

# International Talent Perception Study

Where do international professionals want to work and live?



Future Place  
Leadership™

# Where do international professionals want to work and live?

*What motives them to move? Typical questions many government agencies, national and regional investment promotion agencies, investors and employers are asking themselves - now that labour shortages are greater than ever in many industries.*

## The International Talent Perception Study: What?

The study is the outcome of motivational research. A survey is distributed amongst professionals with specific backgrounds and nationalities. The questions investigate their drivers and perceptions regarding a country, region or city as a career destination. A digital platform enables the selection

of panels to reach out and collect responses of a statistically significant number to the target group. Executing the research for 2-4 professional profiles and up to 5 nationalities will take about two months to complete.

## The value for you: Understanding what motivates and persuades the best candidates

You are involved in attracting and retaining talent - as employers or supporting partners in government or education - and typically have a number of questions. To be successful in your work and hire the right candidates for the profiles most sought after, you need to know:

## Actionable insights: Apply the knowledge to convert interest to applications

The data and insights gained from the International Talent Perception Study enable you as a government agency or employer to define smart and targeted marketing and recruitment activities such as:

- What factors does the target group of professionals take into account when considering a career step abroad?
- What is most decisive: the job or the location?
- What is the set of drivers for specific professionals and specific nationalities?
- What aspects related to professional background, education, household composition and age group do stand out?
- What are the preferred career destinations of the target group?
- How strong is the international image of the country brand .... ?
- ...And reputation: do the target groups actually appreciate your place?

- Fine tuning your employer place brand and proposition to very specific target groups.
- Targeted awareness and recruitment campaigns: knowing who to target, in which geographical areas, with content matching the interests and needs of the specific target group.
- Driving diversity and inclusion in your recruitment and retention activities
- Location decisions: choosing the best place for expanding your business based on the preferred career destinations amongst the professionals you need.
- Talent management: aligning your staff development with the fastest growing skills needs.

# Essential instrument for data-driven Talent Attraction Management

## Who is the study for?

The data support talent central strategies and help align actions with the needs of the target group. The outcomes are most relevant to multiple stakeholders:



**Government staff** responsible for (the marketing of) a competitive investment and career destination.



**HR-professionals** and recruiters looking for the best candidates abroad



**Owners and management of companies** exploring international labour markets for talent acquisition and retention.



**Local service providers** in real estate, healthcare, childcare, banking and the legal / immigration domain to better understand the expectations of their (lead) clients.

## Typical challenges in the network:



*A large number of employers in my region are looking for mid-career electrical engineers. We see availability in some Eastern-European countries and Asia. What aspects regarding the working and living environment should we put to the front to cater to this target group?*



*The semiconductor industry with its key technologies is interested in talent from Taiwan. What are typical career drivers and what aspects of the living environment we can offer should be included in the 'employer place brand' proposition? What is the image of our region in that country? What do Taiwanese currently employed in our country think about the quality of life and career paths?*



*We need data scientists and would like to target our own nationals abroad and present the career opportunities in their 'home country'. We choose young professionals (considering starting a family). What lifestyle and career-related assets do we need to focus on?*

## Pay per number of profiles and target countries

The price for an International Talent Perception Study is around €20.000 for 1-4 profiles and five countries. We tailor

the study to your specific needs and price it according to the number of profiles and target countries you have in mind.

## Proven track-record of successful studies

Future Place Leadership has already carried out the study for a number of national and regional government agencies, primarily in the Netherlands and Sweden.

In 2024, Future Place Leadership (FPL) conducted a study on behalf of a coalition of Dutch government entities.

The analysis focused on the drivers and barriers in international career mobility in nine countries covering five continents: Egypt, South Africa, Mexico, Brazil, Italy, Great Britain, Turkey, India and Taiwan. A total of 200 professionals per country shared what matters most to them, and their families.

The study also looked closer at their personal experiences: things they (think they) like about a specific career destination, things that would rather make them stay where they currently are. The results summarize the image and reputation of the Netherlands and Sweden as a career destination. What is the perception of the country amongst professionals abroad and amongst internationals actually living and working there?

Curious about some of the results?

[Download the slides here](#)



An overview of the demographics who participated in the research.

### MOST WANTED PROFILES AND SKILL SETS ..

The International Talent Perception Study collects the drivers and perceptions of your country / region amongst professionals in a number of target countries. The scope of the study is determined by your selection of:

- The most wanted profiles in your country/region/company
- The target countries.

In case you have not yet defined these target groups, we can help you do that in a so called 'Demand for Talent analysis'. This analysis and Perception Study could also be executed as ONE project.

### CONTACT & QUERIES

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