



# General Guidelines for Conducting Salary Surveys During Market Turbulence and Uncertainty

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# The demand for selective salary surveys



- Situation of uncertainty
- Cost saving
- No wages revision in current year

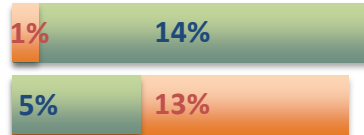
\* Analysis companies' requests for selective salary surveys by ManpowerGroup.

# Key dynamics of requests' content – from tendencies estimation to operative market cutting

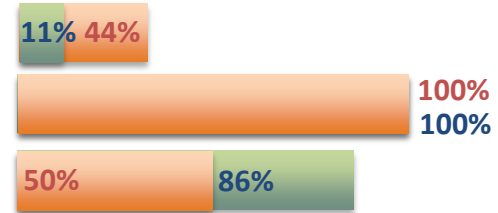
Dynamics of wage components is  
the main task of surveys



Requests moving from  
tendencies to implement  
solutions estimation



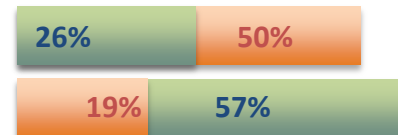
Requests for operative market cutting have increased by 4 times,  
Importance of industry specifics are still high,  
and research of the target companies is less interesting



Requests for wage indexation research  
fell by 3.6 times

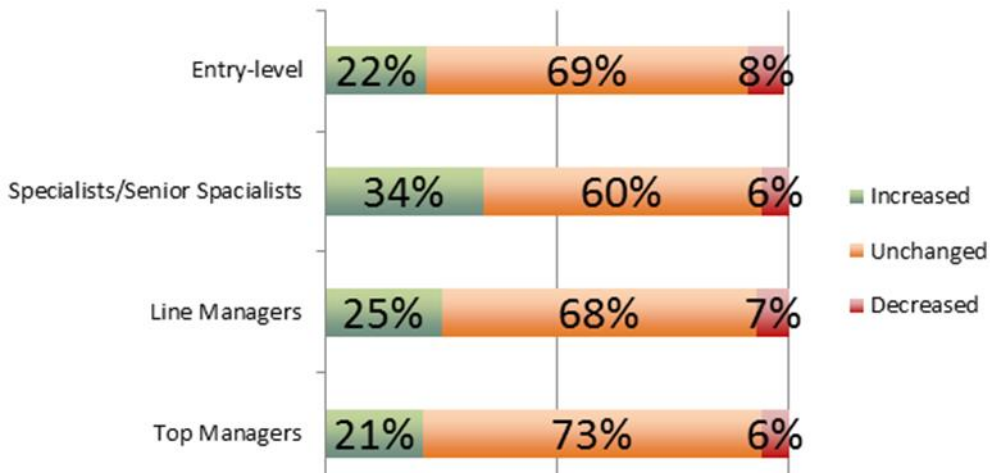


The position specifics is more  
important than regional

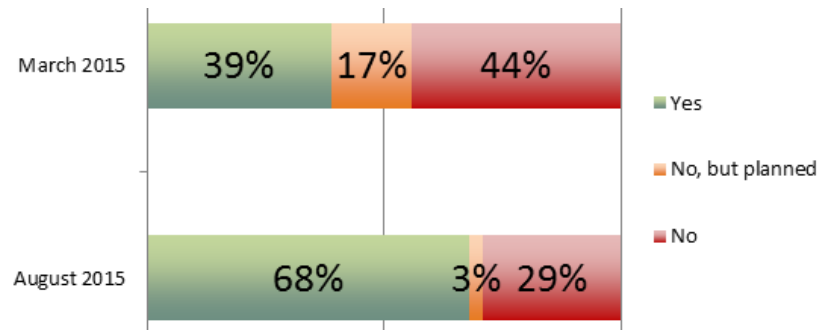


# Most companies haven't changed their motivation systems during recession

The actual salary changes from early 2015 to present

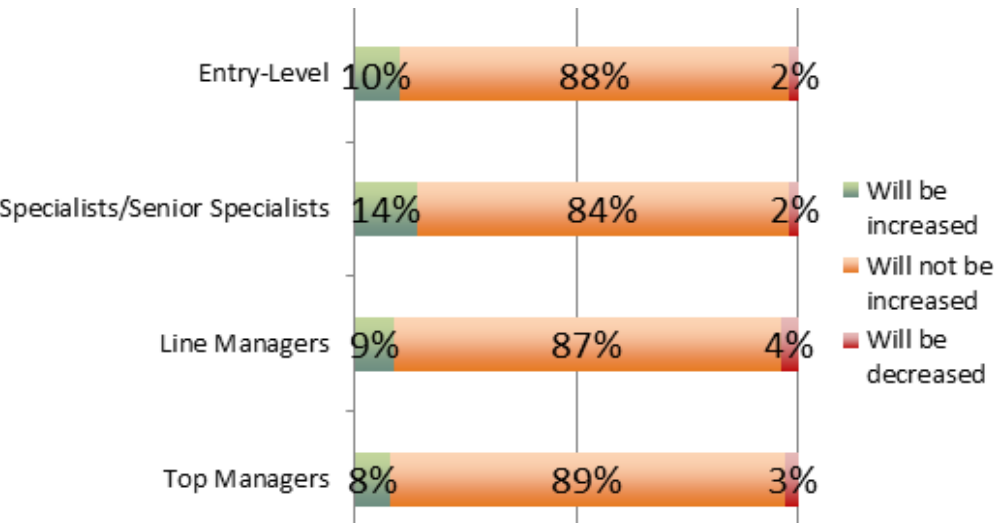


Were bonuses paid for 2014?

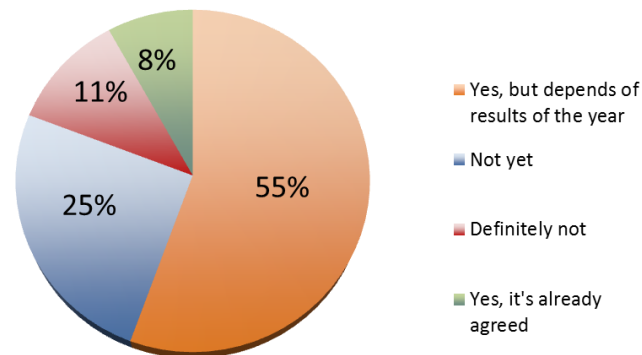


# Most companies plan no changes in salaries in short-term, but consider changes in their motivation system

**What will happen to salaries by the end of 2015?**

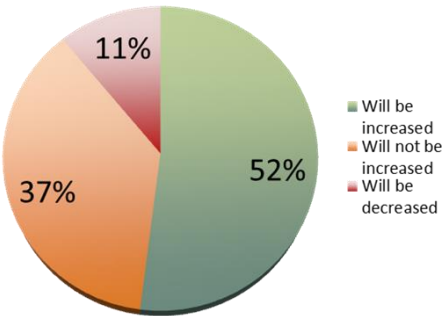


**Are you budgeting the yearly bonus for 2015 to pay in 2016?**

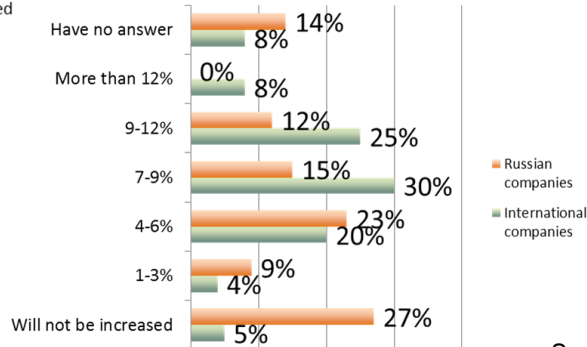


# According to the forecasts, wages and salary funds may be increased in 2016

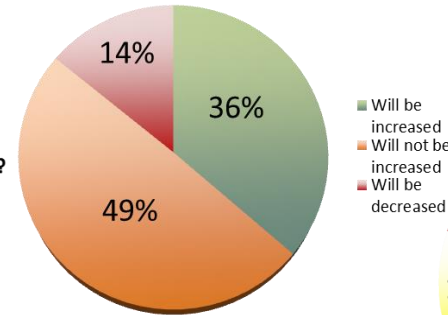
What will happen to size of the salary fund in 2016?



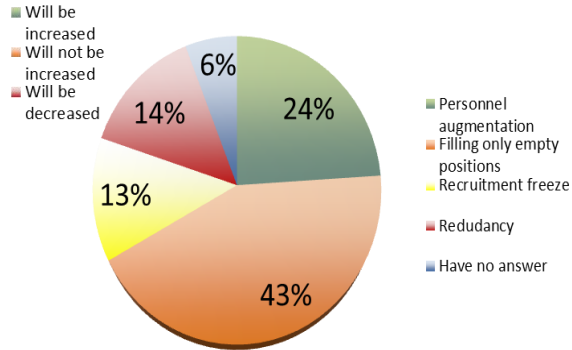
What will happen to the number of personnel in 2016?



What will happen to the number of personnel in 2016?



Employers' plans for the number of personnel in the nearest 3-6 months

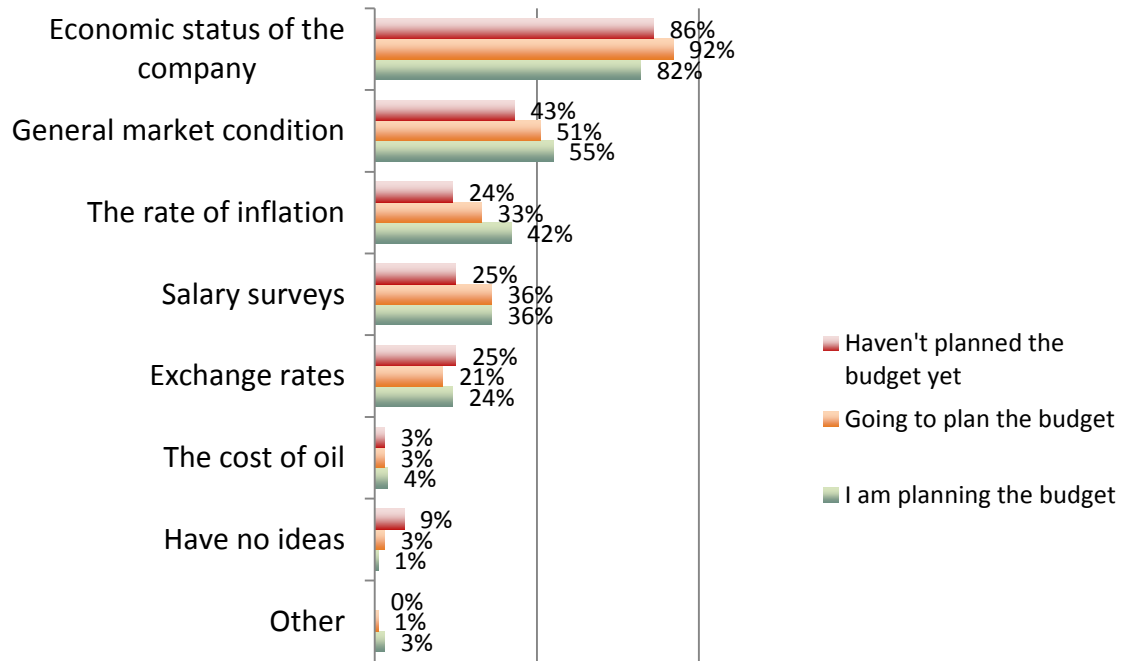



Source: The wave of redundancy are coming down. //Neohr.ru [site]  
URL: <https://hhcdn.ru/file/16113298.pptx> (date: 15.11.2015)

Source: Optimization of personnel costs. What awaits us in 2016. //Headhunter.ru [site]  
URL: [http://neohr.ru/issledovaniya/article\\_post/volna-sokrashcheniy-idet-na-spad](http://neohr.ru/issledovaniya/article_post/volna-sokrashcheniy-idet-na-spad) (date: 15.11.2015)

Source: More than half the companies announced plans to raise salaries in 2016 //RBK[site]  
URL: <http://www.rbc.ru/economics/23/09/2015/5602d2ee9a7947479acf783c> (date: 02.11.2015)

# Companies have clear vision about points to consider when planning the salary budget in 2016





## When demand is dropping during the crisis, the companies have to avoid the selective planning tools

- There are less requests for selective salary surveys from the companies
- Initially, companies are focused on current situation rather than on forecasting
- Initially, companies take into account their economic status and market condition





## What risks we see in the current situation

- Companies may lose their key employees or lose the chance to attract such employees
- A serious mismatch in the motivation systems followed by a decline in labor productivity
- Companies fail to keep up with the latest trends on labor market



# How make a salary survey a tool that will help you to avoid those risks

- The better way is to conduct a research
- If you have no budget for buying the survey, make it on your own and plan the steps you should take



# What you should take into account in conducting a salary survey

1. Make sure it is essential to conduct a selective salary survey
2. Don't believe to anyone!
3. Remember that a salary survey is not the only (or main) tool in the motivation system changing

# ManpowerGroup: Workforce Experts



Revenues of  
**\$21 billion** in 2014



**85%** of revenues  
generated outside the U.S.



12 million  
Interviewed



11 million  
Trained



80 Countries  
& Territories



26,000  
Employees



2,900  
Offices

World's workforce expert, creating innovative workforce solutions for more than 65 years



LARGEST GLOBAL VENDOR-NEUTRAL MSP PROVIDER

The global leader in recruitment process outsourcing

A World-Leading Outplacement Firm

World-leading IT professional resourcing firm

► Providing meaningful work  
for over **600,000** people  
everyday

► Finding talent for **400,000**  
clients from small /medium to  
Fortune 100 companies

► Connecting **3.4 million**  
jobseekers with work every  
year, globally

# Thank you!

As trusted advisors we nurture partnerships  
with everyone we work with,  
because their success leads to our success !

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The image features decorative wavy lines in the top right and bottom left corners. These lines are composed of multiple parallel curves in shades of blue, green, and orange, creating a sense of motion and flow.

QUESTIONS?