



GLOBAL

Investment Attraction Group, Inc.

The Great Resignation: The Great Resignation is the recent trend of millions of workers voluntarily leaving their jobs because of the pandemic.



Covid-19 has catalyzed an ambitious and courageous movement away from traditional work practices and towards a healthier work-life balance for the individual. As people make significant changes with their careers, thousands have also moved out of the city and towards a more relaxing lifestyle that rural lands can offer.

Traditional work practices were put into question – why have a 40-hour workweek? Why waste time and money commuting to work when it can be done from the comfort of one's home? Enter, the "Great Resignation" The Great Resignation is the recent trend of millions of workers voluntarily leaving their jobs due to the pandemic.

Growmotely conducted a study asking working professionals and entrepreneurs to share their thoughts on the new work from home paradigm. When asked about the future of the working environment, 74% of professionals answered that they believe remote work will become the new normal. This opinion is also shared by 76% of entrepreneurs; 97% of employees don't want to return to the office full-time. Source: 2022 Terrascope Blog

Talent is more important than ever before: Corporate decision-makers look at the quality of life in a community or region when considering an expansion or relocation because they know today's top talent wants to live in a community or area with a quality of life.

It becomes a virtuous circle: Firms seek talented workers, who seek quality places, and quality places attract new residents, jobs, and investment. Businesses want to be based where talent wants to be. For those people, factors such as housing, cost of living, and quality of life influence that decision.

Embrace the Era of Remote Work — or Get Left Behind: Remote work is here to stay because it allows people the flexibility to live where they want and more. According to a recent article in the WSJ, odds are millions of people are going to leave America's biggest cities altogether in search of higher quality of life and lower cost of living. Companies that embrace remote work and make it their talent acquisition strategy will come out on top.

**Millennials will make up
75% of the workforce by
2025.**

Source: Deloitte

Millennials Are Coming to America's Small Towns. Millennials are being drawn to hiking and the great outdoors: According to the latest report from the Outdoor Foundation, U.S. participation in outdoor pursuits has increased, with millennials showing the most significant boost among all age groups. Millennials search for more affordable housing, larger lots, quality schools, and lower costs.

The Great Resignation is already seeing its effects on the housing market. According to an NBC report that studied realtor.com data to find where people were looking to settle down, since the pandemic began, there has been a 34% increase in people looking to move to rural areas and a 30% increase in people searching suburban areas for a home. Compare this with just a 19% growth of inquiries for city properties – people are moving out of cities and into the surrounding suburbs or rural communities.

The Great Resignation has created opportunities for rural communities to attract remote workers from metropolitan areas. Rural communities will have to showcase their quality of life, have affordable housing, health care and schools, and workforce.

Make the Best First Impression – Prioritize Your Website: A location's website is the most crucial marketing technique to attract inward investment. According to Development Counsellors International, nearly two-thirds (66%) of executives and location advisors are likely to visit an economic development organization's website during their next site search.

We are a small team of consultants that provide affordable solutions that position rural communities for long-term economic success by creating economic opportunities. To succeed in economic development efforts, a community must know where it wants to go and how it should get there. A strategy is simply a plan or a road map showing how to get there.

Website Example

www.choose-montana.com

We can do “Boots on the Ground” site visits to take an in-depth look at your community to assess areas of opportunity, determine assets and develop a Comprehensive Economic Development Strategy. (CEDS)

- SWOT Analysis
- Target Industry Studies
- Website Design
- Digital Lead Generation

If you missed the International Economic Development Council’s 2022 Leadership Summit and would like to listen to the topic the “Great Resignation” Hoori Khandani, our Executive Director, FDI & Business Development was the Panel Speaker and moderator

Watch Here

<https://globalinvestmentattraction.com/events/>

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