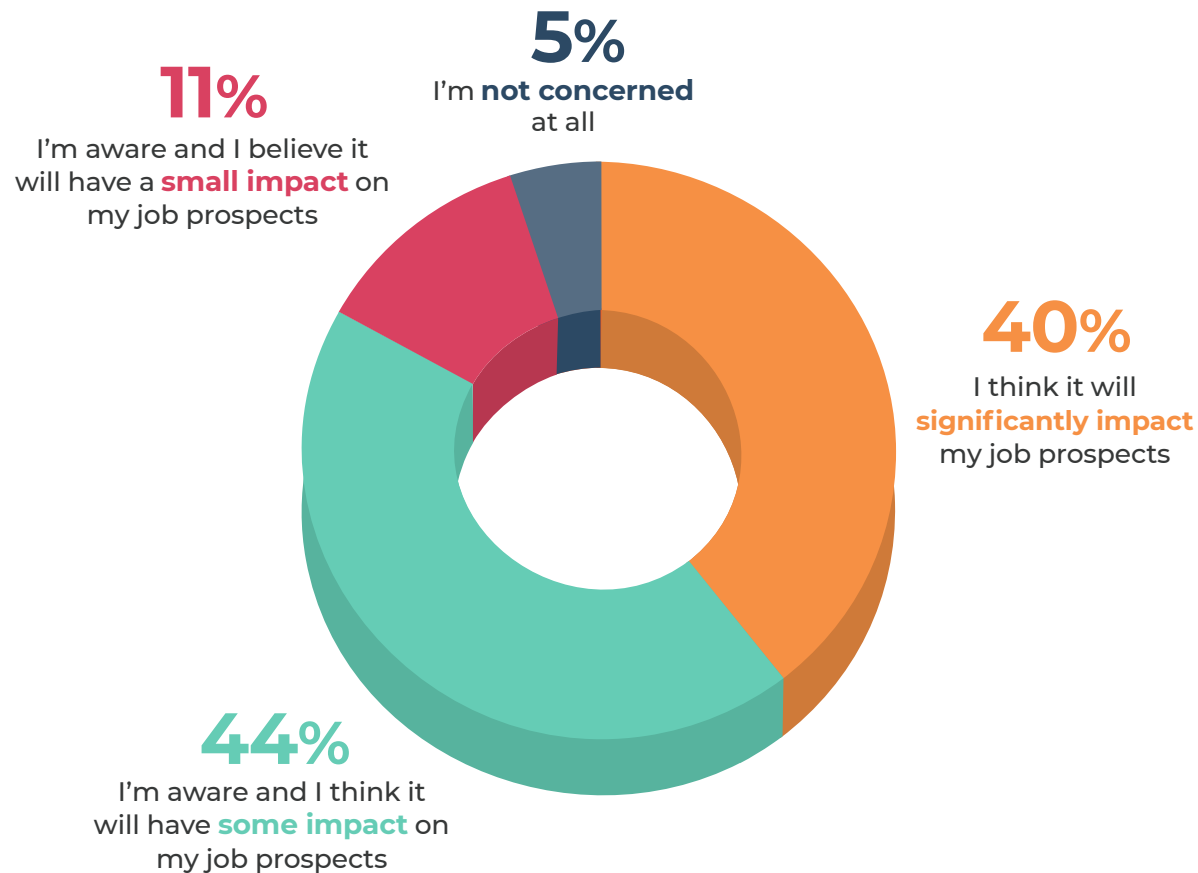
3. The impact of the cost-of-living crisis on your recruitment strategy

Key findings

- 84% of the student population think the **cost-of-living crisis will impact** their career prospects.
- Many students are considering starting their career in different sectors in search of **better salaries** and more **job security**.
- The sectors seeing their popularity impacted negatively the most are **Arts, Education & Training**, as well as the desire for students to **start their own business**. Sectors that are holding strong in their popularity are **Science & Pharmaceuticals** and **Law**.
- Students want a **mix of in-person and digital touch points** with graduate employers.
- 91% of students are **expecting employers to cover some or all of the costs** associated with going through their recruitment process.
- The average graduate expects to earn **£29,920** in their first job, **£2,650 more than last year**.

Rising concerns about the cost-of-living crisis

Q. Are you worried about how the current economic climate will negatively affect your graduate job prospects?



84% of students feel that the current economic climate is going to have an **impact on their job prospects**, rising to **86%** when looking at **responses from females**.

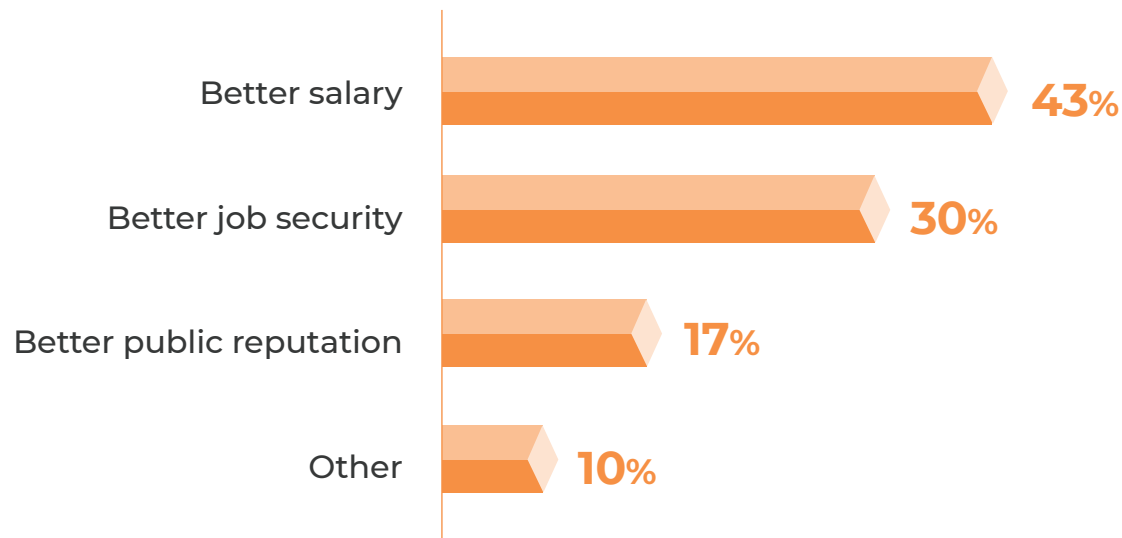
When looking at responses from Black Heritage students, concern levels are below the average with **78% reporting concern** on the impact it will have on them.

Sectors impacted by the cost-of-living crisis

Q. Has the cost-of-living crisis changed which sector you're most interested in?



Q. What is the main reason for this change?

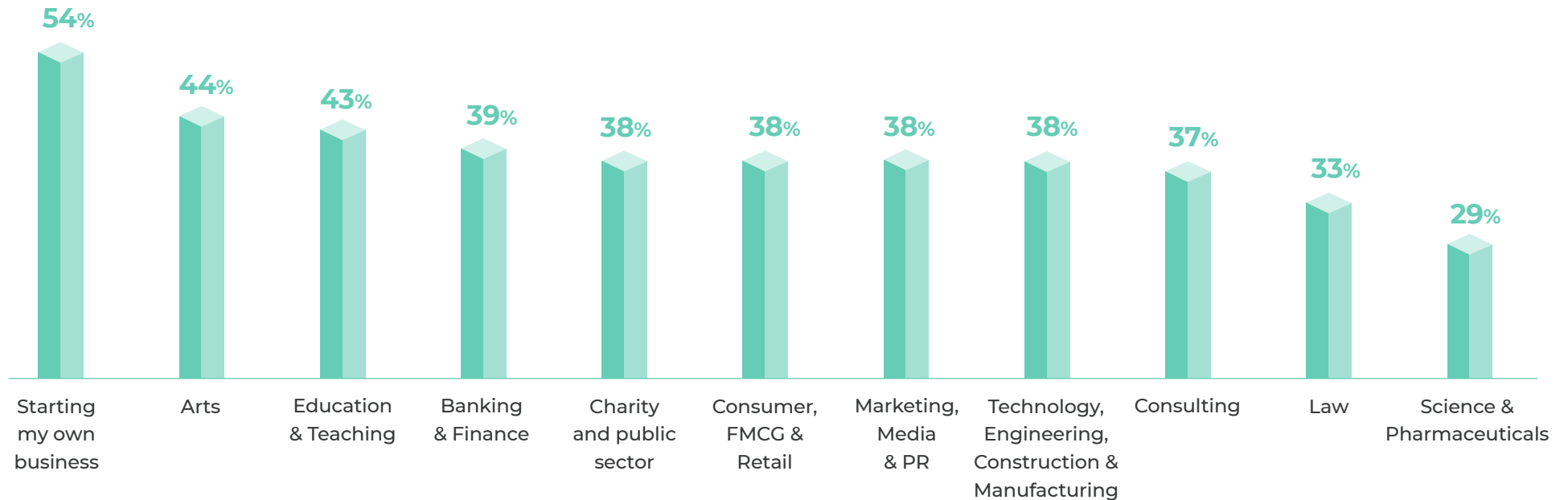


We're seeing **38% of students reconsidering their preferred sector** as a result of the cost-of-living crisis in search for better salaries and improved job security. This is a significant increase when compared to the same question being asked in **relation to the pandemic where only 20%** said that they had changed sector preference as a result.

Through your recruitment marketing, demonstrate that your roles have **strong job security** and when talking about salaries, remember to **talk about benefits and other remuneration**.

Q. Has your preferred sector changed as a result of the cost-of-living crisis?

After students let us know which sector they were most interested in, we asked them if their preferred sector had changed as a result of the cost-of-living crisis. Below are the responses from students who said that they are considering other sectors than their preferred sector.



All sectors are seeing an impact because of the cost-of-living crisis with the **largest impacts being felt in starting my own business, Arts and Education & Teaching.** Banking & Finance, Consulting, and Technology, Engineering, Construction & Manufacturing have all also seen several students reconsidering whether it's their preferred sector.

Entrepreneurial ambition has seen a significant impact because of concerns around the cost-of-living crisis, which is heightened when looking specifically at Black Heritage students, with **65%** of those interested in starting their own business now rethinking their plans.



What this means for your marketing, attraction and recruitment

Q. Has the increased cost-of-living changed your views on attending in-person career events?

50%
Yes

50%
No

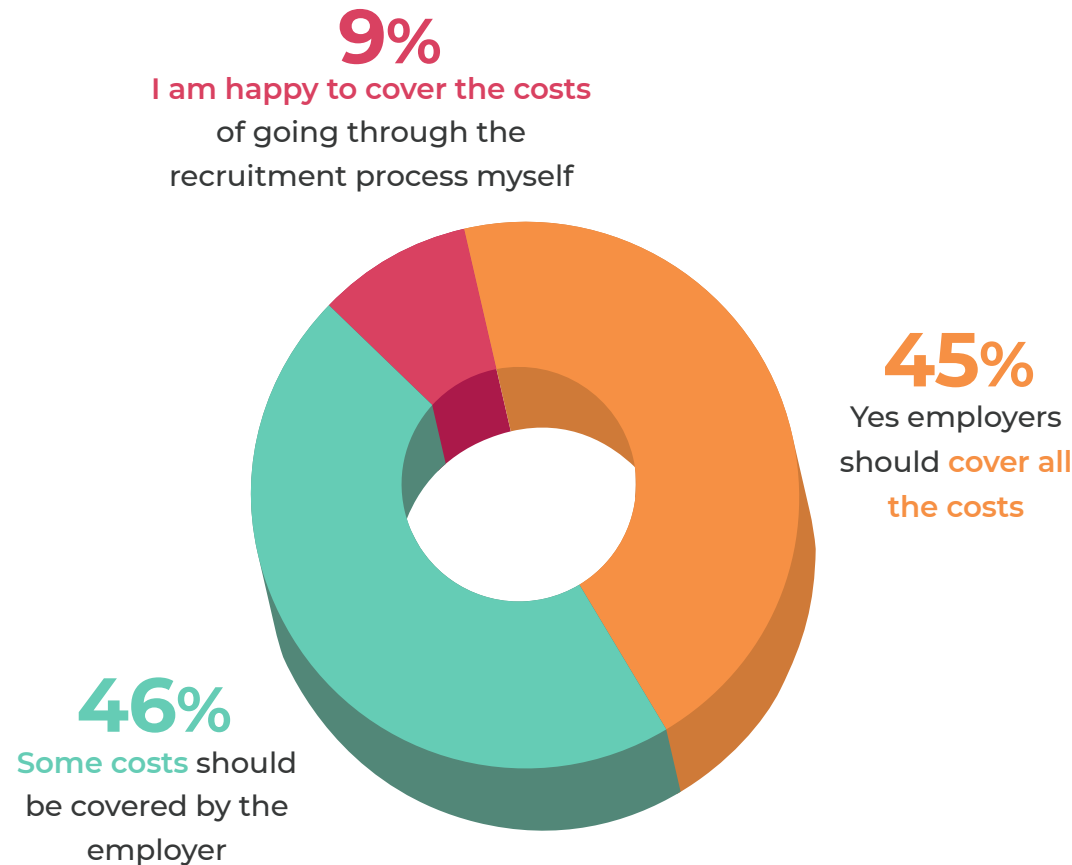
Q. How has this changed your views?



The student population **value meeting you face-to-face** at in-person events and they are expecting employer brands to provide opportunities to engage with them in other ways too. It's vital to **think strategically about where you spend your time in person** alongside what digital touch points you will offer. Considering your DEIB strategy throughout your activity will mean you can reach your target audiences with a balanced combination of in-person and digital opportunities.



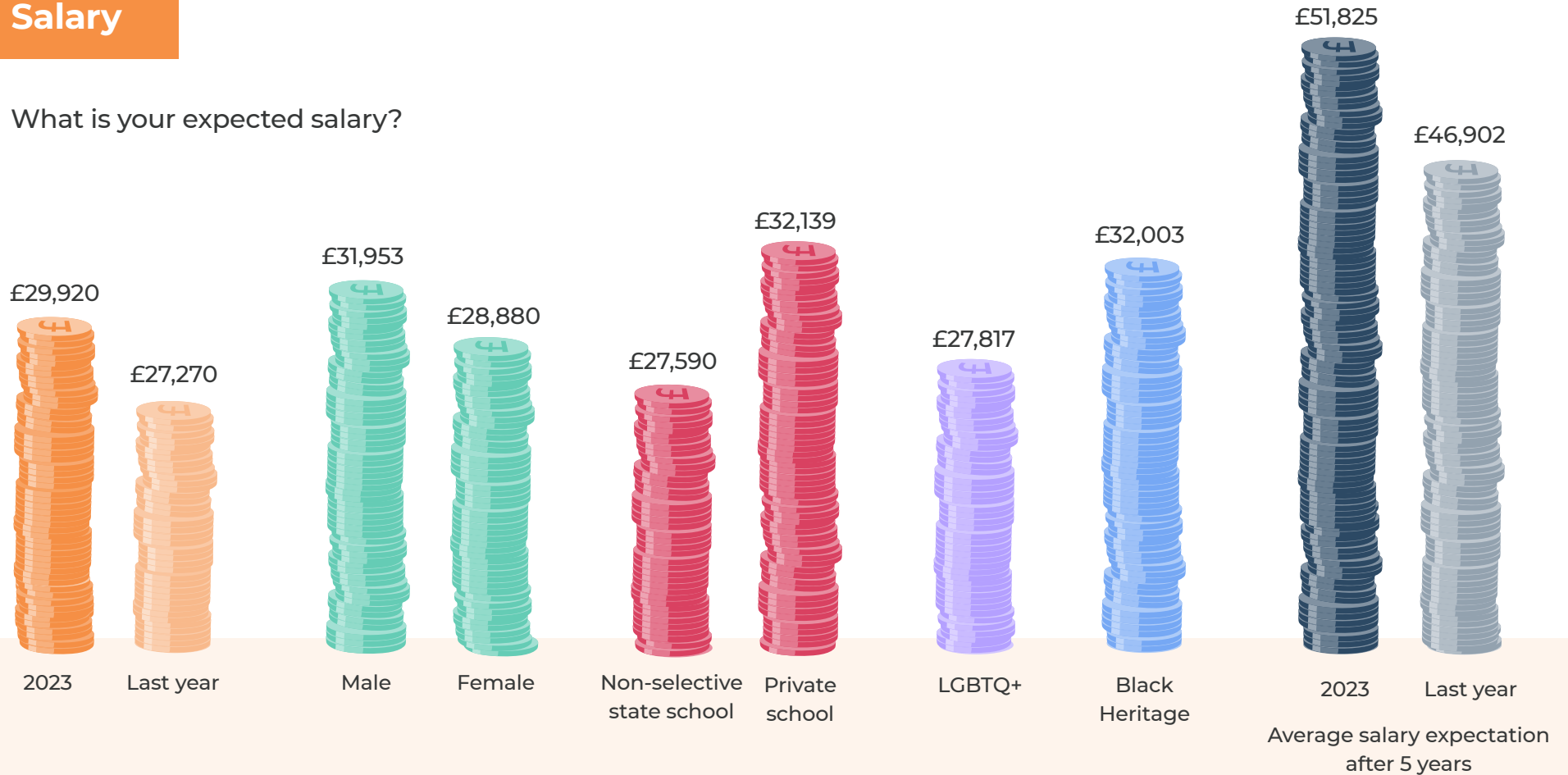
Q. Do you think that employers have a part to play in supporting applicants with costs associated with the recruitment process?



Students are expecting **employers to cover some or all of the costs** associated with going through the recruitment process. Students from non-selective state schools are **11%** more likely to expect all of the costs to be covered when going through your recruitment process.

Salary

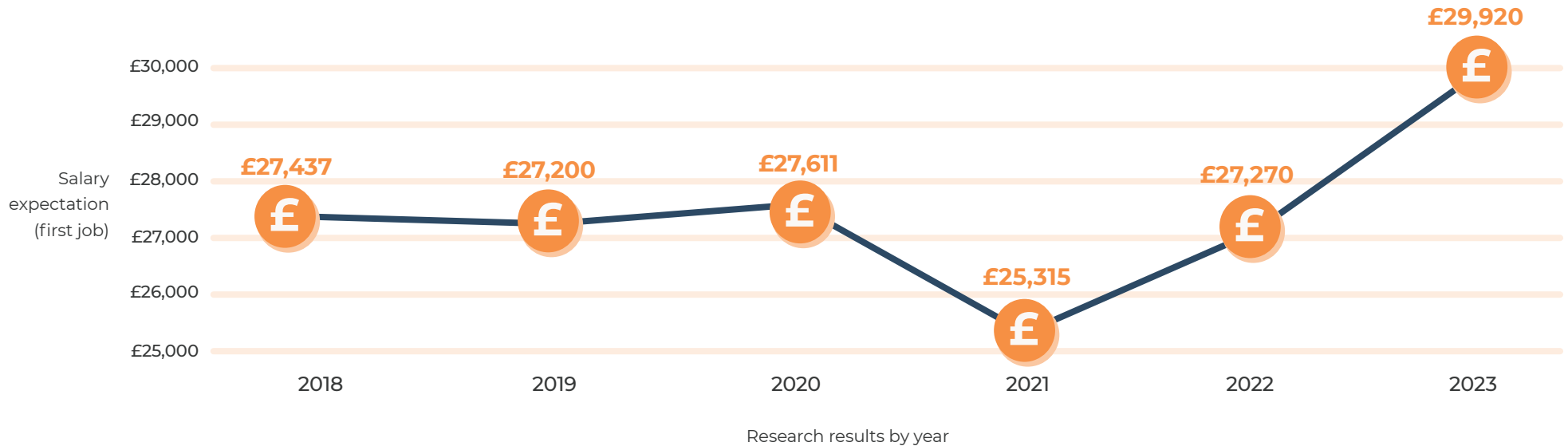
Q. What is your expected salary?



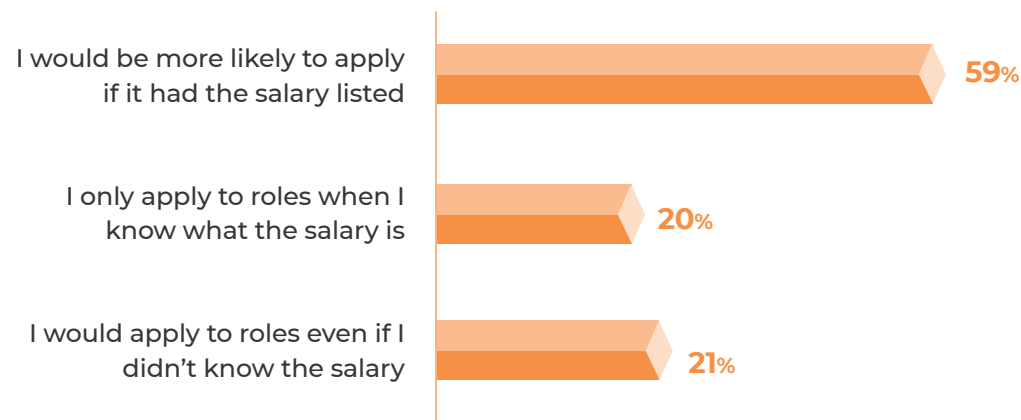
This year, as well as seeing a rise in salary, which is in line with inflation of 10% at the time of writing the report, we've seen an increase in the gap between male and female salary expectations with **men expecting 10% more** when compared to women.

Non-selective state school students are expecting 14% less in salary than their privately educated peers, which is a worrying gap that has increased by **4%** when compared to 2022 results.

i. Salary expectation over time



Q. Is it important to see salary listed on the job description?



Unsurprisingly, graduates' salary expectations have increased and is the highest we have ever seen as part of our research. When marketing your roles **it's important for students to know the starting salary** before applying but don't forget to explain the full remuneration package rather than focusing on the salary alone.



Actions

- 1.** **Students are concerned** about the impact the cost-of-living crisis will have on their job prospects, **despite recruitment numbers holding strong** or increasing compared to previous years. If you are seeing steady recruitment targets, or even increases, make sure you are communicating this to the student population.
- 2.** **Students are rethinking which sectors they are interested in** with the backdrop of the uncertain economic climate and very few sectors are unaffected. **Complete a salary benchmarking exercise** to understand how the starting salary you are offering stacks up and use this to create business cases to increase starting salaries if you're too far behind competitor brands.
- 3.** **Entrepreneurial graduates are now reconsidering starting their own business** after university. If recruiting graduates with this mindset is an objective for your company, this year is a great time target students who previously wouldn't have considered a graduate scheme to raise your employer brand.
- 4.** If you are covering all the costs for students to go through your recruitment process, landing this message in your marketing is very important for non-selective state school students so that they know they will be **financially supported**. If you're not currently providing this support, consider creating a business case to get internal sign off so you're **offering an inclusive process for all**.
- 5.** Students are aware and concerned about the cost-of-living crisis and as a result are **expecting higher salaries this year**. If the salary you're able to offer doesn't meet the expected average, ensure to explain the full remuneration package on offer.

“It’s one thing to take a leap to a new opportunity in normal times, but with the increased economic turmoil taking place the risk involved with discovering 3 months in that you’re not in the job that best suits you is far greater at present. Students need transparency, both financially and in the realities of the day-to-day role, as well as accessible experiences into the careers they are pursuing to have the confidence in whatever path they choose.”



Joel, Bright Network member



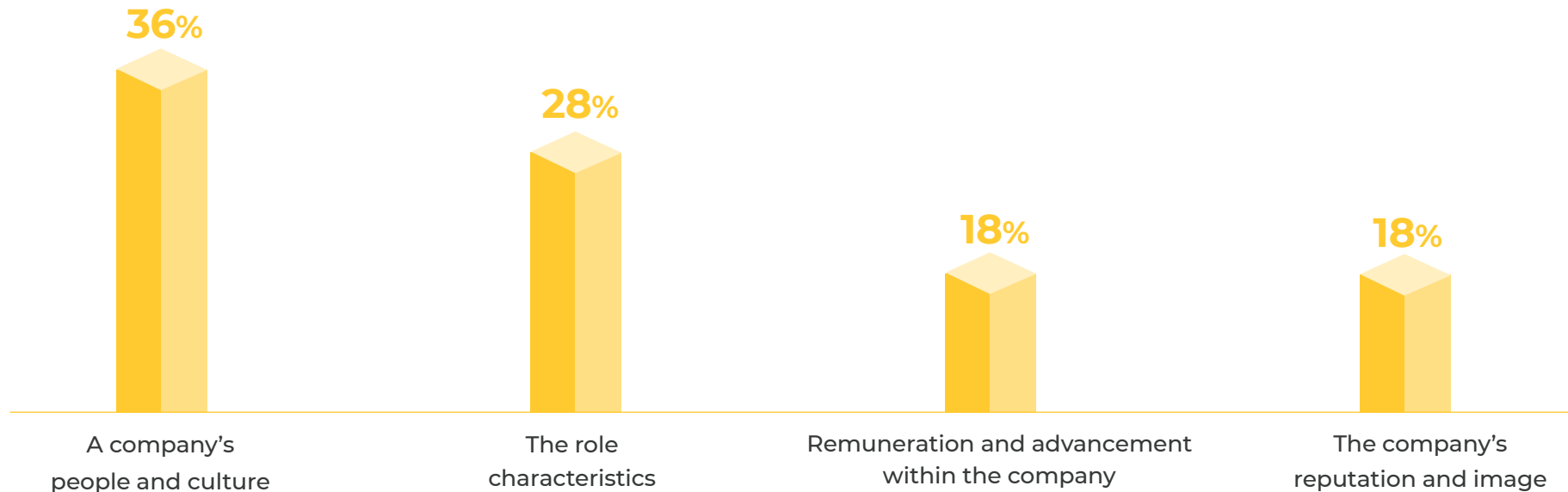
4. Building your brand and demonstrating commitment to causes that matter

Key findings

- **88%** of students are considering or actively researching employers' **commitment to diversity and inclusion**.
- **92%** of students consider or actively research employers' **commitment to supporting employees' mental wellbeing** before applying. Currently, **60%** of students don't think employers are doing enough to support in this area.
- Despite concerns around the cost of living, students remain motivated about **a company's people and culture** and the **role characteristics**.
- Results show that **83%** of respondents **would seek support** from their line manager if they felt like they were experiencing **workplace stress**.

What's important when choosing a role

Q. What is most important to you when choosing a graduate role?

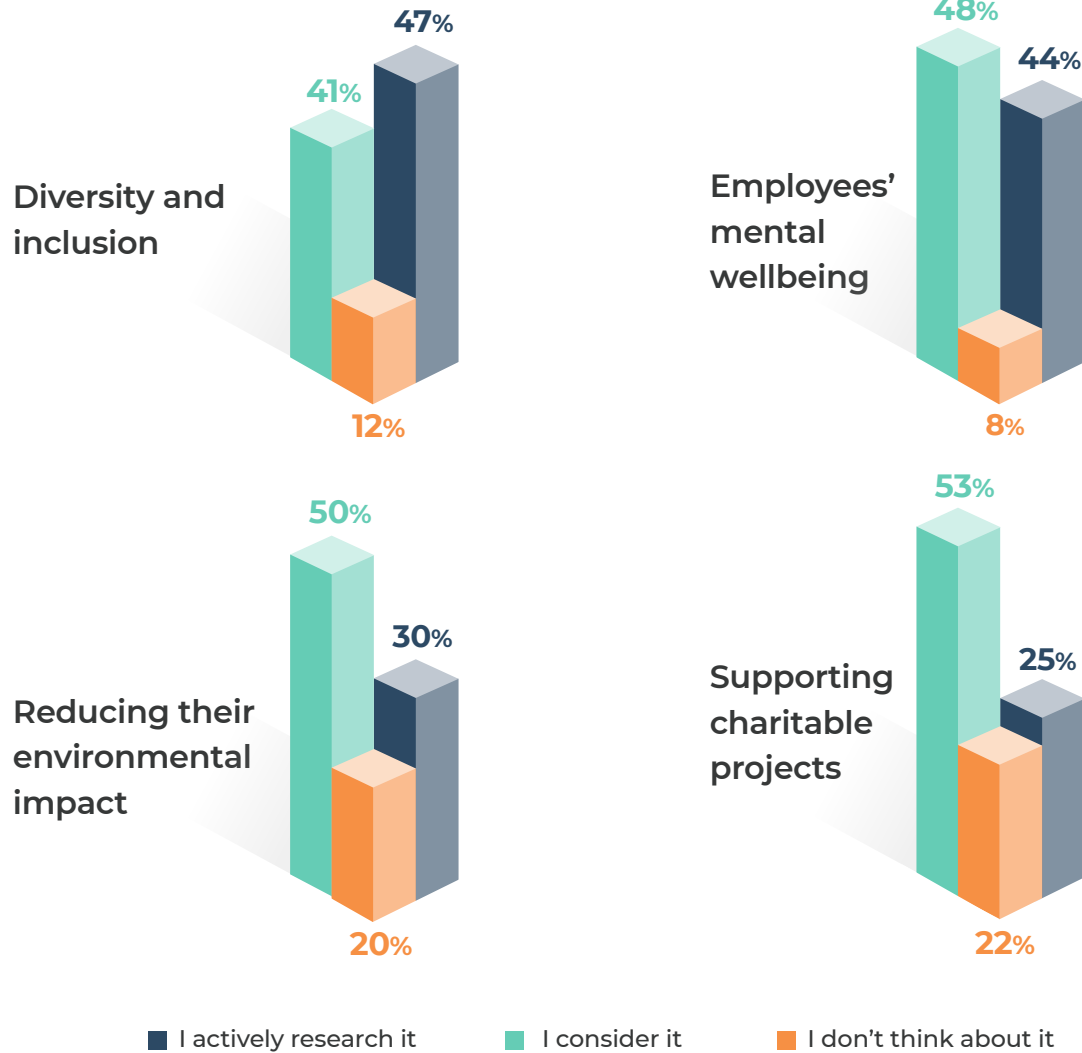


For the eighth year running, your people and culture are the most important part of your marketing and attraction strategy. **Showcasing your people and giving insights into your company culture** helps students decide whether they could see themselves working for you. This is particularly important for female hires with a company's people and culture rated the most important by **40%** of respondents.

When looking at responses from Black Heritage students, remuneration and advancement within the company rises to **24%** showing **the need for a multi-faceted diversity and inclusion pay and progression strategy** built and laid out in your attraction strategy.

Commitment to causes that matter

Q. Before applying to a company, do you consider their commitment to...

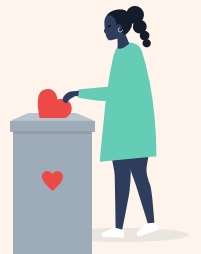


Gen Z want to work for companies doing good for their employees and wider society. Of most importance to this cohort is the support of employees' wellbeing with **92%** thinking about it before applying.

Before the pandemic, the support for employees' mental wellbeing was much more of an unknown to respondents, with **42%** in 2020 reporting they were unsure on whether employers were supporting employees in this area.

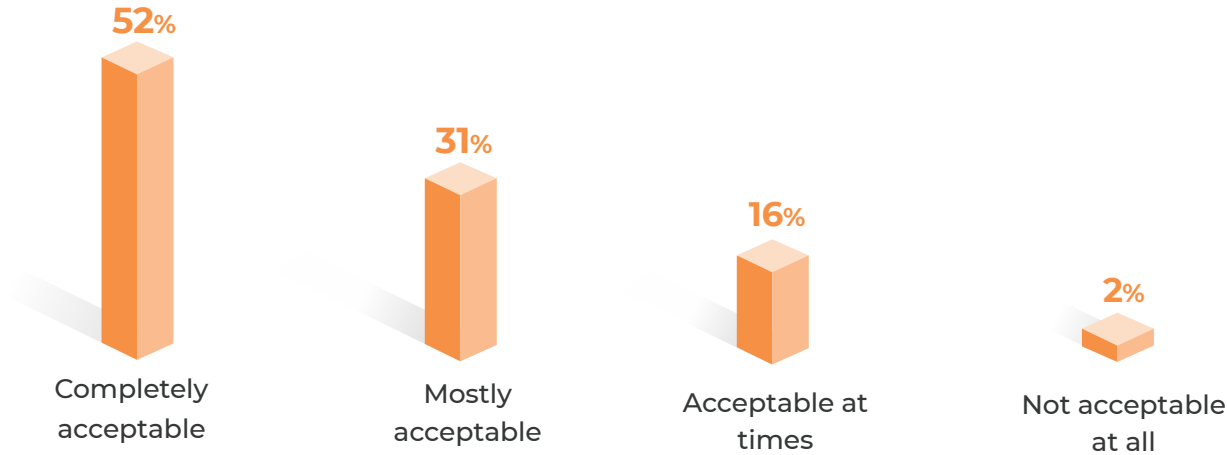
Sadly, despite students and recent graduates placing such importance on diversity and inclusion, only **40%** think that the graduate recruitment sector is inclusive of all young people entering the world of work. This stat decreases to **33%** for female respondents.

Diversity and inclusion is of second most importance and scores highly with **88%** wanting to know what you're doing in this space before applying.



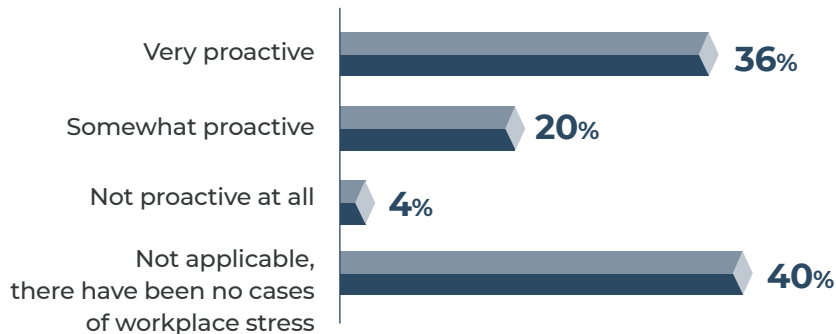
Supporting good mental health

Q. How acceptable do you perceive it to be to speak to a manager if you are experiencing what you believe to be workplace stress?

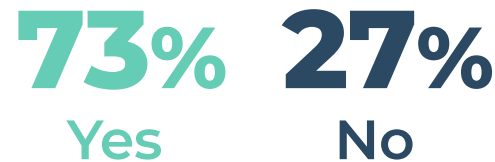


Insights from our Employer Survey

Q. Thinking about your most recent intake of graduates, how proactive have they been in seeking support from their manager when experiencing workplace stress?



Q. Are line managers of graduates at your company well-equipped to support with workplace stress and mental health?

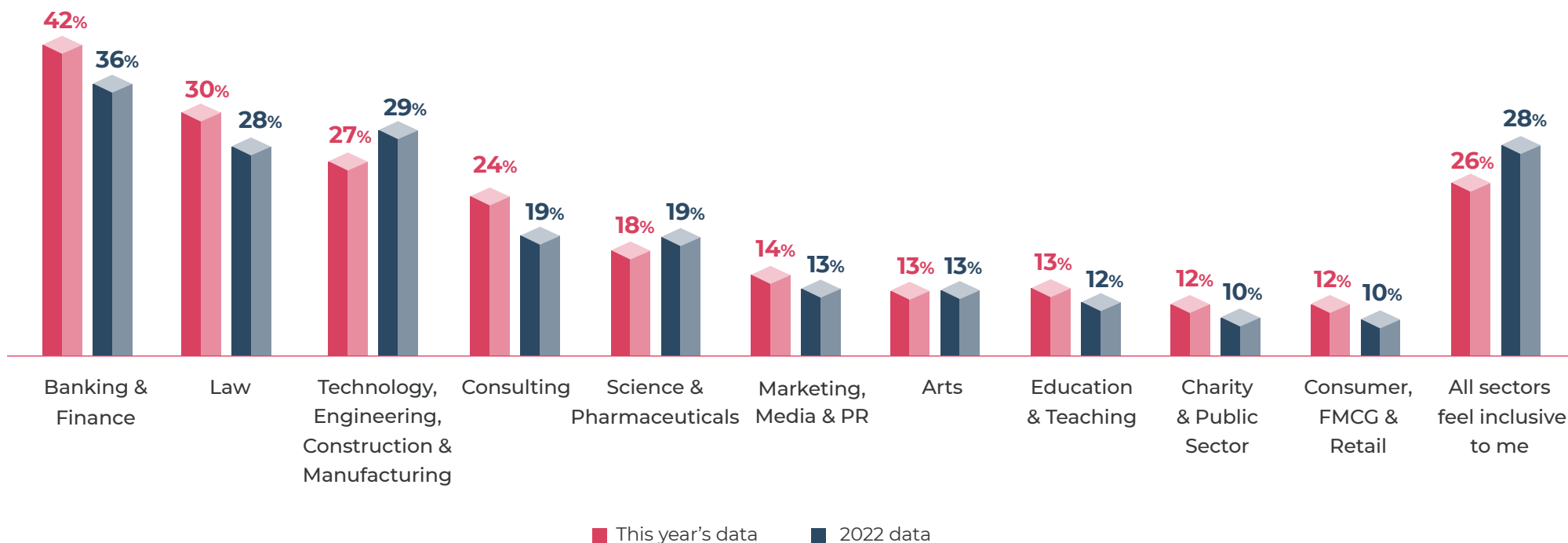


Graduates are much more comfortable talking about mental health concerns now than they ever have been before. As a result of this **employers are now expected to do more than just provide a job and training**, there is also an expectation that mental health concerns will be supported too.

Responses from our Employer Survey show 72% of line managers responsible for graduates are **well-equipped to support employees** with workplace stress.



Q. Are there any sectors which you perceive as lacking diversity and inclusivity?



Students and graduates are consistently placing a **high importance on employers' commitments to diversity and inclusion** and this hasn't changed this year. When looking at how this plays out for different sectors there have been two significant rises this year with **Banking & Finance increasing by 6%** and **Consulting by 5%** when asked which sectors **they perceive to lack diversity and inclusivity**.

This shows that although **lots of work has been done to improve** workplace diversity and create inclusive working environments, **there is still more to be done** and more effective ways to communicate the improvements you are seeing with your DEIB strategy through your marketing and attraction efforts.



Actions

1. If you have **initiatives to support employee wellbeing** at your company, you should utilise this in your messaging throughout your marketing and attraction.
2. Students are **expecting support with their mental health from you as their employer**. If you have specific line manager training in this area or if you have live examples of how line managers have supported graduates on your schemes it will resonate well with the student population.
3. **Make use of your people** to show students and recent graduates what working for your company is really like and why they enjoy the culture. **Authenticity is key** here so don't always go straight to professionally shot video content when user-generated content on a mobile device or laptop can be more effective.
4. Consider how you **share your DEIB strategy** through your attraction marketing and throughout your recruitment process. **Students want to see how you are demonstrating your commitment** to this, especially if you are in a sector perceived to be lacking in diversity and inclusivity.



5. Retaining talent after offers have been made

Key findings

- Results show that **51%** would renege on a job offer.
- The reasons for reneging on an offer for another opportunity are an **increased salary, a more exciting role** and a **more prestigious firm** with an increased salary having greater influence this year when compared to last.
- Graduates are willing to **consider locations** other than their first choice if you can offer them a **better salary, more opportunity to progress** or a **better work-life balance**.

Attitudes and motivations on renegeing

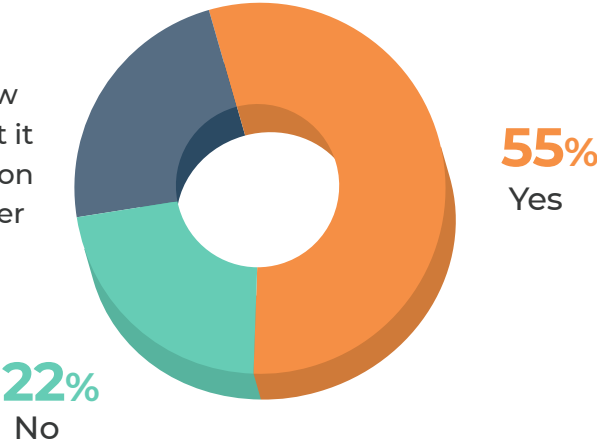
Q. If you had already accepted an internship or graduate role offer, would you reject it for another?

51%
Yes

49%
No

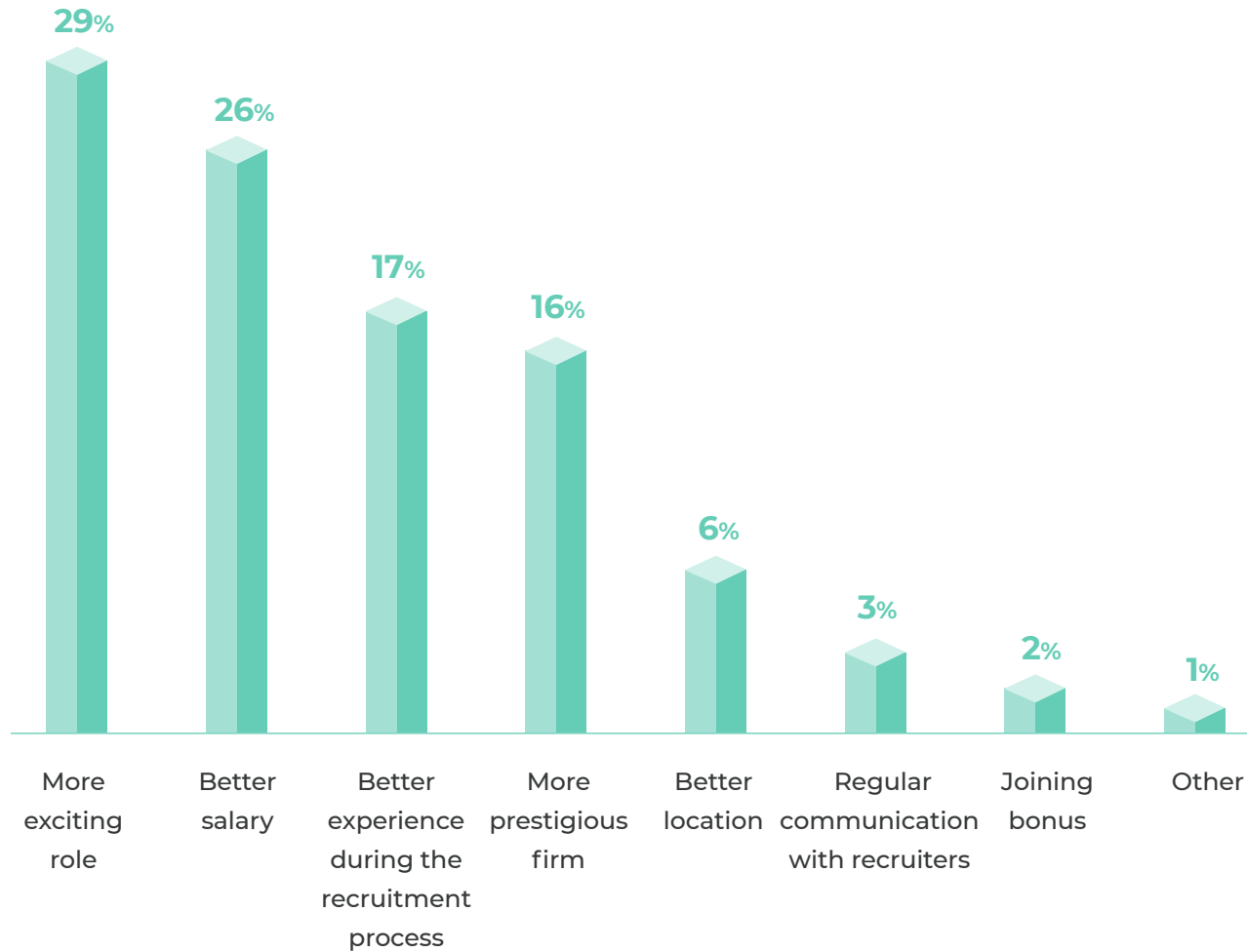
Q. When making this decision would you consider the impact on the employer you are rejecting?

23%
I don't know what impact it would have on the employer



Students feeling comfortable **renegeing on job offers continues to be a challenge** for graduate recruiters and with the market being very candidate-led at the moment, this isn't likely to change.

Q. If you had already accepted an internship or graduate role offer, what would make you reject this in favour of another opportunity?



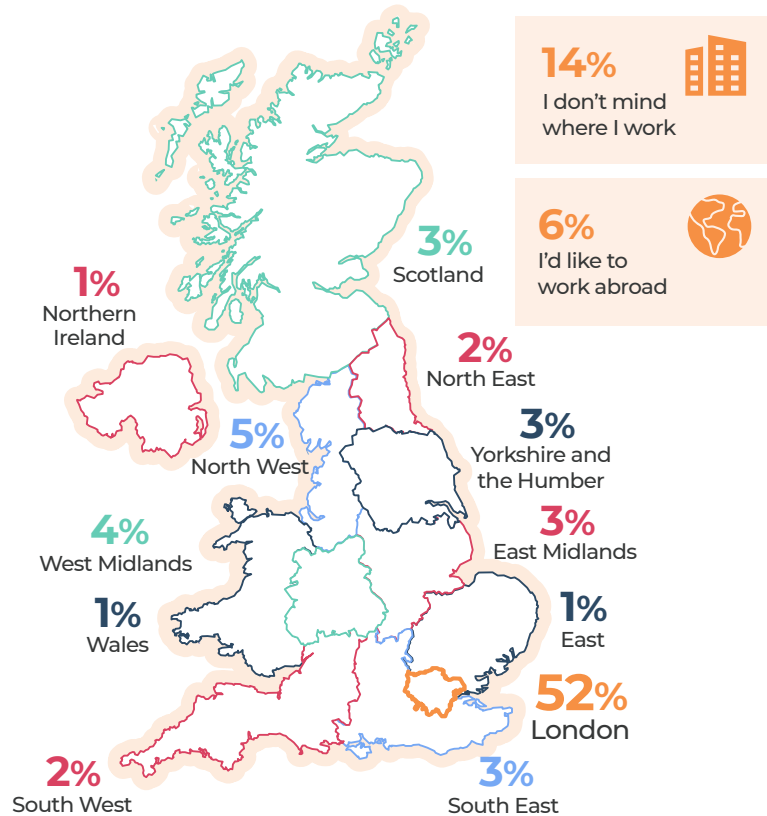
Throughout your keep warm activity, before graduates start with you, the most likely aspects of other roles that will entice them are **better salaries, a more exciting role** and **a more prestigious firm**.

Throughout your communications with your offer holders, **ensure that you are reinforcing the marketing messages** that caught their interest during the attraction and recruitment stages as a reminder for why they chose your brand.

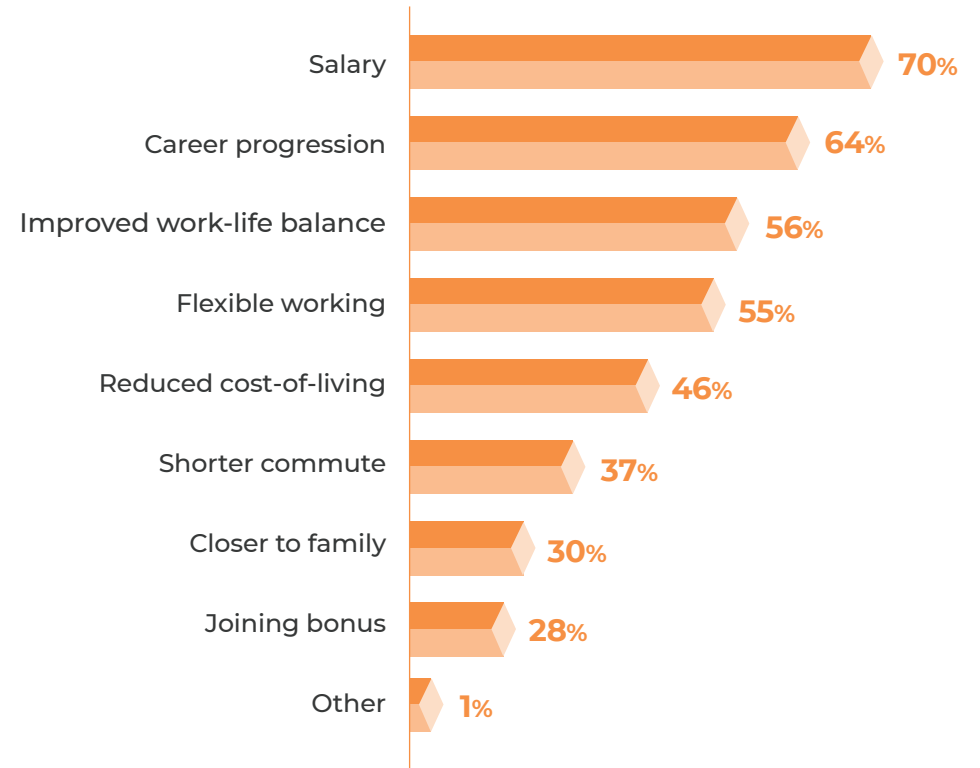
It's important that your recruiters are armed with **supportive messages to help** when some of your offer holders are feeling unsure about whether to commit to your offer or to consider other offers they have on the table.

Hard to fill regional roles

Q. In which region would you most like to work in for your first graduate job?



Q. If you couldn't go to your preferred location for your graduate job, what would attract you to consider somewhere else?



The student population have indicated that they would consider going to a location that isn't their first preference but there would need to be an incentive to encourage this. **If you're able to offer higher salaries, demonstrate accelerated career progression or improved work-life balance** then you will be able to entice graduates to some of your more challenging locations.



Actions

- 1.** Ensure you have a robust post-offer strategy to keep graduates with offers warm by reinforcing key messages from your attraction strategy and **build a sense of connection to both your employer brand and the other graduates** they will be starting the scheme with.
- 2.** To tackle the challenge of reneges, it is critical to land messaging on the **full remuneration package**, the **variety and excitement** of the role and the **prestige or mission** of your company throughout campaigns; from attraction all the way through to them starting.
- 3.** If you have notoriously difficult locations to recruit into, offering higher salaries to go there is the most effective way to encourage graduates to consider it. If that's not possible, showcase career progression and work-life balance in these regional locations using your people as advocates to **show the career progression** experienced and you should also **bring to life the work-life balance** employees enjoy.

“My decision was based on whether my experiences with the organisation aligned to my values. By way of example, whether I could see myself adding to the culture, there are viable development and stretching opportunities for my long-term career, my ideas would be valued, and I would receive appropriate compensation for my level of experience. As a Gen Z, I understand that candidates desire more than compensation alone. New candidates entering the job market want development, autonomy and flexibility at work, which is something I continue to seek.”



Isabelle, Bright Network member



6. Gen Z's perception of the workplace

Key findings

- **77%** of students report that they are somewhat or very willing to take on large amounts of work in a short period of time.
- **65%** of the student population feel that they are **prepared to deal with stressful environments** and **80%** feel comfortable that they can **work to tight deadlines**.
- **Flexible working is seen as a nice-to-have** rather than an essential requirement in their first job.

Student perceptions

Each year we ask students what they think graduate employers value most in graduates joining their schemes so that we can compare it against what graduate employers actually value the most. This year is like many others with lots of discrepancies between what students think employers want and those employers truly value.

Insights from students

Q. What do you think employers value the most in graduates joining their schemes?

	Overall rank
Existing industry experience	1
Problem-solving skills	2
Communication skills	3
Passion for the business	4
A 2.1 or above in their degree	5
Confidence	6
Teamwork	7
Organisation and team management skills	8
Commercial awareness	9
Digital skills	10
Leadership skills	11
Resilience	12

Insights from employers

Q. What do you value most in graduates joining your scheme(s)?

	Overall rank
Passion for the business	1
Communication skills	2
Resilience	3
Problem-solving skills	4
Teamwork	5
Commercial awareness	6
Leadership skills	7
Digital skills	8
Organisation and team management skills	9
A 2.1 or above in their degree	10
Confidence	11
Existing industry experience	12

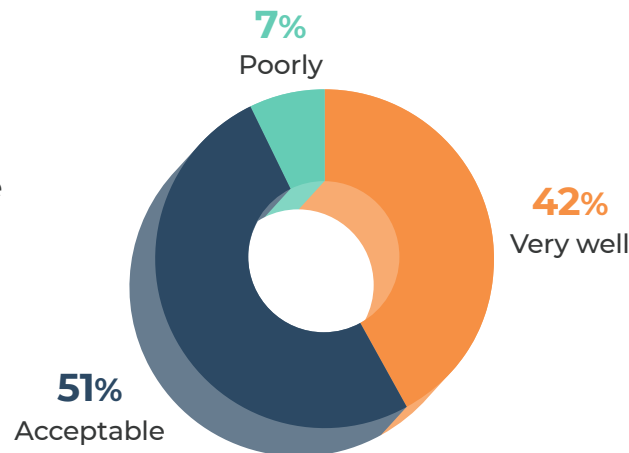
What Gen Z is expecting from the workplace

Q. Thinking about your first graduate role, how willing are you to...



Employer take...

Q. Thinking about your most recent intake of graduates, how well have they dealt with stressful situations and/or meeting tight deadlines?

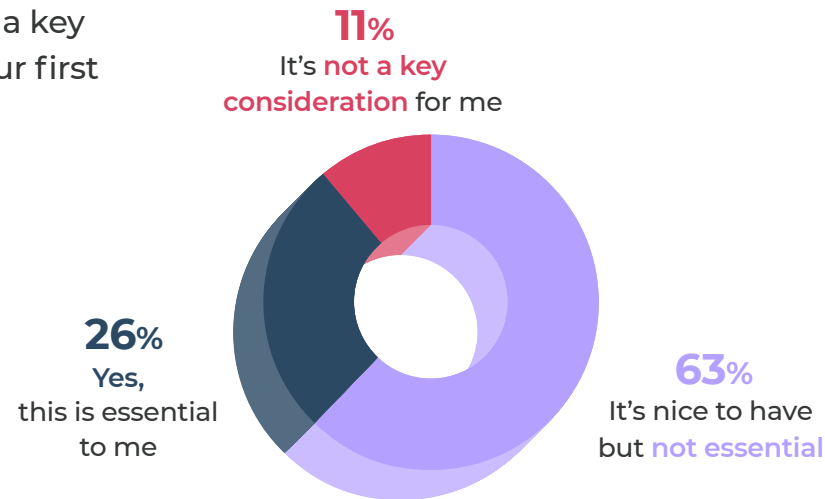


Students are reporting high levels of confidence in their **ability to demonstrate resilience** when joining the workplace with strong acceptance that they will need to manage large workloads, deal with stressful situations and work to tight deadlines.

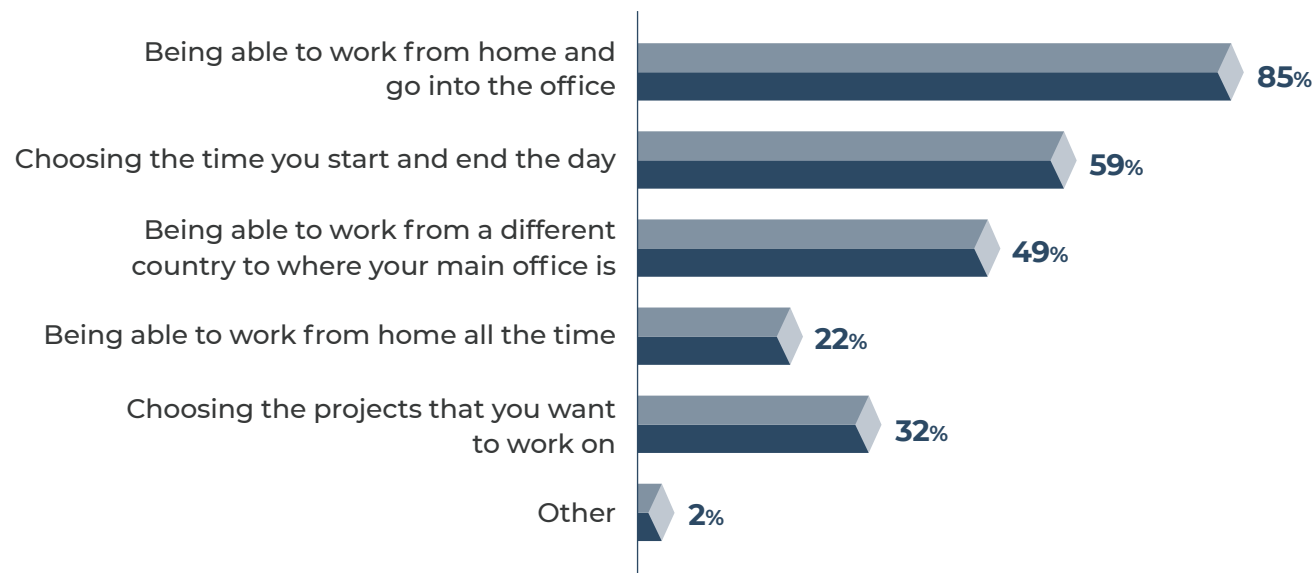
It's important to set clear expectations when graduates join your business. You should also signpost support networks that are available to them if they do begin to face challenges.

Flexible working

Q. Is flexible working a key requirement in your first graduate job?



Q. What does flexible working mean to you?



6. GEN Z'S PERCEPTION OF THE WORKPLACE

Gen Z is telling us that for the right opportunity they are willing to think about **flexible working as a nice to have** and not an essential requirement from their first job, which is a positive sign for integrating them into your company and for them making progress through your training scheme.

However, the results also show that **60%** of graduates want to choose their own hours and **33%** want to choose their own projects, which will not be the reality in many graduate schemes creating a disconnect between graduate desire and employer expectation.





Actions

1. Students are feeling **well-equipped to work in challenging situations** by taking on large volumes of work, delivering to tight deadlines and dealing with stress in the workplace. Ensure graduates joining your business **have expectations set out clearly from the start** and make it clear what support is available should workload or stress become a concern.
2. Results from our Employer Survey show that graduates have landed well, demonstrating an ability to deliver to the expected standards on graduate schemes. **Make use of high-performing graduates** you already have on your scheme to engage with new graduates joining so that they can **set expectations and standards** on how best to approach work and deliver results.
3. When graduates join you, **make it clear what flexibility you offer** them so that they feel assured that there is a good work-life balance. At the same time you should **set out the expectations, where there isn't flexibility** and the reason for this. Landing both messages well will set expectations early meaning everyone knows where they stand.



Improving business by building stronger connection and deeper understand with Gen Z.

To talk to us about your 2023/24 graduate recruitment strategy email us employers@brightnetwork.co.uk



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Insights that make an impact.

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