

InterviewTank Select Industry Attractiveness Analysis (average across industries)												
Industry (Aggregate of Companies)												
What Matters To You	Select Attributes	Consulting	Financial Services	Consumer Products	Gov./Non Profits	Manufacturing	Media/Entertainment	Petro/Energy/Utilities	Pharma/Biotech.	Technology	Retail/Merchandising	Transportation
Money matters	Competitive wages and other financial incentives	High	High	Medium	Low	Medium	Medium	High	Medium	High	Low	Medium
	Competitive benefit packages (pensions, healthcare & other benefits)	High	High	Medium	Medium	Medium	Medium	High	Medium	High	Medium	Medium
I want to be challenged and want to enjoy what I do	Company products and services	High	Medium	Medium	Medium	Medium	High	Medium	High	High	Medium	Medium
	Challenging work	High	High	Medium	Medium	Medium	High	Medium	High	High	Medium	Medium
	Appropriate risk taking	High	High	Medium	Medium	Medium	Medium	Medium	Medium	Medium	Medium	Medium
	Immediate results in work	High	High	Medium	Medium	Medium	Medium	Medium	Medium	Medium	Medium	Medium
I want to progress quickly	Opportunities for career progression/managing performance	High	High	Medium	Medium	Medium	Medium	Medium	Medium	Medium	Medium	Medium
	Mobility and opportunities for international experience	High	Medium	High	Medium	High	Medium	High	High	High	Medium	High
	Excellent learning & development opportunities	High	High	Medium	Medium	Medium	Medium	Medium	Medium	Medium	Medium	Medium
Life outside of work matters	Telecommuting and flexible working arrangements	Low	Low	Medium	High	Medium	Medium	Medium	Medium	High	Medium	Medium
	Work life balance	Low	Low	Medium	High	Medium	Medium	Medium	Medium	Medium	Medium	Medium
I want the work that I do to impact others	Company impact - positive impact directly through products/services	Medium	Low	Medium	High	Medium	Medium	Low	High	High	Medium	Medium
	Company impact through charities and other activities	High	Medium	Medium	High	Medium	Medium	Medium	High	Medium	Medium	Medium
	Employer brand	High	Low	High	Medium	Medium	High	Medium	High	High	Medium	Medium
Company culture	Collegial and team-oriented culture	High	Medium	Medium	Medium	Medium	Medium	Medium	Medium	Medium	Medium	Medium
	Diversity/equal opportunities initiative	High	Medium	Medium	High	Medium	Medium	Medium	Medium	Medium	Medium	Medium
	Company hires the best and brightest people	High	High	High	Medium	Medium	Medium	Medium	High	High	Low	Medium
	Company Leadership	High	Medium	Medium	Medium	Medium	Medium	Medium	High	High	Medium	Medium
	Reputation for ethical practices	Medium	Low	Medium	High	Medium	Medium	Low	High	Medium	Medium	Medium
	Corporate value that matches your value	Low	Low	Medium	High	Low	Medium	Medium	High	Medium	Medium	Medium

*Attractive Analysis was obtained as an average across industries from our experts and should be used just as a guide