



Arvensis

Battery Talent Report 2021



Arvensis Partners Ltd

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Executive Summary

The Arvensis Battery Talent Report provides unique insights into the opportunities and challenges in the battery sector regarding its core talent groups.

It covers the sentiment of talent regarding the importance of diversity, their qualifications and compensation levels as well as the drivers and motivations to remain or not remain with their current employer.

It concentrates on the mid-career section, the most sought-after talent pool in this vertical.

This is the executive summary providing the key highlights of the research in terms of trends and opportunities. The full report can be obtained by contacting Arvensis Partners.





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Scope of Research

More than **200** battery professionals from around the world responded to the survey during September 2021.

81% of respondents are employed in core battery technology companies. The remaining respondents were in full-time battery related education or adjacent markets.

78% of respondents have been in battery related employment between one and ten years with 22% in battery employment for 10 years or more



Key Research Areas

The research focused on 4 key areas:



Workplace satisfaction and employee engagement



Diversity, Equality and Inclusion



Employer branding



Compensation

The report also reveals hidden interdependencies between each of these four topics. We have used the lens of talent attraction and talent retention to uncover more insights. These insights will enable employers to make informed decisions in these areas which could be used to mitigate staff shortage now and in the future.



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1: Workplace Satisfaction and Employee Engagement

The significant majority of the battery sector workforce are satisfied with their employers, with approximately half of respondents satisfied with their salary.

The top reason to leave their current employer was cited as the culture of leadership.

The most active group checking job boards and competitor career pages is the segment earning \$100,000 to \$150,000.

The top reasons to be satisfied with their current employers were company culture and purpose of their specific roles.

Overall, there is a significant appetite for ongoing training and education as well as willingness to relocate internationally for the right roles.



2: Diversity, Equality and Inclusion

The overall score for perceived diversity in the battery sector presents an opportunity. Just under half of respondents have answered that their organisation is more diverse or as diverse as their previous employer.

The large majority of respondents were highly qualified with Master's degree or PhDs in relevant fields, with a significant majority of women who responded, falling into this category. It is noteworthy however, that female respondents are underrepresented overall in the senior leadership ranks of Director, VP or C-Level.

Proportionally, women held fewer leadership roles even though on average they were qualified to a higher degree than their male counterparts.

Diversity regarding ethnic origin was not assessed during the survey but was found to be high, based on secondary research using publicly available data and comparable to similar sectors.





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3: Employer Branding

Around three quarters of all respondents answered that they check jobs boards at least once per month with a large proportion checking weekly. However, only a quarter took action in the last 12 months to apply for a role and even fewer took part in interviews.

It leads us to the conclusion that, by and large, the employer branding in these target companies fails to convert prospective candidates into applicants. Given the relatively low importance of salary found amongst battery professionals in this survey, and their high focus on purpose, leadership style and company culture; there is an increased importance to convey purpose and culture at the first touch point in any channel.

Further primary interviews were held to understand the relationship of the disconnect between job board views and low application rates. These interviews revealed that the primary purpose of this behaviour is to benchmark their current positions and employers.



4: Compensation

Nearly half of the respondents answered that their salaries including bonus were below \$100,000 despite the high level of academic education and sector related qualifications. Notable also was the low percentage receiving company contributed pension schemes whilst most receive healthcare as the most common benefit.

Over half of respondents answered that they were very satisfied or satisfied with their compensation.

The average satisfaction rating with salary and benefits was ranked **2.7** out of **5**.





Key Trends and Considerations

The battery sector is enjoying exponential growth whilst relying on a relatively small and restricted talent pool where the average age is young and tenure short. However, the workforce is highly educated, deeply engaged, self-directed and motivated.

This leads to a unique set of challenges and opportunities for the battery sector:

1: Unlike in other sectors such as IT, banking and consulting, pay is of lower importance to this talent pool. This talent's driving forces are purpose and cultural fit.

Clearly communicate your company's purpose, mission and business strategy as part of your employer branding. This will help attract and retain highly sought-after talent.

2: Your target talent looks at your career pages but does not submit their applications. They remain a passive talent pool. This indicates several issues. Your employer branding, talent acquisition strategy and your job descriptions require attention in order to generate results.

Review and revive your branding to reflect the true purpose of your organisation. Review your talent acquisition strategy to include proactive engagement channels to motivate the passive and silent majority within the total talent pool. Invest in stand-out career pages to and job descriptions to convey your branding and inspire your target talent pool to apply.



3: Ethnic diversity is high yet gender diversity is low. Highly educated, talented women and men may view your company as an unattractive employer if there is a lack of women at board and leadership level.

Review your diversity strategy and proactively engage female board members and leaders. Female board representation and leaders are vital to give female talent the confidence that your company is a workplace where diversity and inclusion is taken seriously. Mandate your hiring teams and recruitment partners to produce diverse shortlists.

4: The battery sector enjoys a talent pool that is highly mobile and willing to move. This is linked to the relative young age and possibly again to the purpose-driven nature of the talent.

Build a solid talent attraction strategy in other regions and invest into a solid relocation program.

5: Continuing education and training are of real importance to this talent pool.

If you need to differentiate your business and attract better talent, you should consider offer further training as part of the package and make a training partnership public.