PEOPLE'S PAVILION

The Vanishing Ladder

MAN vs MACHINE

ASPIRE ANNUAL CONFERENCE

THE VANISHING LADDER

Aspiration, Ambition and the Next Generation

Everyone has a theory about what young talent wants.

Fresh survey data and a student panel provide a reality check on expectations, fears and ambitions.

What Young Talent Really Wants

Fresh Survey Insights

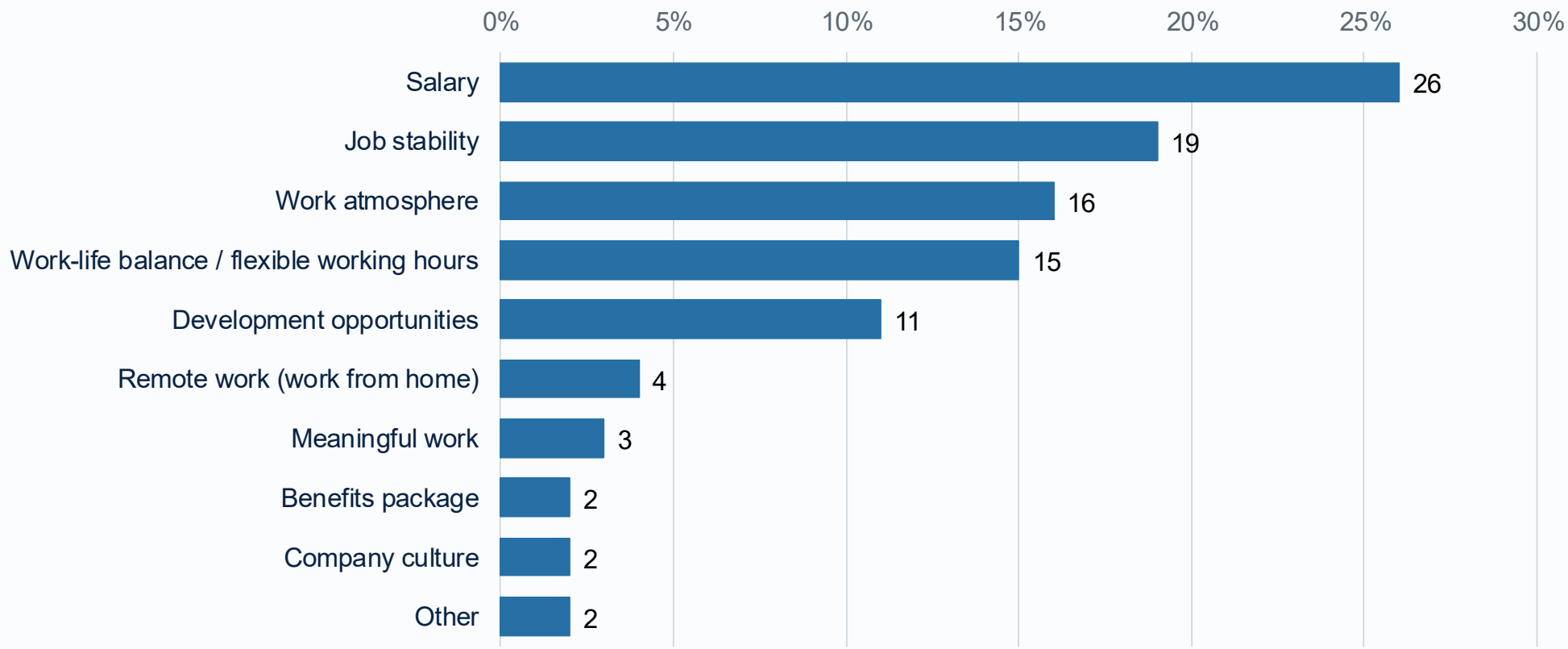
Gathered responses from **~300 students** from top universities in Kraków

Student Panel Perspectives

- Career expectations and aspirations
- Preferred workplace culture
- Drivers of engagement and retention

1. What Really Attracts Students to an Employer?

STUDENTS' PERSPECTIVE



Salary is the leading attraction factor at 26%.

2. What Percentage of Students Believe They Would Need Mentoring or Additional Support When Starting Their First Job?

STUDENTS' PERSPECTIVE

66.5%

I will need mentoring because my education does not fully prepare me for work.

33.5%

I will have enough skills to work independently after graduation.

66.5% expect to need support when starting their first job.

3. Work-Life Balance: Which Statement Do You Think More Students Agreed With?

STUDENTS' PERSPECTIVE

73% — I am willing to wait longer for a promotion if it means a more relaxed work environment.

27% — I am willing to work under pressure to be promoted faster.

73% of respondents preferred a more relaxed work environment.

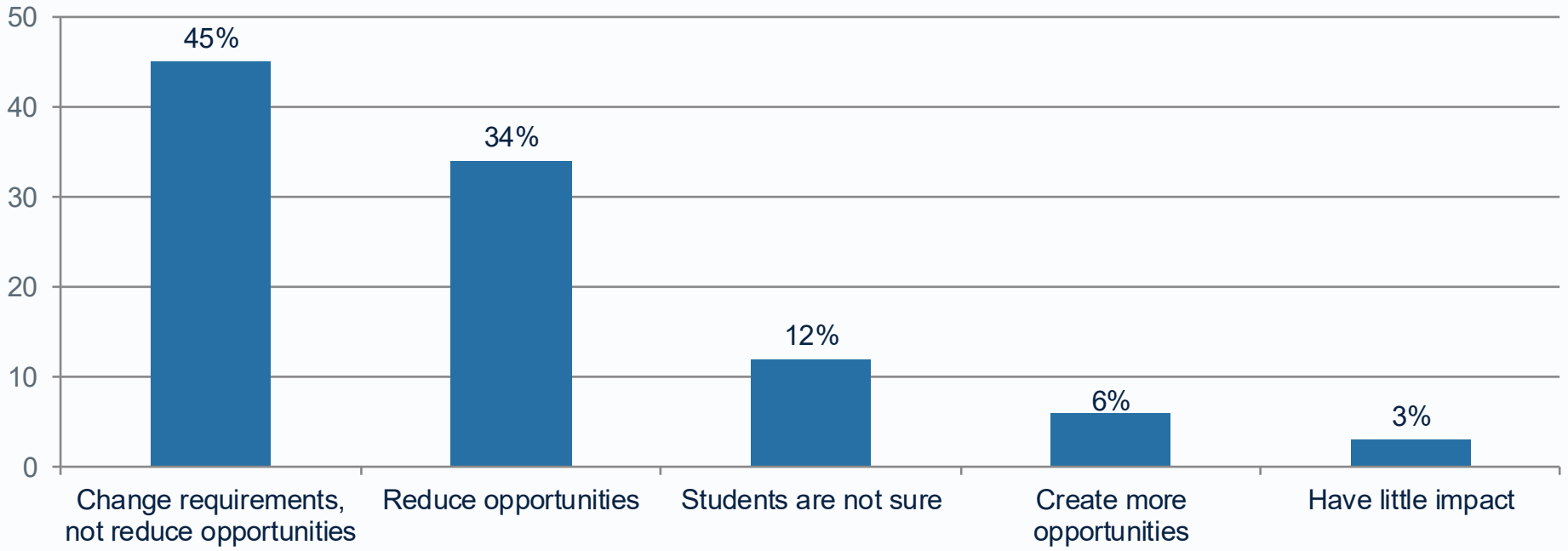
4. What Do You Think Has the Biggest Influence on How Students Perceive an Employer?

STUDENTS' PERSPECTIVE

Current employees’ opinions are the strongest influence at 30%.

5. How Do You Think Students Expect AI to Affect Graduate Job Opportunities?

STUDENTS' PERSPECTIVE



45% expect AI to change job requirements without reducing opportunities.

What Should Employers Do Next?

01 Show the real career path, not only the employer brand.

02 Invest in practical preparation before graduation.

03 Treat employees and interns as the most credible employer brand ambassadors.

04 Be transparent about pay, flexibility and expectations.

05 Help students understand how AI will affect early careers.

TURN INSIGHT INTO ACTION