

# EMPLOYER'S SKILL SURVEY

Source: 2021 -2025 NDP



## UNEMPLOYMENT RATE

2020

33.3%

2025



19.6%



## JOB CREATION

469,000

21 million

### BARRIERS

- ❑ An unprepared workforce unable to meet employer's skill requirements.
- ❑ Non-inclusive GDP growth.
- ❑ High level of business formality.
- ❑ Absence of a robust nationally coordinated and cross-sectoral framework to support job creation.
- ❑ Limited budgetary allocation to education sector & labor-intensive works
- ❑ Inadequacy of basic infrastructure to foster job creation, especially in rural settings.

# Why Skills Survey?

## INTELLIGENCE

Provides insights into skills-related challenges facing employers when recruiting and within existing workforce.

Complements existing labor market information.

## INPUT

Insights from employers serve as critical inputs for the Labour Market Information System & Job Centers in terms of insights on in-demand skills in the job market.

## INTERVENTION

Policy intervention.

Feeds into design of capacity development interventions aimed at bridging the skill gap.



Research Design

Method of Data Collection

Method of Analysis

Survey

Questionnaire

Descriptive Statistics

- ❑ Commonly used for gathering information from (a sample) of entities that reflects population's opinions and beliefs that cannot be observed directly.

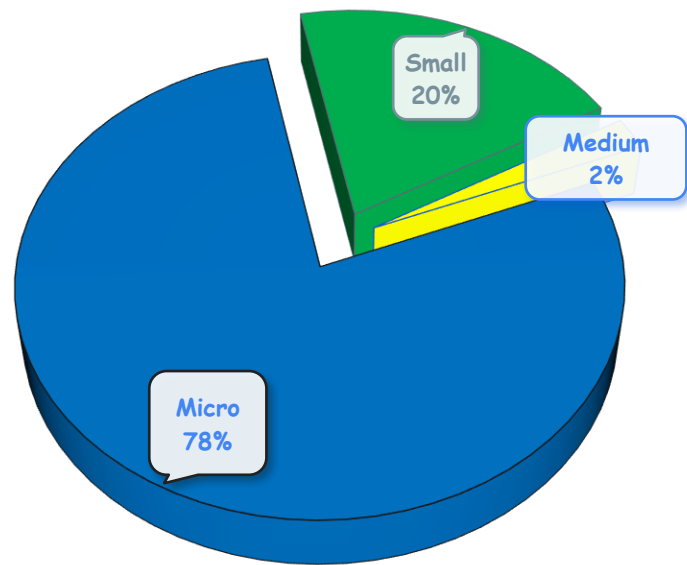
- ❑ A low-cost data gathering tool.

- ❑ Questionnaire design.
- ❑ Validation by industry experts.
- ❑ Design on electronic platform - MS Form
- ❑ Questionnaire dissemination.

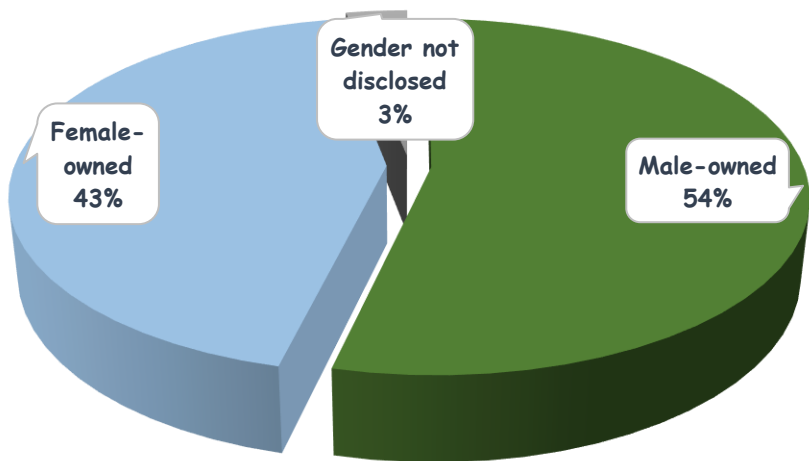
- ❑ Describes and summarizes data in way that provides an overall understanding of the data dominant characteristics.

A total of **774** employers/business owners across 14 economic sectors participated in the survey.

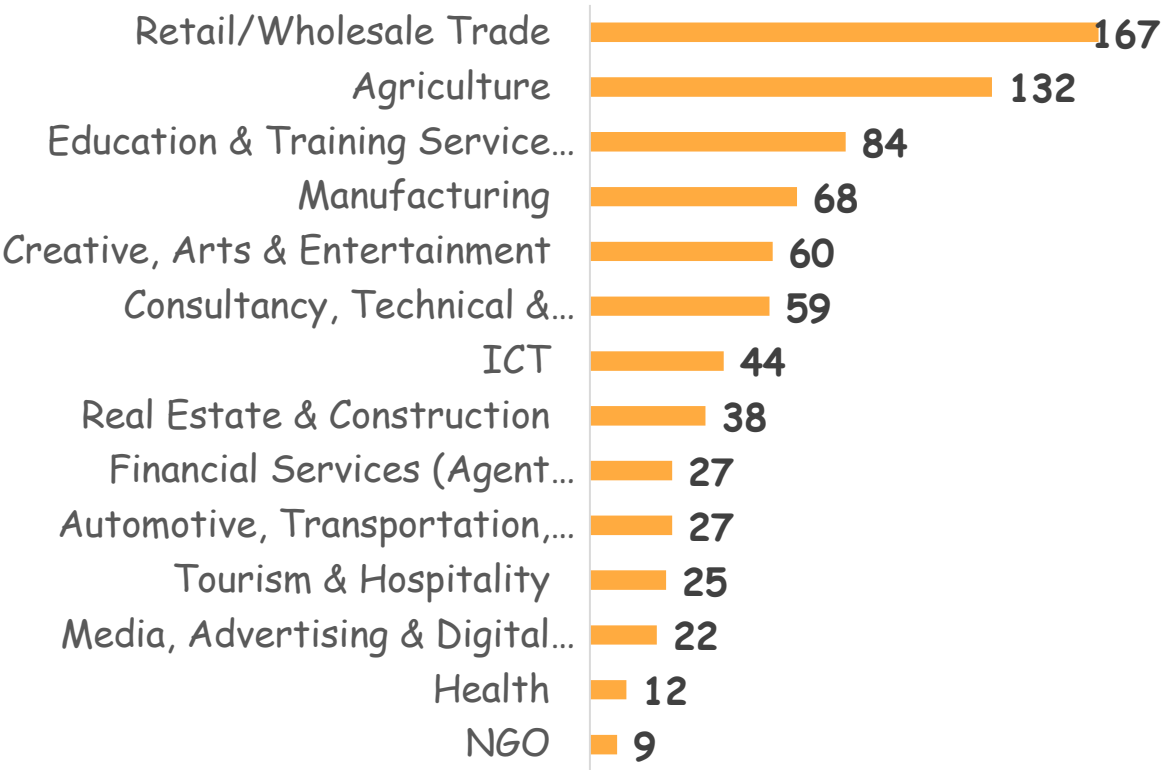
BUSINESS TYPE



GENDER



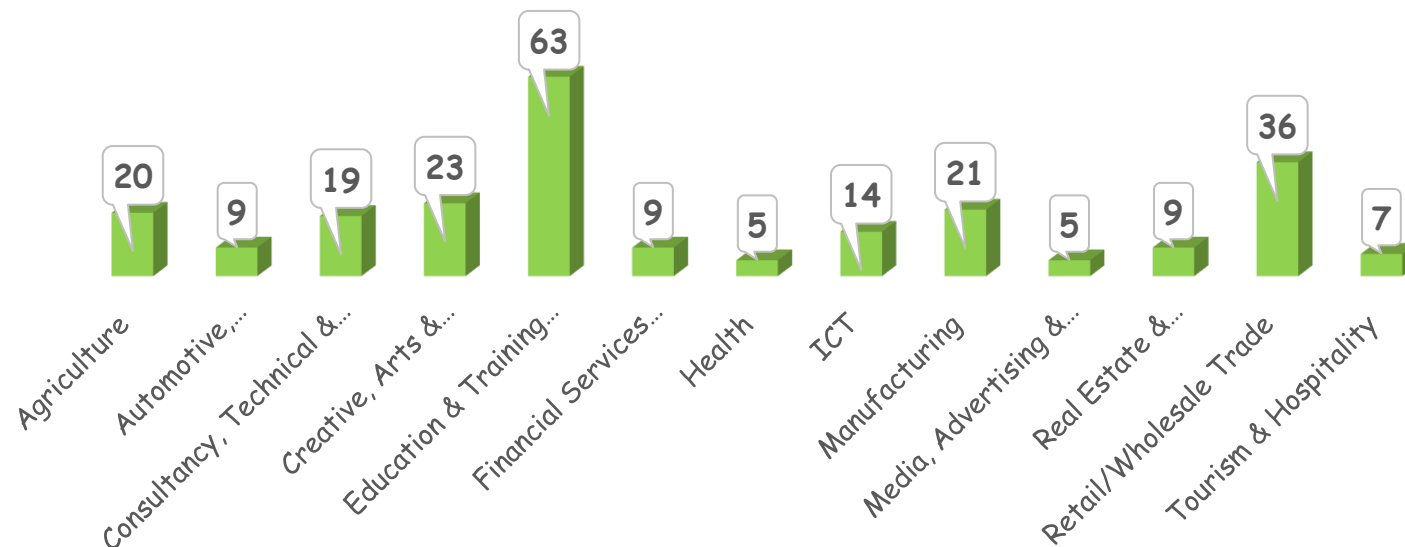
SECTOR OF OPERATION



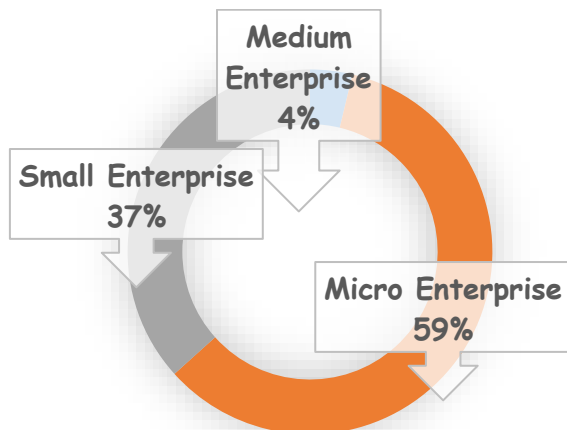
# EXTERNAL SKILLS CHALLENGE

# Employers who advertised vacancies in the last six months

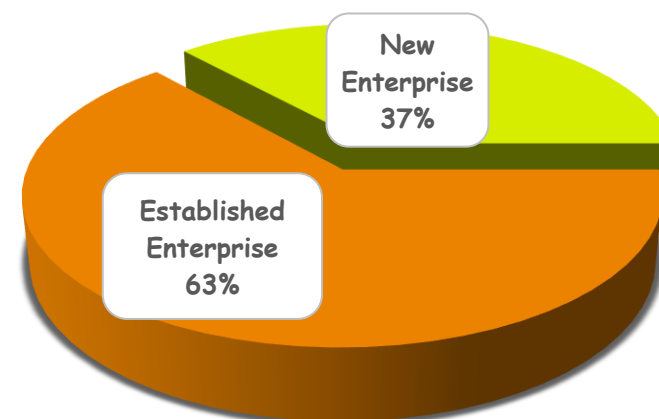
SECTOR



BUSINESS TYPE



EXISTENCE STATUS



## KEY POINT

- ❑ A total of **240** employers claimed to have advertised at least one vacancy in the last six months.
- ❑ **60% are micro, 37% small and 4% are medium-sized business owners.**
- ❑ Across sectors, most of these employers operate in **education, trade, creative, manufacturing, agriculture & consulting.**
- ❑ Announcement: Half of employers in this category explored **referrals from family and friends** in filling the vacancies.
- ❑ Social media posting, job portals, banner, fliers & signage and engagement of HR consultants were the other methods through which the said vacancies were announced.



# External Skills Challenge: Vacancies



Total Number of  
Vacancies Announced in  
the last six months

868

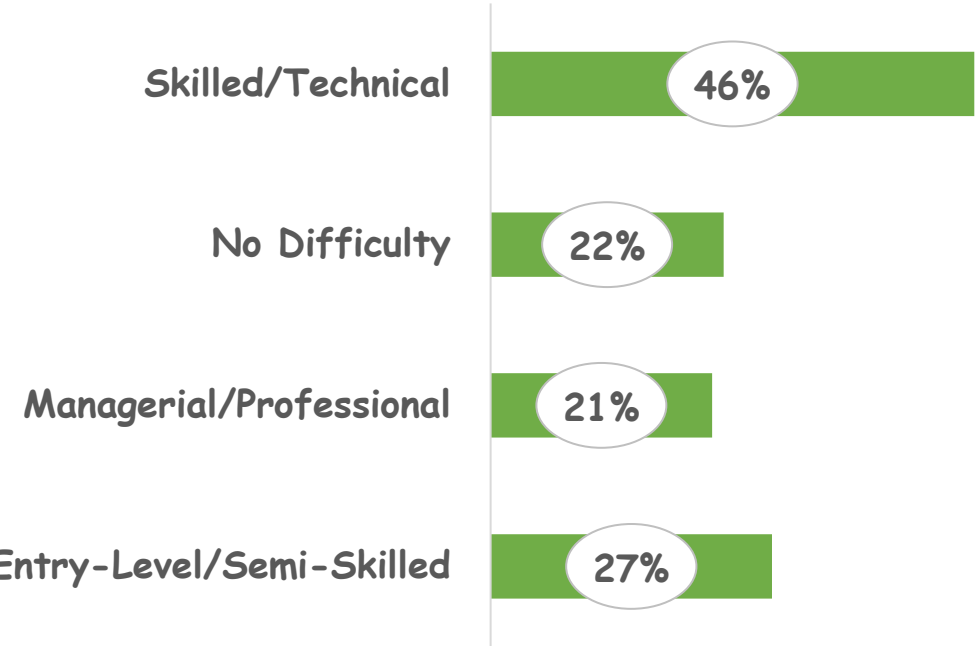
Number of Vacancies  
unfilled

395

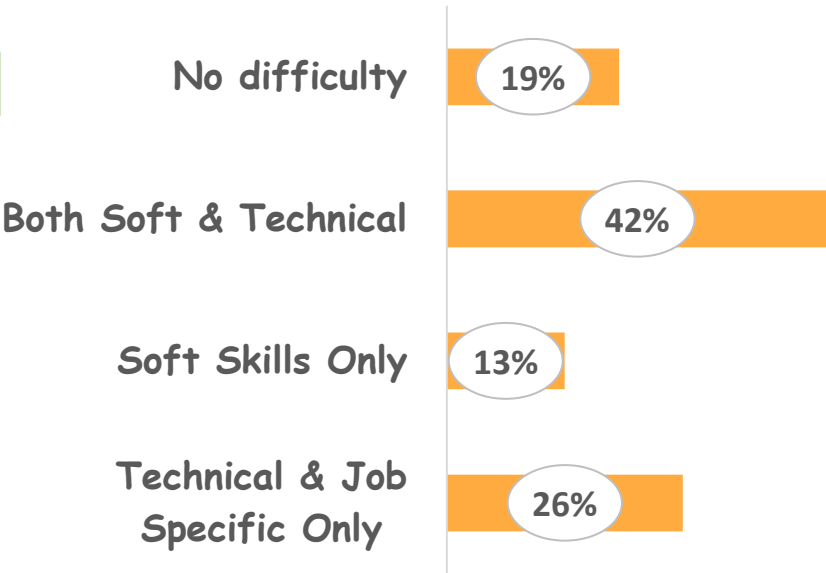
% of Unfilled to  
Advertised Vacancies

39%

Kind of Roles Difficult to Fill



Kind of Skills Difficult to Get



- ❑ About **39%** of vacancies advertised were not filled due to the inability of getting skilled hands in the job market.
- ❑ Skilled/technical/experienced roles were the most difficult positions to fill. This is largely because experienced roles go with extensive skills and knowledge.
- ❑ Most employers found it challenging to get applicants with the right technical & soft skills.
- ❑ It is worthwhile to highlight that most of these vacancies are not **specific to any gender**.



# In-Demand Skills per Sector

## Education

- ☐ Digital Skills.
- ☐ Classroom management.
- ☐ Coding instructors.
- ☐ Communications skills.
- ☐ Social media management.
- ☐ Emotional intelligence.
- ☐ Presentation skill.
- ☐ Secretariat skill.
- ☐ Software management.
- ☐ Knowledge of science subjects.
- ☐ Teaching skill.
- ☐ Leadership skill.
- ☐ Caregiving.
- ☐ EYFS knowledge.
- ☐ Lack of knowledge on subject content.

## Financial Services

- ☐ Analytical skill.
- ☐ Digital skills/Tech Savvy.
- ☐ Knowledge of bank products & requirements.
- ☐ Investment management & planning.
- ☐ Communication skill.
- ☐ Team spirit.
- ☐ Ability to navigate around AWS.
- ☐ Time management.

## Manufacturing

- ☐ Ability to operate industrial machines.
- ☐ Communication skill.
- ☐ Customer service

## ICT

- ☐ Digital Skills.
- ☐ Analytical & problem-solving skill.
- ☐ Graphic artist.
- ☐ Interpersonal skill.
- ☐ Online marketing & sales.
- ☐ Time management.
- ☐ Software engineering.
- ☐ Backend developers.

## Consulting, Technical & Professional Service Providers

- ☐ Accounting & Financial Planning skill
- ☐ Report-writing
- ☐ Communication skill
- ☐ Customer relationship
- ☐ People management
- ☐ Marketing
- ☐ Research skill
- ☐ Analytical skill.

## Tourism & Hospitality

- ☐ Accounting skill
- ☐ Reservation.
- ☐ Culinary skill.
- ☐ Digital literacy.
- ☐ Good attitude to work.
- ☐ Coordination & Organization skill.

## Logistics

- ☐ Integrity.
- ☐ Knowledge of traffic laws..

## Creative

- ☐ Book-keeping.
- ☐ Customer relations.
- ☐ Fashion Design/Tailoring/Garment making skills.
- ☐ Furniture/woodwork.
- ☐ Painting.
- ☐ Ability to handle industrial sew machines.
- ☐ Pattern drafting & cutting.

## Trade

- ☐ Analytical & Numeracy skill.
- ☐ Auditing.
- ☐ Book-keeping.
- ☐ Customer relations.
- ☐ Communication skill.
- ☐ Organization & planning.
- ☐ Problem-solving skill.
- ☐ Leadership skill.
- ☐ Integrity & Honesty.
- ☐ Inventory management.
- ☐ Sales and marketing.
- ☐ Persuasion skill.
- ☐ Teamwork.
- ☐ Ability to take initiative.

## Healthcare

- ☐ Team building.
- ☐ Marketing.
- ☐ Customer service
- ☐ Optometry.

## Real Estate

- ☐ Project management.
- ☐ Problem-solving.
- ☐ Construction-related skill.
- ☐ IT skill.

## Media, Advertising & Digital Marketing

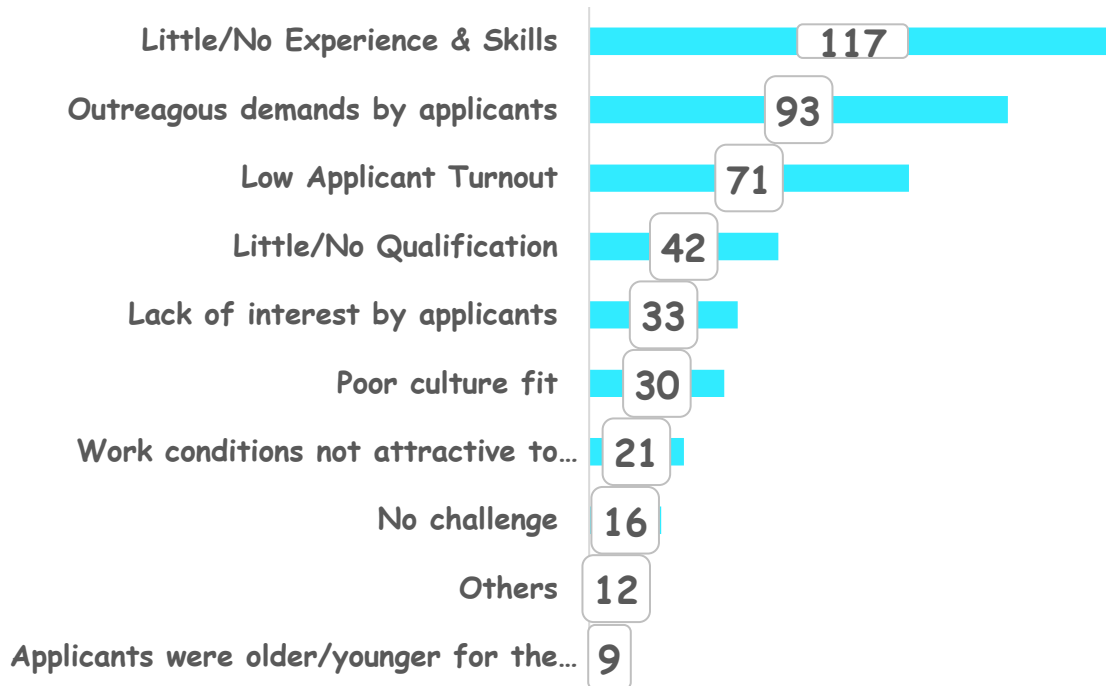
- ☐ Video production
- ☐ Graphic artistry.
- ☐ Auditing.
- ☐ Book-keeping.
- ☐ Customer relations.
- ☐ Communication skill.
- ☐ Organization & planning.
- ☐ Problem-solving skill.
- ☐ Leadership skill.
- ☐ Integrity & Honesty.
- ☐ Inventory management.
- ☐ Sales and marketing.
- ☐ Persuasion skill.
- ☐ Teamwork.
- ☐ Ability to take initiative.

## Agriculture

- ☐ Farm management.
- ☐ Knowledge of food technology.
- ☐ Digital skill.
- ☐ Fish hatchery.
- ☐ Persuasive skill.
- ☐ Communication skill.

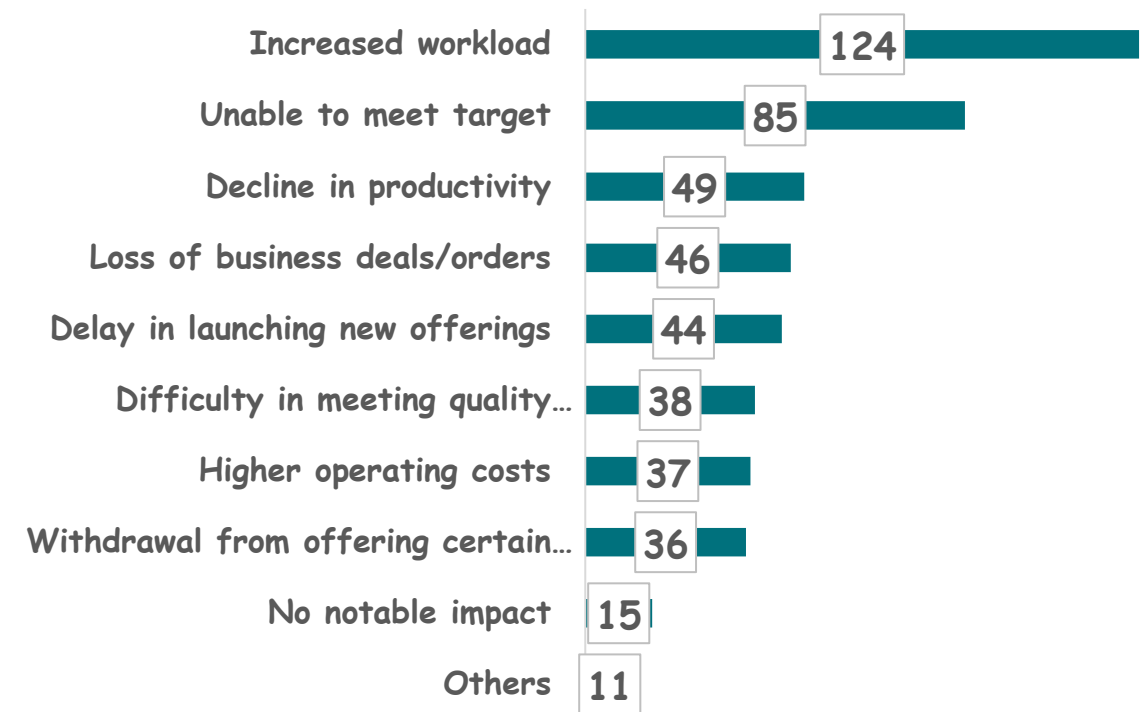
# Hiring Challenges & Impact

## Challenges encountered in recruiting talents



- ❑ Challenges faced by employers when recruiting centered on lack of sufficient knowledge, skills and experience required for the role.
- ❑ Lack of applicant's interest in the job is another challenge faced by employers. This could be attributed to the fact that work conditions including compensation package offered by employers weren't attractive to applicants.
- ❑ Employers are impacted in terms of increasing workloads, higher costs, declined in productivity and withdrawal from providing certain products/services.

## Impact



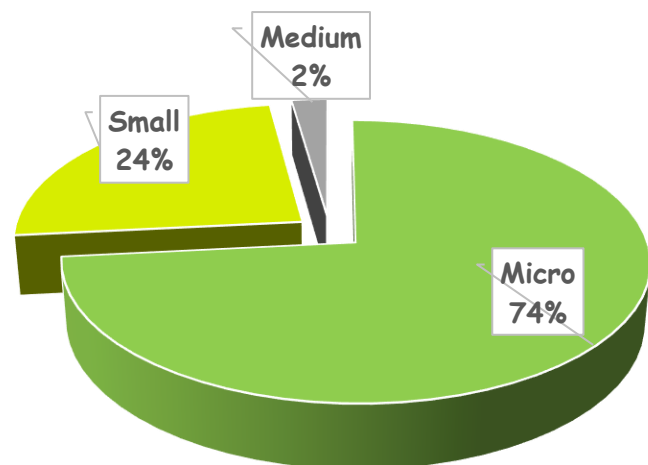
# INTERNAL SKILLS CHALLENGE

# Internal Skill Gap - Demography

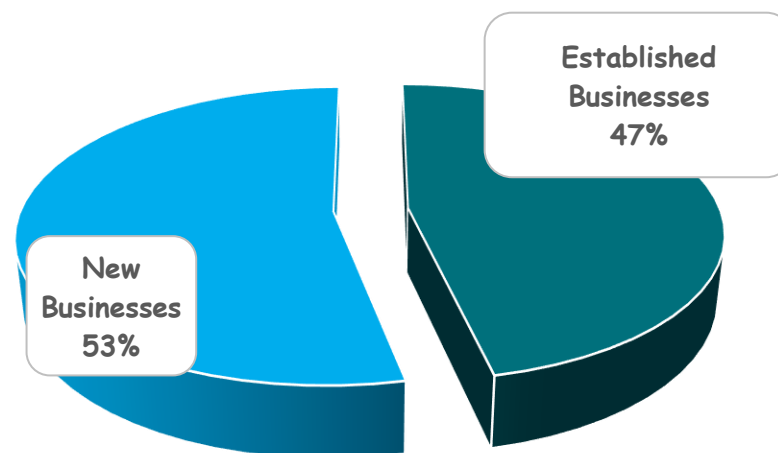
51%

Percentage of employers are facing skills challenge within their workforce.

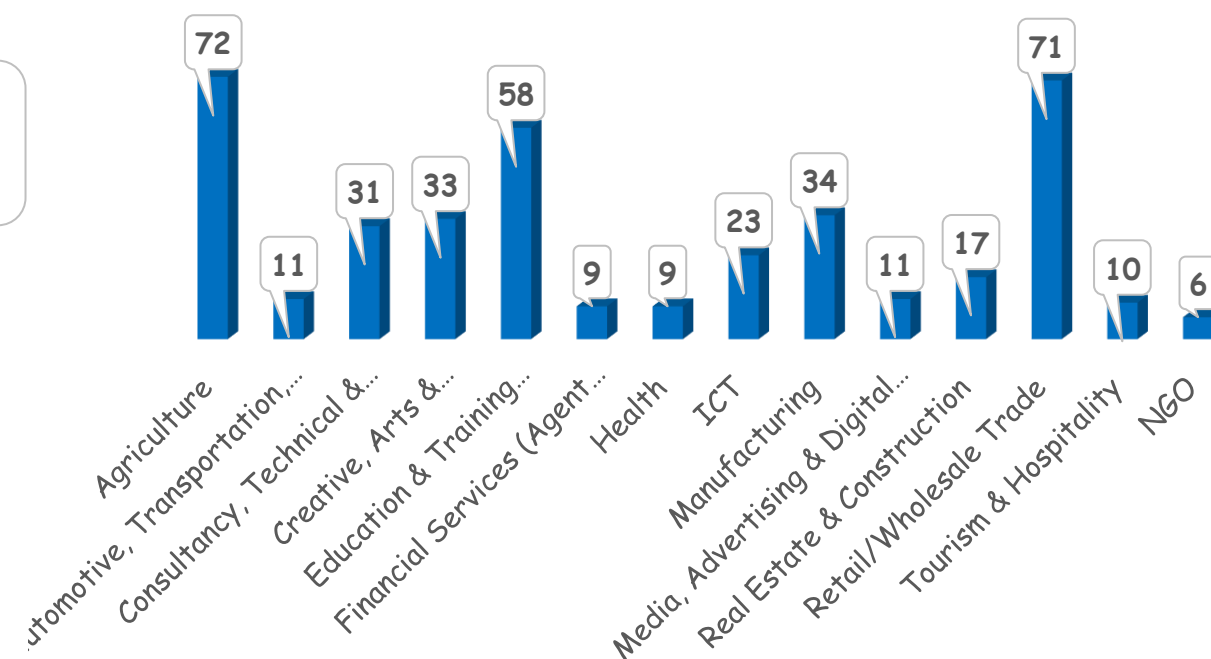
**BUSINESS TYPE**



**EXISTENCE STATUS**

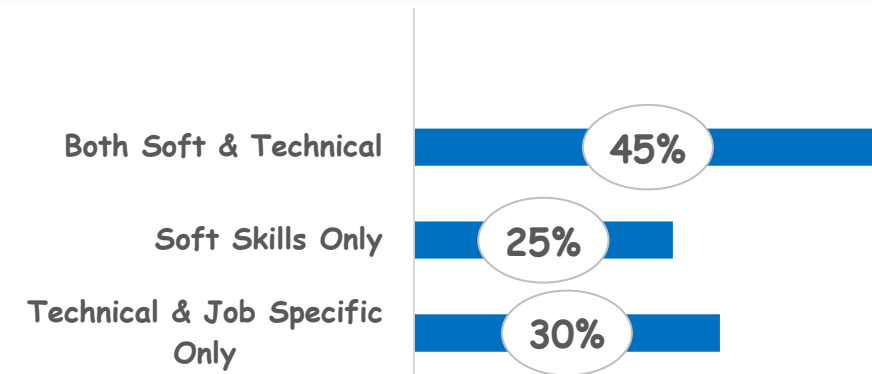


**SECTOR**

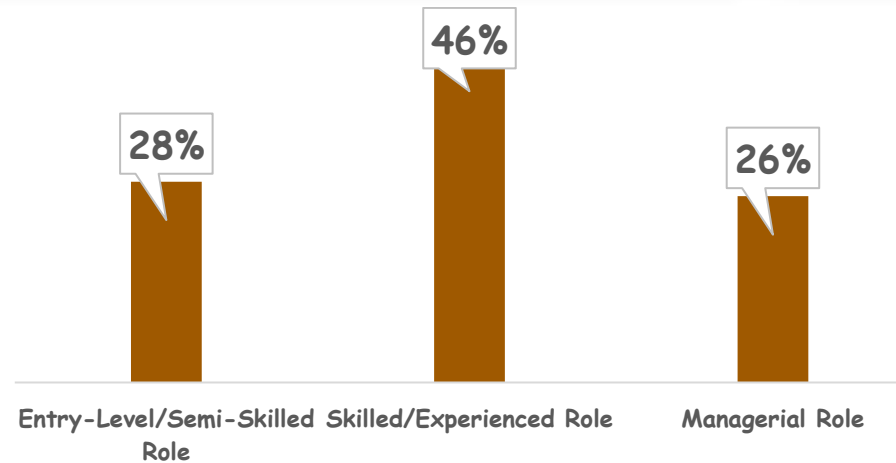


# Internal Skill Gap

Skills Gap

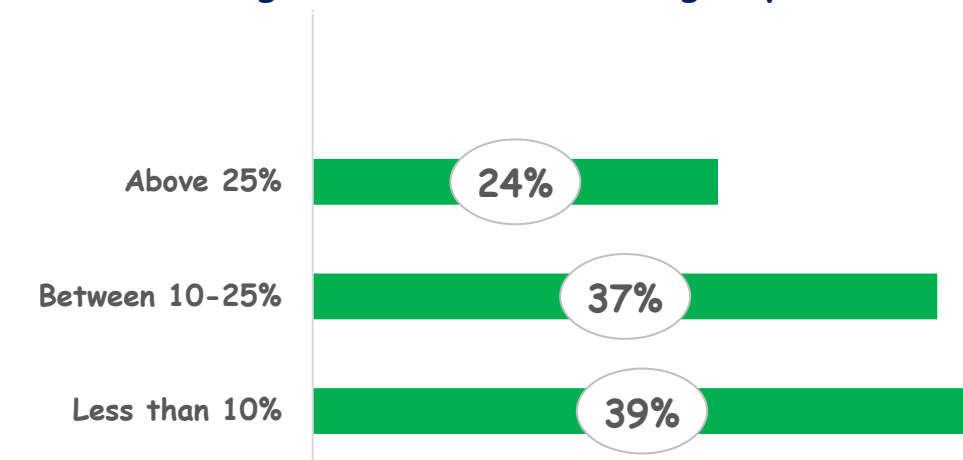


Role



**KEY  
POINT**

Percentage of Workforce lacking requisite skills



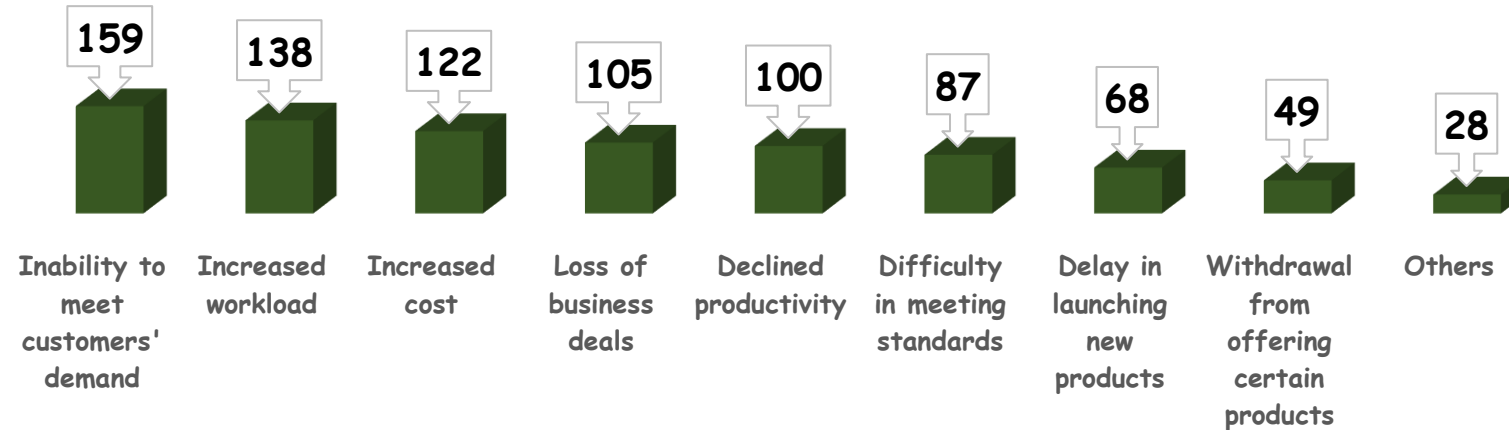
Causes of skill gap



- ❑ The time frame between the exit of an experienced staff, and when a new person resumes and get accustomed to the job, contributes to skills gap internally.
- ❑ Skill gap is more prominent among experienced/skilled role, compared to entry-level and managerial roles.

# Internal Skill Gap: Impact & Response

## IMPACT



## KEY POINT

- ❑ Employers are affected by the skill gap through inability to meet demand/targets; increased workload for existing staff; increased costs and loss of business deals.

## RESPONSE



- ❑ Employers are responding to the situation by training existing staff; adjusting work conditions; engaging part-time workers, outsourcing, settling for less-qualified applicants, amongst others.

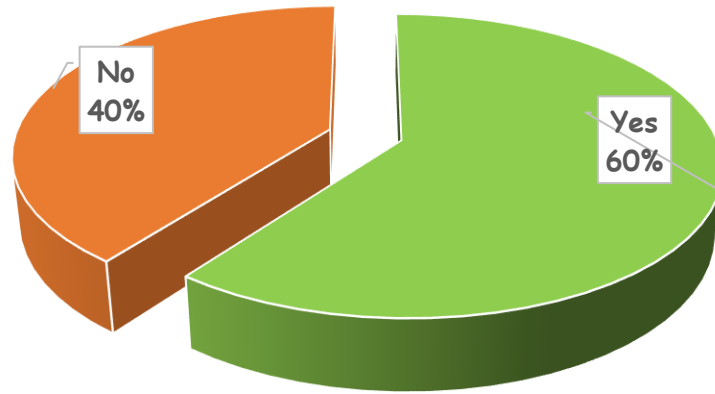


# TRAINING & DEVELOPMENT

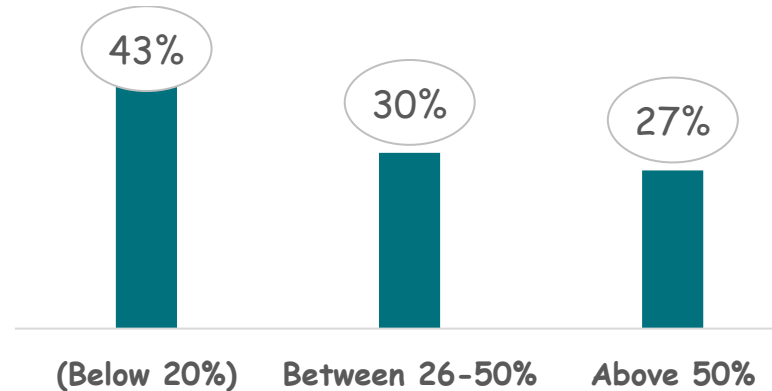


# Training

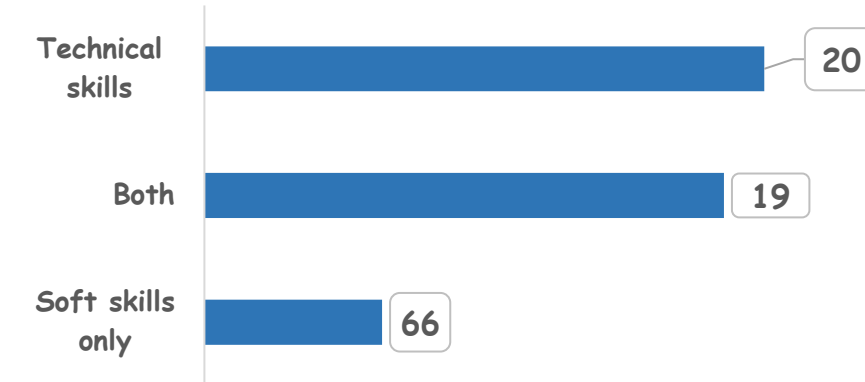
Investment in Staff Training



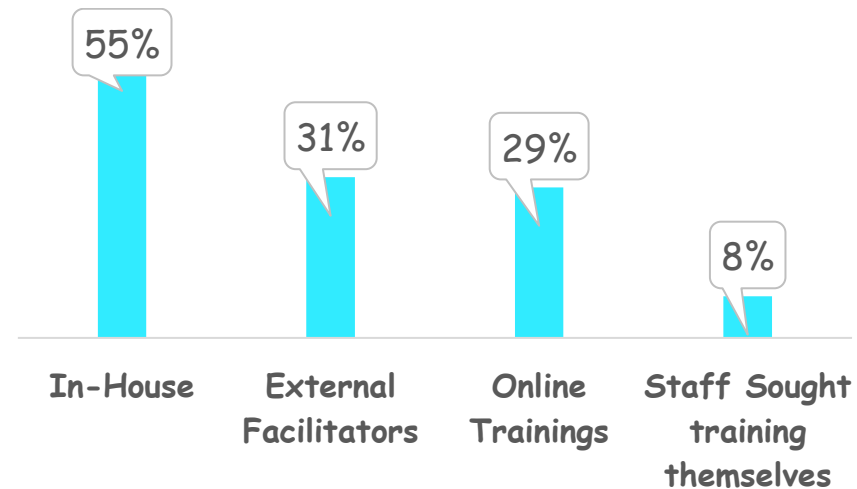
% of Staff Trained in the last 12 months



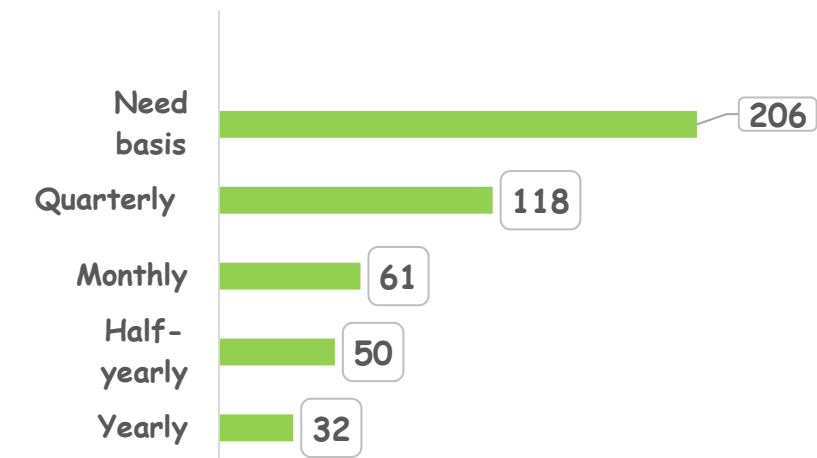
Kind of trainings delivered to staff



Delivery Method



Frequency



- ❑ Of the 774 respondents, 467 or 60% deliver trainings to their staff mostly on need basis.
- ❑ The other 40% who couldn't provide trainings cited **small firm position** and **lack of fund** as reasons for not being able to organize staff training.
- ❑ Other reasons were manpower constraint, time constraint, possibility of staff exiting the firm post-training and lack of employee's commitment to the job.

# Specific Training Topics across Sectors

## Agriculture

- ☐ Cashflow management.
- ☐ Poultry farming.
- ☐ Account & book-keeping.
- ☐ Project management.
- ☐ Animal management with plant breeding.
- ☐ Quality assurance.
- ☐ Climate change adaptation
- ☐ Customer relationship management.
- ☐ Agricultural practices.
- ☐ Advanced production techniques,
- ☐ Digital marketing.
- ☐ Emotional intelligence.
- ☐ Farm management & mechanization.
- ☐ Livestock production.
- ☐ Fish production, processing & management.
- ☐ Food safety.
- ☐ Business growth strategies.
- ☐ Fish farming.
- ☐ Hygiene and health.
- ☐ Bird rearing.
- ☐ IT Adoption.
- ☐ Catfish trainings.
- ☐ Understanding animal behavioral traits.
- ☐ Disease management.
- ☐ Software and hardware maintenance.
- ☐ Hatching, sorting, local feeds testing.
- ☐ Business ethics.

## Automotive

- ☐ Autoreg 4.1 module.
- ☐ New vehicle registration procedure.
- ☐ Bike riding.
- ☐ Customer relationship management.
- ☐ Driving Training.
- ☐ Regulations guide on Nigerian roads.
- ☐ Safety & maintenance.
- ☐ Technical-learning processes.
- ☐ Traffic rules & highway codes.

## Media, Advertising & Digital Marketing

- ☐ Communication skill.
- ☐ Goal-setting.
- ☐ Video production.
- ☐ Graphic design.
- ☐ Affiliate marketing.
- ☐ Photography
- ☐ Advertising strategies.
- ☐ Stem Training.
- ☐ Digital marketing training.
- ☐ Tour guide training
- ☐ Digital marketing.

## Tourism & Hospitality

- ☐ Baking
- ☐ Ceiling installation
- ☐ Market pricing.
- ☐ Customer relationship management.
- ☐ Food pastry handling & measurement.
- ☐ Hygiene.
- ☐ Management & leadership.
- ☐ Work ethics.

## Consulting, Technical & Professional Service Sector

- ☐ Accounting & Financial planning.
- ☐ Business Communication
- ☐ Report-writing.
- ☐ Business development.
- ☐ Data analysis.
- ☐ Customer service relationship.
- ☐ HRM software
- ☐ HSE Training.
- ☐ Project management.
- ☐ Sales.
- ☐ Understanding tax processes.
- ☐ Time management.
- ☐ Risk management.
- ☐ Product and function-specific training
- ☐ Digital training.

## Creative

- ☐ Photography.
- ☐ Audio editing.
- ☐ Sound engineering.
- ☐ Book-keeping.
- ☐ Business communication.
- ☐ Marketing and pitching.
- ☐ Crisis management.
- ☐ Customer service management.
- ☐ Training on trending fashion styles.
- ☐ Fashion accessories.
- ☐ Use of pattern bodies for creative styles.
- ☐ Sewing and cutting training.
- ☐ Lighting effect & flower arrangement
- ☐ Mixologist training.
- ☐ Event coordination.
- ☐ Use of after-effect for better cinematic result.
- ☐ Woodcarving.



# Specific Training Topics across Sectors

## Education & Training Service Provider

- ☐ Classroom management.
- ☐ Managing customer complaints.
- ☐ Staff roles in school growth.
- ☐ Modernization of school records.
- ☐ School records management.
- ☐ Debt collection strategy.
- ☐ IT skills.
- ☐ First aid management.
- ☐ Better teaching & learning skills.
- ☐ Online teaching techniques.
- ☐ Use of curriculum.
- ☐ Effective means of communication.
- ☐ Creative writing skills.
- ☐ Teaching ethics and methods.
- ☐ Diction training.
- ☐ Emotional intelligence.
- ☐ Leadership.
- ☐ Child psychology.
- ☐ Montessori education.
- ☐ Education management strategies.
- ☐ Work ethics.
- ☐ Staff collaboration.

## Financial Services

- ☐ Use of accounting software.
- ☐ Business communication skills.
- ☐ Digital literacy.
- ☐ Customer relations management.
- ☐ Cybersecurity.
- ☐ Handling and use of POS machines.
- ☐ Investment planning & management.
- ☐ Risk management
- ☐ Financial analysis on MS Excel.
- ☐ Use of Laravel and AWS.

## ICT

- ☐ Troubleshooting & installations,
- ☐ PC maintenance and repair.
- ☐ Software application.
- ☐ Web development.
- ☐ Digital marketing strategy.
- ☐ Graphics designing.

## NGO

- ☐ Proposal writing.
- ☐ Social media management.
- ☐ Leadership.

## Real Estate

- ☐ Land use planning.
- ☐ Construction management.
- ☐ Customer relationship management.
- ☐ Facility management.
- ☐ Property management.
- ☐ Business development.
- ☐ Leadership.
- ☐ Digital skills.
- ☐ Masonry.
- ☐ Interlocking bricks.
- ☐ Paint production.
- ☐ Soft skills - emotional intelligence, work ethics.
- ☐ Repairs & maintenance.

## Health

- ☐ Business development.
- ☐ Handling virtual patients in accessing care.
- ☐ Family planning.
- ☐ Optometrist-related trainings.

## Manufacturing

- ☐ Understanding production process.
- ☐ Soap & pomade making.
- ☐ Paint mixing.
- ☐ Relationship management.
- ☐ Marketing.
- ☐ Machine handling
- ☐ Food safety.
- ☐ Digital marketing.
- ☐ Customer relations know-how.
- ☐ Machine operations.
- ☐ Time management.
- ☐ Product packaging.
- ☐ Personal effectiveness.

## Trade

- ☐ Accounting & book-keeping.
- ☐ Business ethics.
- ☐ Leadership.
- ☐ Customer relationship management.
- ☐ Communication.
- ☐ Project management.
- ☐ Digital marketing.
- ☐ Time management.
- ☐ Understanding tax process & compliance.
- ☐ Resource management.
- ☐ Operations management.
- ☐ Sales and business development.
- ☐ Costing and pricing techniques.

# Views on the importance of Skilled Labour Force in an Organization



- Fosters business expansion & continuity
- Spurs productivity, efficiency & performance.
- Reduces cost of hiring & retraining
- Customer satisfaction via delivery of quality services.
- Improves brand visibility & reputation.
- Drives innovation & competitiveness.



# Key Takeaways

- ❖ MSMEs are impacted by skills shortage via inability to meet targets, loss of business deals/leads, increased cost and declining productivity.  
*.....employers are responding by training staff, adjusting work conditions, outsourcing and engaging part-time workers.*
- ❖ Maintaining a skilled and experienced workforce poses challenge for MSME operators.  
*.....as skills shortage is caused by loss of experienced staff and technology & innovation amongst other factors.*  
*.....getting candidates with the required technical and soft skills for experienced roles is problematic for employers compared to entry-level/semi-skilled roles.*
- ❖ For entry-level roles, hiring challenges center around lack of skills & experience and outrageous remuneration demands by applicants.
- ❖ Sizeable number of employers in the MSME ecosystem do not invest in training/capacity development.  
*.....owing to lack of enough funds and resources to facilitate staff training.*  
*..... risk of staff disengagement after being trained.*  
*..... lack of commitment on the part of employees.*
- ❖ Recommendations
  - ... *Priority on staff welfare and development to promote retention.*
  - ... *Public-private collaborations between government agencies, NGO and development organizations. This involves liaising with consultants /trainers to deliver training services to MSMEs at discounted rate.*