

Hubert's Insights



For Ted Rogers School Students

Each month, Hubert asks TRSM students a specific question concerning preferences and attitudes related to employers and the work environment. This Series provides you with a concise summary of each monthly poll and coaching on how to leverage the insight.

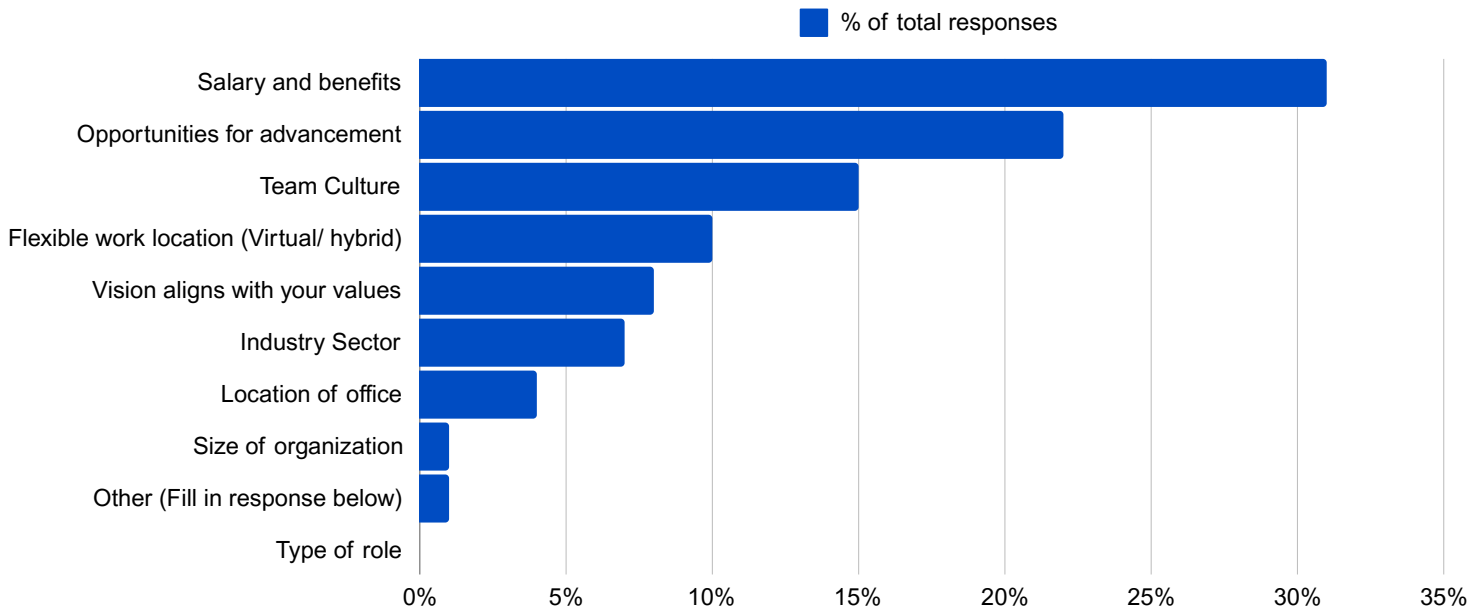
December 2024

Salary is driving your decisions ... but there's more

HUBERT POLL NO. 1

When assessing a full-time job offer, what is the MOST important factor in your decision?

The most common response across 2,121 TRSM students who answered the poll was 'salary and benefits' followed by 'opportunities for advancement', and 'team culture'.



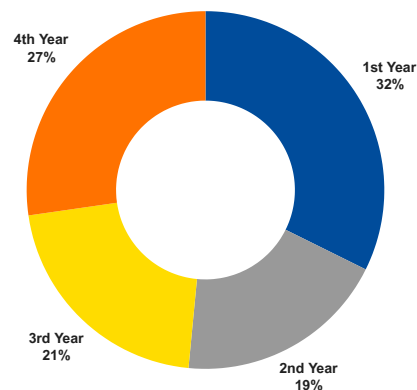
Probably not surprising to many of you that money is a huge motivator. It helps, especially with student loans and the high cost of living these days.

But what is really interesting is that salary is far less a motivator for TRSM students who are closer to graduation.

Why? Based on our conversations with upper year students, we think its because students are more experienced with different cultural environments and have come to appreciate other factors that impact how happy they are at work.

Response	1st	2nd	3rd	4th	Average
Salary and benefits	37%	26%	28%	28%	31%
Opportunities for advancement	23%	23%	20%	23%	22%
Team Culture	14%	18%	14%	16%	15%
Flexible work location (Virtual/ hybrid)	8%	10%	12%	12%	10%
Vision aligns with your values	7%	9%	8%	8%	8%
Industry Sector	5%	9%	9%	7%	7%
Location of office	3%	4%	6%	4%	4%
Size of organization	1%	1%	2%	2%	1%
Other (Fill in response below)	1%	0%	1%	1%	1%
Total	100%	100%	100%	100%	100%

% Student Responses by Year of Study



Students in their 4th year are more appreciative of the value of a positive team culture and the option to flex their work style.

Food for Thought



Have you researched the starting salaries for organizations/sectors of interest to you?



Do you know how to negotiate your starting salary?



Do you know your own strengths and preferences in the workplace? Have you considered what type of corporate culture fits best with you?



If opportunities for advancement are important to you, do you know which employers offer 'Management Training' programs?



Are you comfortable connecting with TRSM alumni to learn more about the employer they work for?

Want to Learn More for Free?



Hub Insight Reports

Exploring different job search techniques and strategies from our Hub Insights' Student Resources website including [Negotiating Starting Salary](#) and [How to Network with Alumni](#)



Canadian Salary Data

Delve into comprehensive salary information encompassing numerous job titles and varying experience levels in Canada.

[Robert Half's 2024 Canada Salary Guide](#)

[Randstad's Salary Guide 2024](#)



Discover your Strengths

[HIGH5](#) is a free, strengths-based assessment that has assisted more than 3M people in learning which areas they are particularly strong in.

Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly BCH Careers Newsletter for a list of upcoming [events](#).

Bootcamps/Prep Programs

Advance your technical, earn digital badges, and gain an advantage in today's workforce through Bootcamps. [Click here to register for current bootcamps](#).

Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



Career Consultant Contributor

Hannah Voore

Hannah, a Career Consultant with a focus on Marketing Management, brings four years of experience from the IT and Recruitment industries. As a former Academic Trainer specializing in professional skills and project management, she is committed to equipping TRSM students with the necessary tools to achieve their career goals.



Student Contributors

Katie Doan

Katie, a Global Management Studies student, held the role of a Project Coordinator for Hub Insights during her 4th Co-op work term. As an active student leader, she supports several initiatives including AIESEC and Fit For Business, where she was a Mentor for 1st Year Students. Her career aspirations encompass Project Management, Supply Chain, and Logistics Management.