

# How to be simply irresistible

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TURNING THE CHALLENGE OF THE GREAT  
RESIGNATION INTO AN OPPORTUNITY FOR  
THE GREAT ATTRACTION

LISA COTTON, TELSTRA DIGITAL

# The Great Resignation

## So ... is it really a thing?

“The balance of power has shifted from the employer to the employee. Competition for talent has intensified, and those that fail to adapt take a big hit. To protect themselves from the full force of The Great Resignation and attract the right skills, companies need to know what workers really want and reimagine their employee value proposition to deliver on expectations.”

Dr Ben Hamer, Future of Work Lead, PWC Australia

## The Great Resignation hits Australia as 1 million people quit their jobs

Jasmine McDonald was micromanaged by an overbearing boss and chained to her laptop. Then like a million other Aussies she quit her “toxic” job.

## Australia hasn't had the Great Resignation, but more people are quitting now

By Martin Edwards

July 1, 2022 – 5.30am

### One-third of Aussie businesses can't find workers as Great Resignation finally hits home

New data shows the real damage of the Great Resignation as almost a third of Australian businesses struggle to find workers to fill rosters.

## Evidence Of Great Resignation Emerges As Quit Rate Hits 10-Year High

By MBA News - May 24, 2022

RECRUITMENT & HIRING

### Has the 'Great Resignation' actually happened in Australia? Let's look at the evidence

ROXANNE CALDER MAY 10, 2022



# Reimagining the fundamentals ...

“Love the flexible working arrangements. It’s worth more than money to me”

“The flexibility we have about our day between work load and personal life. I feel we are in an output driven organisation and as long as we are performing the ‘how’ is up to us”

## Rethinking the employee value proposition

- Remuneration and benefits
- A company I can be proud of
- Flexible working and balance
- Investment in personal development

Work is a thing you do, not a place you go.

Trust. Recognition. Growth.

But just when you thought you'd nailed it ...

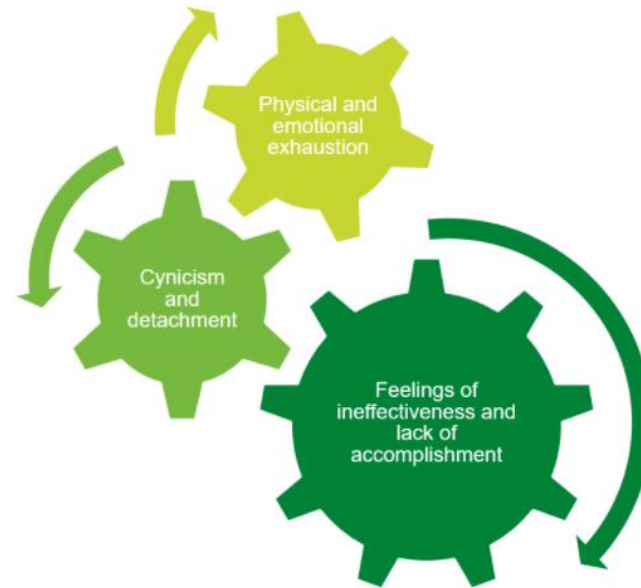
"I recently learned about this term called 'quiet quitting' where you're not outright quitting your job but you're quitting the idea of going above and beyond.

You're still performing your duties but you're no longer subscribing to the hustle culture mentality that work has to be your life. The reality is it's not, and your worth as a person is not defined by your labour."

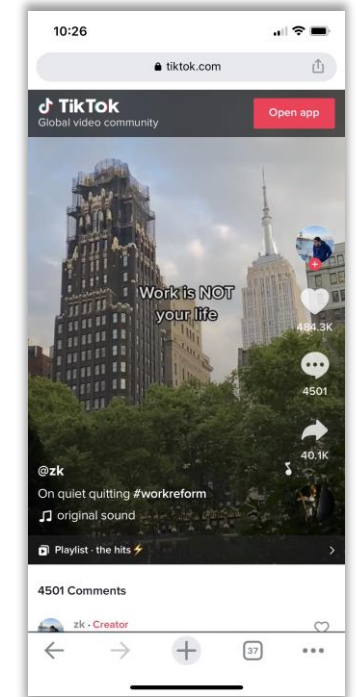
@zkchillin (now @zaidleppelin) TikTok, July 2022

## "Quiet Quitting"

Chronic stress, fatigue and burnout



PLUS millennial and Gen Z



TIME FOR NEXT LEVEL THINKING