

What do nurses want?

When looking for a new role, what matters most to nurses?

What factors are most likely to make a nurse stay in a role?

Opportunities for development



1



Opportunities for development

Location



2



Opportunities for progression

Pay



3



Pay

Opportunities for progression



4



Staff engagement

Opportunities for flexible working



5



Location

The values of the employer



6



Opportunities for flexible working

The reputation of the employer



7



The values of the employer

8



The reputation of the employer

*Data collected from student and practicing nurses attending the Nursing Times Careers Live! events in 2017.

"The people you work with is key - it's the people that make the job"



"I value employers that really engage with staff"



"Feeling like you're being heard is vital"



"I want to work somewhere that matches my values"



Top tips for employers

1 Share your total reward package. Use language that potential new recruits from outside the NHS will understand.



3 Be less rigid. Have conversations with potential new staff and existing staff about the level of flexibility they need.



2 Be clear about the room to progress. Describe the development and career opportunities that are available beyond the specific role you are advertising for.



4 Involve staff. Communicate clearly, seek feedback and act on their suggestions, however big or small.



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