

International Talent Studies

*Your region is a diverse economy with opportunities for growth.
To exploit these, access to international talent is a 'must'.
Accessing international talent requires knowledge of the "needs of" employers and talent.
All starts with data.
Know your customer well.*

**What are the most wanted profiles in your region?
Where in the world are they to be found?
How to make them choose for your region?**

Knowing the answers to these three questions is an attribute of successful innovation hubs and regions.



Future Place
Leadership™

The value for you

The International Talent Studies help you respond (more) adequately to the talent risks that the companies and organizations in your region have to deal with on a daily basis: can I find enough of the right talent to deliver my services, grow and navigate the energy transition, digitization and other transformations. The insights strengthen regional economic structures, cluster development, and strategic Talent Attraction Management.

International Talent Studies: three modules

I. Who do we need?

What are the most wanted profiles? Demand for talent analysis.

Employer needs

- Profiles and skills, now and near future
- Most wanted & fastest growing
- Sector or cross-central
- Impact of transitions

II. Where to be found?

Where - beyond the national borders - is the target group of most wanted talent (more) available.

Target needs

- Scarcity levels
- Geographical availability:
In EU / Beyond

III. How to attract?

What relocation factors apply to the target group? What is current view of your place?

Talent needs

- International career mobility drivers
 - generic
 - by sub-segment (nationality, profession, age group, educational background, work experience, household composition, etc)
- Preceptions
 - Image
 - Reputation - quality assessments

This Study framework provides three modules that can be delivered as modules or a holistic set of insights.



Actionable insights for a strong regional economy

The data and insights gained from the International Talent Studies help build the foundation to successfully:

For national, regional and local development agencies:

- ➔ **Strengthen the regional economic structures** by means of an enabling labor market. The demand-driven process ensures better alignment between the supply of talent with innovation and employer needs.
- ➔ **Align stakeholders** on a strategic and targeted Talent attraction and retention agenda focused on the most wanted profiles by the collective of employers.
- ➔ **Deliver the business case** for more investments in the Talent Intelligence function - the data-driven approach.

For employers and business networks:

- ➔ **Targeted awareness and recruitment campaigns:** knowing whom to target, in which geographical areas, with content matching the interests and needs of the specific target group.
- ➔ **Optimize the talent / candidate journey** based on the talent central approach: what are their needs and expectations and how do they assess the current offering?
- ➔ **Fine tune your employer place brand** and proposition to very specific target groups.
- ➔ **Talent management:** aligning your staff development and retention efforts with the fastest growing skills needs.

International Talent Studies and the Human Capital Agenda

- ➔ **Talent Attraction & Retention**
The Studies aim at optimizing your programs by making them more targeted.
- ➔ **Talent Development**
The insights help align curricula with future talent needs of employers. Up- and reskilling programs can build on the definition of most wanted and fastest growing skills.

- ➔ **Talent Activation**
Knowing where their skills are needed most and how to align their skills with the needs, will help increase the return on investments of programs aiming to activate talent with a distance from the labour market.

Who is it for?

The outcomes are most relevant to the following stakeholders:

- **National, regional and local development agencies and government** responsible for (the marketing of) a competitive foreign direct investment and career destination.
- **HR- and employer branding professionals and recruiters** looking for the best candidates abroad.
- **Owners and management of companies** exploring international labor 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.

Pay per number of profiles and target countries

The price for each module is €15.000 excluding VAT per module / chapter or €40.000 for the International Talent Studies including the three modules:

- I What are the most wanted profiles / skills?**
Demand for Talent analysis: Profiles and skills, now and near future.
- II Where to be found?**
Scarcity levels and geographical availability.
- III How to attract?**
International career mobility drivers & Perception study: image and reputation of a place.



Proven track-record of successful studies

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

In 2024, Future Place Leadership (FPL) conducted studies:

- International Talent Studies for Maastricht Region including the demand for talent on a cross-sectoral level, taking into account the impact of transitions on this demand, now and in the future. Furthermore, we had a look at the geographical areas in Europe where the most wanted are available and favoured by the specific talent and to conclude, we investigated the state of awareness regarding the image and reputation of Maastricht Region as a career destination.

- International Perception Study (chapter II. and III) 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?

- A bit earlier we did a Demand for Talent Analy. Previously, we also did Leiden Bioscience Park, Zaanstad and Invest in Skåne, Sweden.

