

# 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

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

Location



2



Staff engagement

"I value employers that really engage with staff"

Pay



3



Opportunities for progression

Opportunities for flexible working



4



Pay

Opportunities for progression



5



Opportunities for flexible working

"Feeling like you're being heard is vital"

The values of the employer



6



The values of the employer

"I want to work somewhere that matches my values"

The reputation of the employer



7



Location

8



The reputation of the employer

\*Data collected from student and practicing nurses attending Nursing Times Careers Live! events in Bristol and Leeds, 2017.

## 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.



Visit [www.nhsemployers.org](http://www.nhsemployers.org) for more information on flexible working, staff engagement and developing your staff.

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