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and retain talent, according to a new study from global staffing firm Robert Half. The research examines why workplace culture is increasingly under ...

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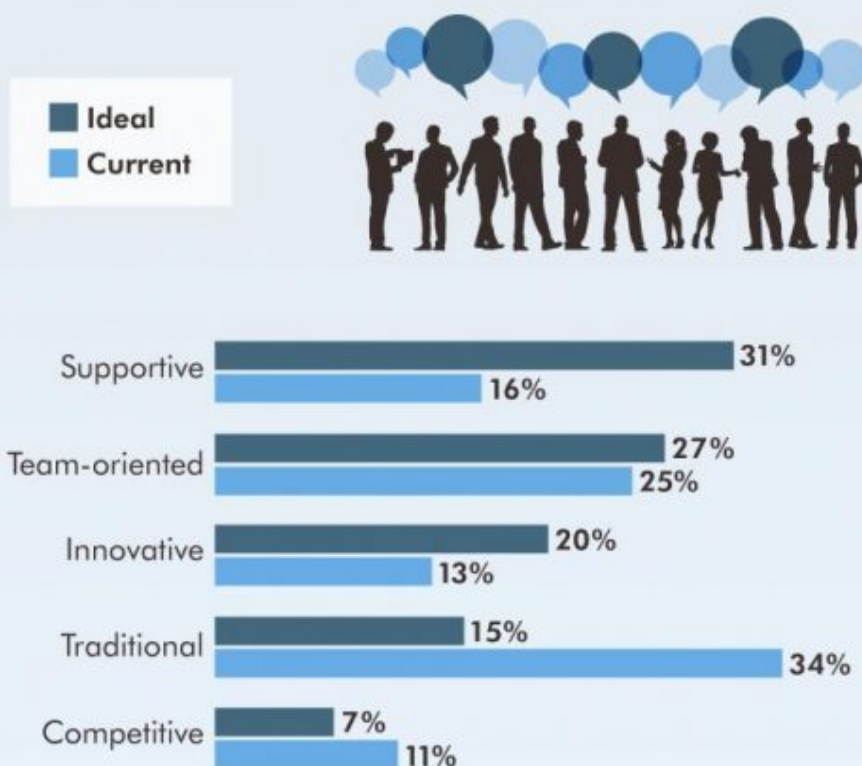
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of managers say a candidate's fit with the company culture is equally or more important than skills and experience

### Workers describe their ideal and current corporate culture:



(Responses do not total 100 percent due to rounding.)

Source: Robert Half survey of more than 1,000 workers and more than 5,500 senior managers across industries in the United States

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Creating a positive corporate culture is top of mind for employers looking to recruit and retain talent, according to a new study from global staffing firm Robert Half. The

research examines why workplace culture is increasingly under the microscope; it's

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- Nine out of 10 U.S. (91 percent) and Canadian (90 percent) managers said a candidate's fit with the organizational culture is equal to or more important than their skills and experience.
- While a majority of workers across North America said their ideal corporate culture is supportive or team-oriented, most described their company as traditional.

"In today's competitive hiring environment, employers risk missing out on strong candidates if they don't promote what makes their organizational culture unique," said Paul McDonald, senior executive director for Robert Half. "This research reinforces the notion that finding the right fit involves more than evaluating someone's qualifications and experience. There has to be a focus on what motivates that individual and the type of work environment in which they will thrive."

"But the conversation shouldn't end with recruitment efforts," McDonald added. "To keep top performers, employers need to pay close attention to their corporate culture and continue nurturing and promoting those aspects of it that make their company a great place to work."

The online surveys were developed by Robert Half and conducted by independent research firms. They include responses from more than 1,000 U.S. and more than 500 Canadian workers 18 years of age or older and employed in office environments, and more than 5,500 U.S. and more than 1,200 Canadian senior managers at companies with 20 more employees.

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