

A photograph of two women in an office environment. The woman on the left is smiling broadly, wearing a green cardigan over a striped shirt. The woman on the right is looking thoughtfully to the side, wearing a white top with yellow and black polka dots. The background is blurred, showing other office workers and equipment.

Southeast Asia Recruiting Trends

3 Must-Know Talent Acquisition Trends for 2015

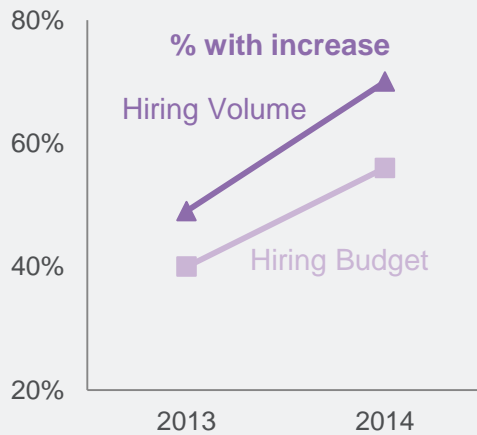
4th Annual Report

LinkedIn Talent Solutions

Executive summary: Southeast Asia recruiting trends

3 must-know talent acquisition trends and predictions for 2015

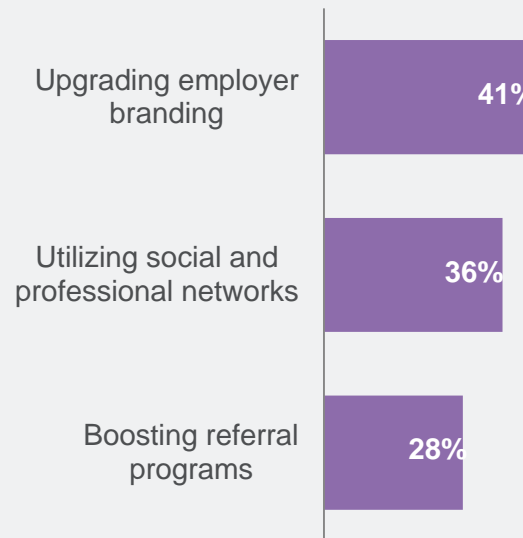
1 Industry overview: Recruiting budgets and volumes increased significantly over 2 years.



“Considering only full and part-time professional employees, how do you expect the hiring volume across your organisation to change this year?”

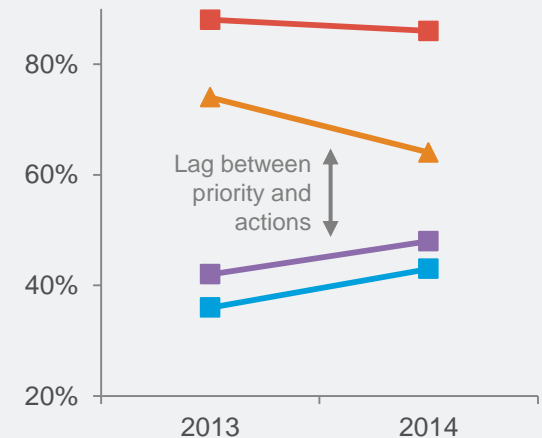
“How has your organisation's budget for recruiting solutions changed from last year?”

2 Recruiting: Recruiters saw a need to upgrade their employer brand and their use of social professional networks was an important source of recruitment in the long term.



“What do you consider to be the three most essential and long-lasting trends in recruiting for professional roles?”

3 Talent Brand: Most companies prioritise the need to build talent brand. Now their actions are beginning to catch up.



—■ Employer brand has a significant impact on our ability to hire great talent

—▲ Employer brand is a top priority

—■ Regularly measure the health of our employer brand in a quantifiable way

—■ Regularly survey candidates to understand our brand position

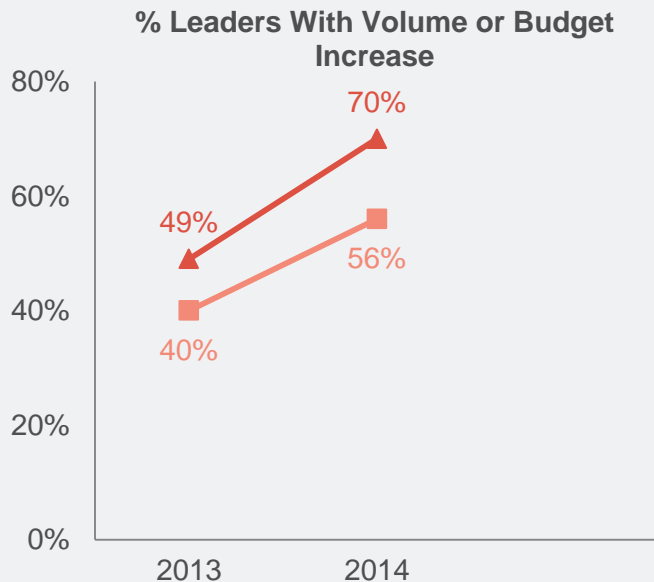
Hiring volumes and budgets head up. Recruiting skilled talent is top priority.

Hiring volume and budgets heat up

Southeast Asian company hiring volumes and budgets buck the trend of stagnation, heating up in just two years. As the gap widens between hiring volume and budgets in 2015, recruiting leaders must scale their operations, do more with less, and invest wisely.

Sourcing and quality of hire are top priorities

Southeast Asian and global talent acquisition leaders agree that sourcing skilled talent is the lynchpin of any successful recruiting organisation. Improving quality of hire is the second highest priority of Southeast Asian and global companies.



“Considering only full and part-time professional employees, how do you expect the hiring volume across your organisation to change this year?”

“How has your organisation’s budget for recruiting solutions changed from last year?”

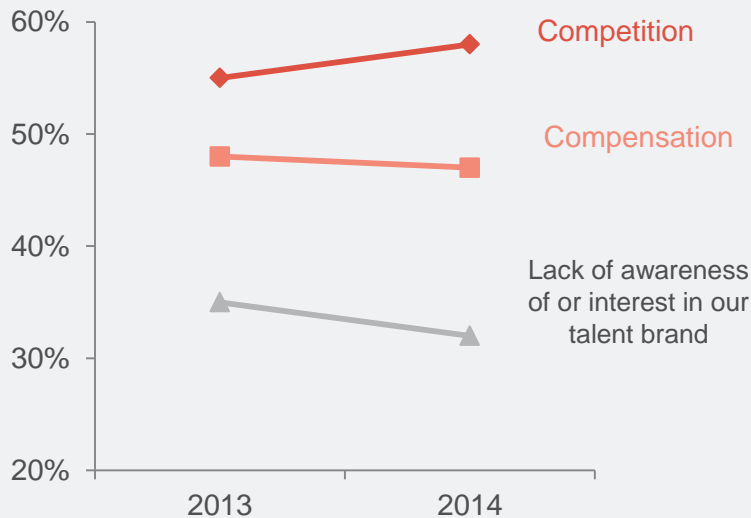


“Think about your talent acquisition organisation’s top priorities for 2014. Which of the following choices would you consider to be the most important areas of interest for your organisation?”

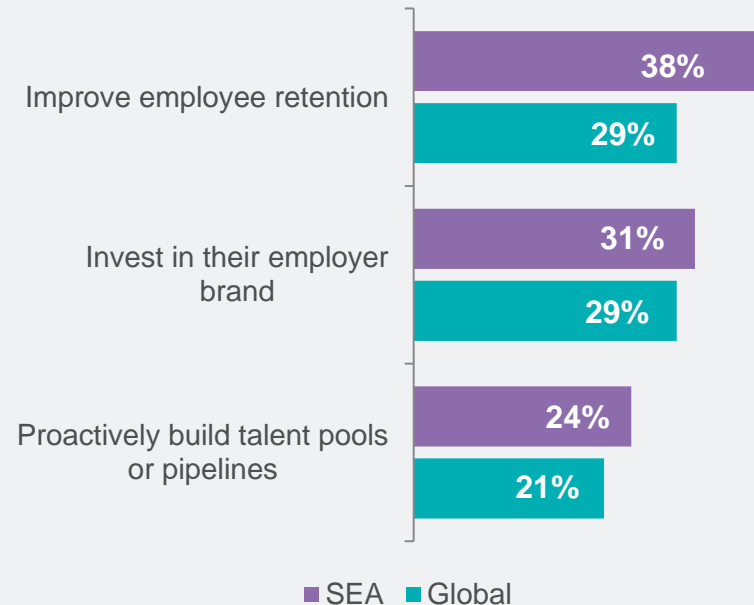
Top obstacle to hiring is competition. Top competitive threat is improved employee retention.

In Southeast Asia, competition is top obstacle to hiring

Competition is the number one obstacle Southeast Asian companies face in attracting top talent, followed closely by compensation and lack of awareness in talent brand.



Retention, building talent pools, and employer brand are the top competitive threats in Southeast Asia and globally



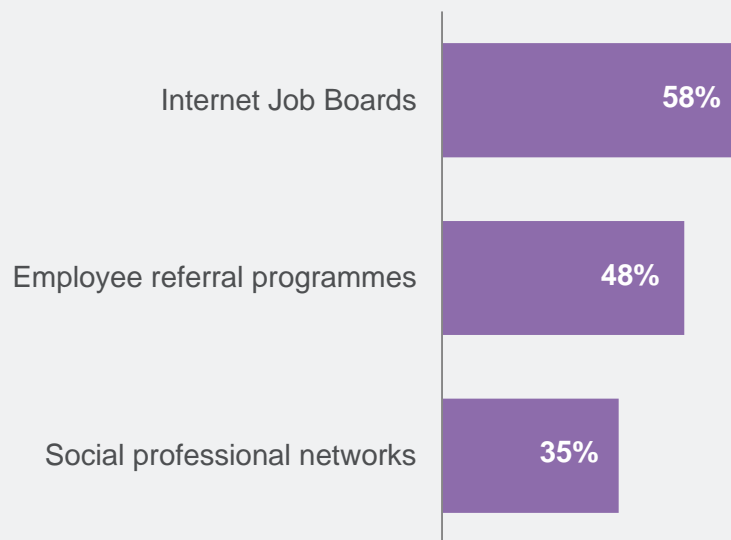
“What are your company's biggest obstacles to attracting the best talent?”

“What are the things that your competitors have done or may plan on doing that would make you most nervous?”

Top sources for quality hires

Online portals are the top sources for quality hires

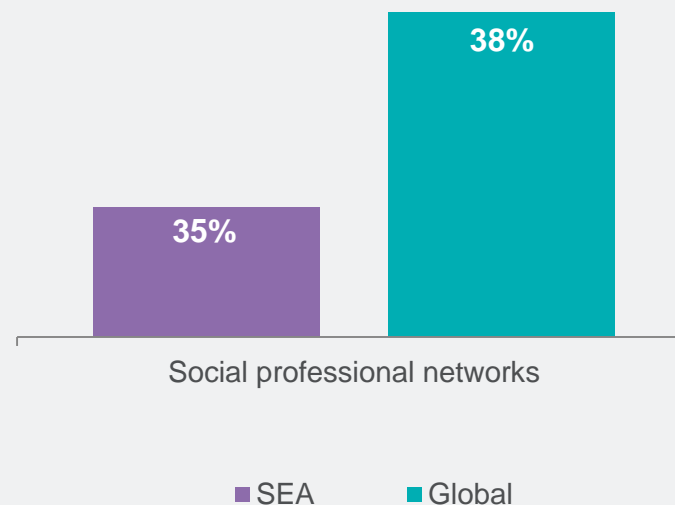
Career-centric online sites like job boards and social professional networks are top sources for quality hires. Employee referral programmes also remain a top source for quality hires.



“Think about the key quality hires that your organisation (placed/made) in the past 12 months. Which of the following were the most important sources for those key positions?”

Southeast Asian companies are not as heavily reliant on social recruiting

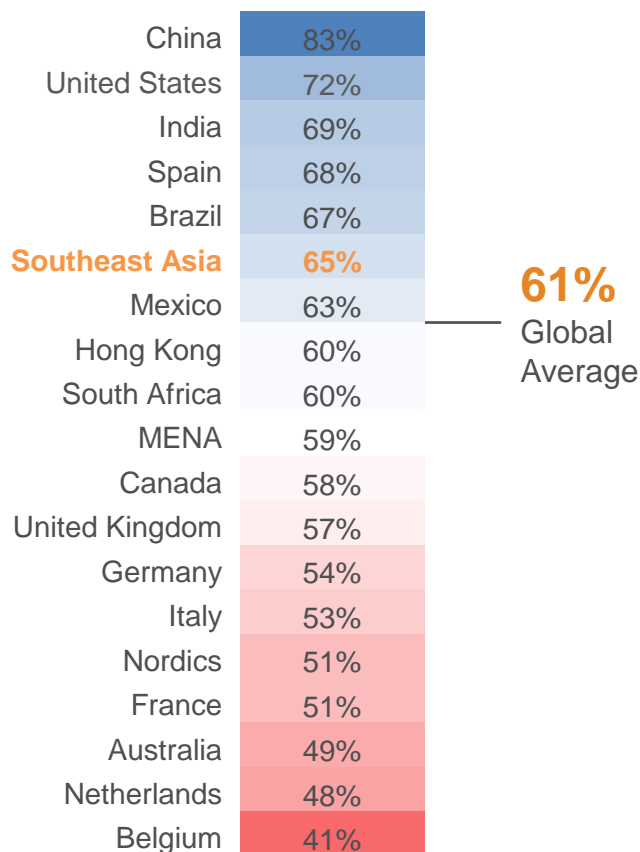
Southeast Asian companies less reliant on social recruiting than global companies.



“Think about the key quality hires that your organisation (placed/made) in the past 12 months. Which of the following were the most important sources for those key positions?”

Passive candidate recruiting: US and China lead

Southeast Asia is above average for % of companies that recruit passive candidates

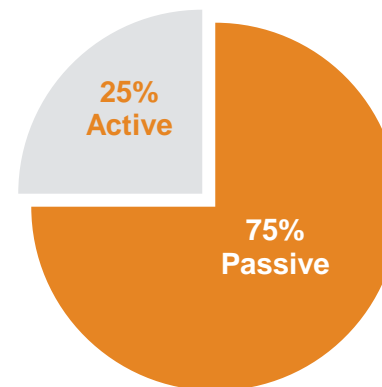


“To what extent does your recruiting organisation focus on reaching out to passive talent?”

Why passive candidate recruiting works

Globally, 75% of professionals consider themselves “Passive.”

Global Candidate Breakdown



“How would you describe your job search status?”
 Source: LinkedIn’s Talent Trends 2014 study

Active candidate definition:

- ✓ Actively looking
- ✓ Casually looking a few times a week

Passive candidate definition:

- ✓ Reaching out to personal network
- ✓ Open to talking to a recruiter
- ✓ Completely satisfied; Don’t want to move

Sourcing: Quality is most valuable hiring metric and retention is top way to measure quality

Quality of hire is most valuable metric

Global and Southeast Asian recruiting leaders agree that quality of hire is the most valuable metric for measuring recruiting team performance, followed by time to fill and hiring manager satisfaction.



“What is the single most valuable metric that you use to track your recruiting team’s performance today?”

Retention and new hire performance evaluation are top ways to measure quality

Quality of hire is widely considered the holy grail of recruiting metrics. Today, global and Southeast Asian recruiting leaders agree on the top 3 ways to measure quality of hire. Both global and Southeast Asia leaders lean toward retention and new hire performance evaluations.

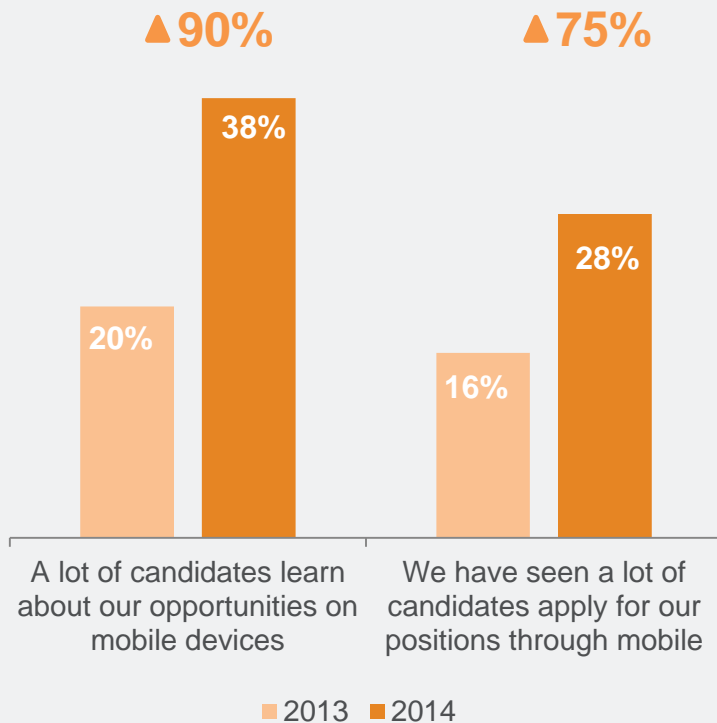


“What metrics does your organisation use to track quality of hire?”

Sourcing: The continued rise of mobile

Candidate mobile behaviors rising globally

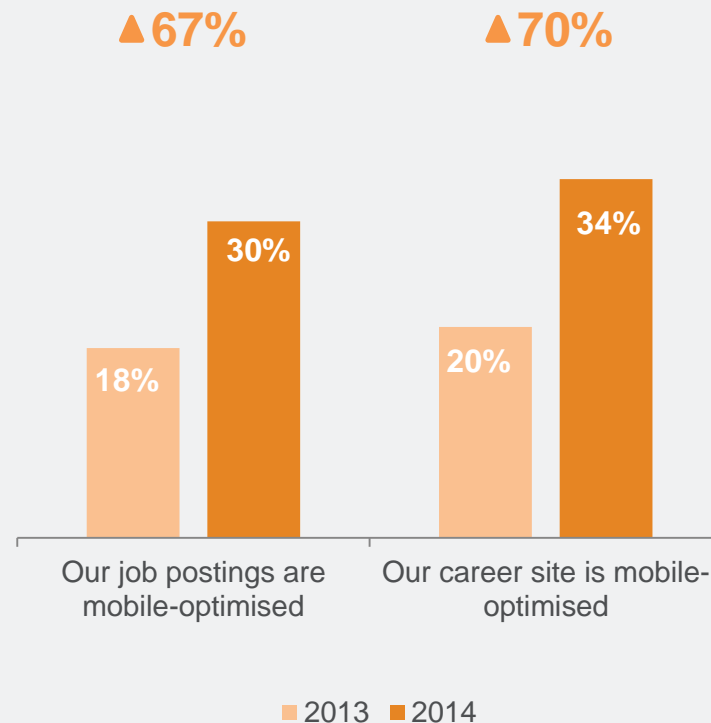
Global recruiting leaders agree that candidate mobile job seeking behavior is on the rise. We believe this will continue in 2015.



"To what extent do you agree or disagree with the following statements related to mobile recruiting?"

Companies invest in mobile

Companies are up to the challenge and investing in mobile strategies, optimising their job postings and career sites for mobile.

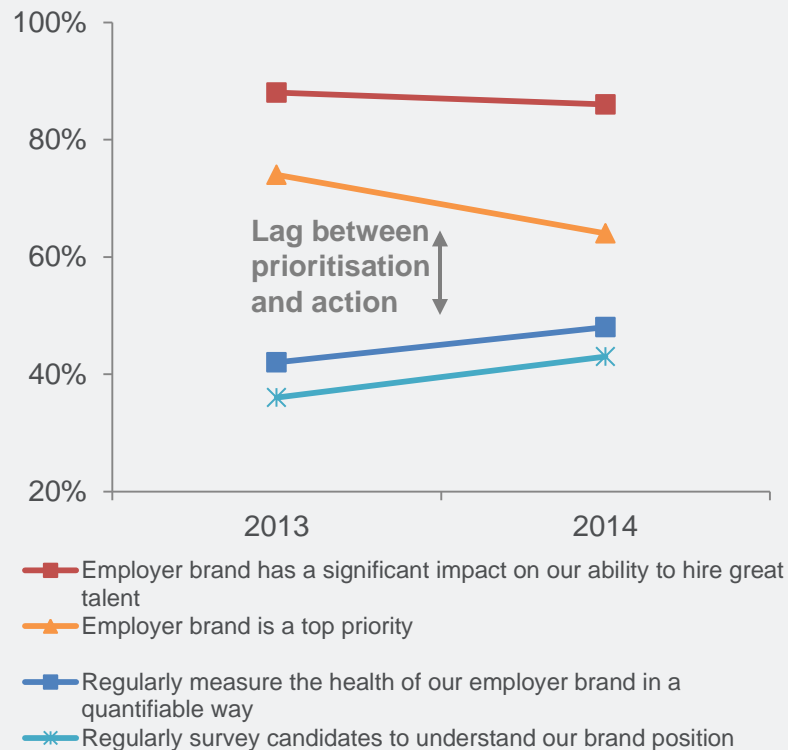


"To what extent do you agree or disagree with the following statements related to mobile recruiting?"

Talent brand: Gap between value and action. Top channels for promoting talent brand.

Talent brand prioritised with action to follow

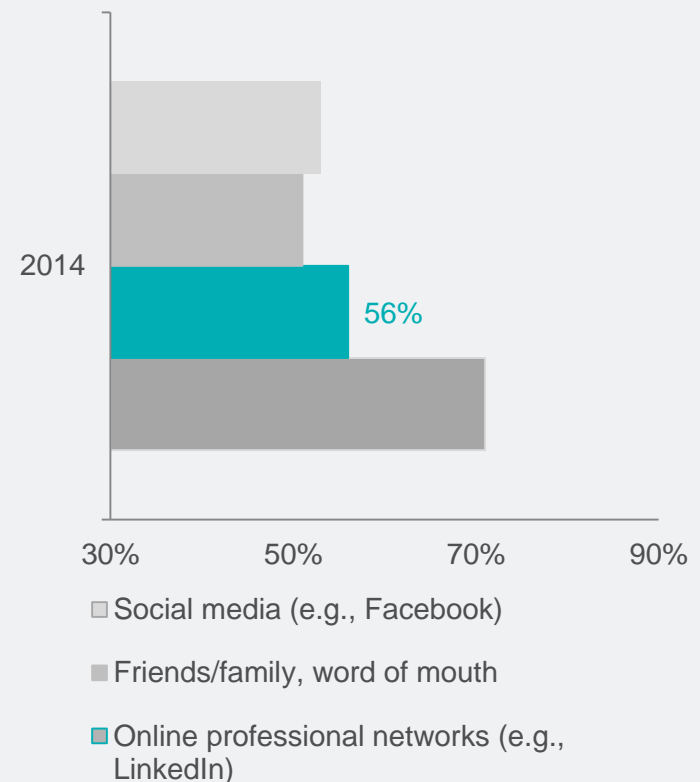
Southeast Asian recruiting leaders agree that talent brand is a priority that impacts their ability to hire top talent. Their actions are now beginning to catch up. Companies can get ahead of the competition by creating a proactive talent brand strategy.



"Please indicate the extent to which you agree or disagree with the following statements as they relate to your company's employer brand."

Top channels for promoting talent brand in Southeast Asia

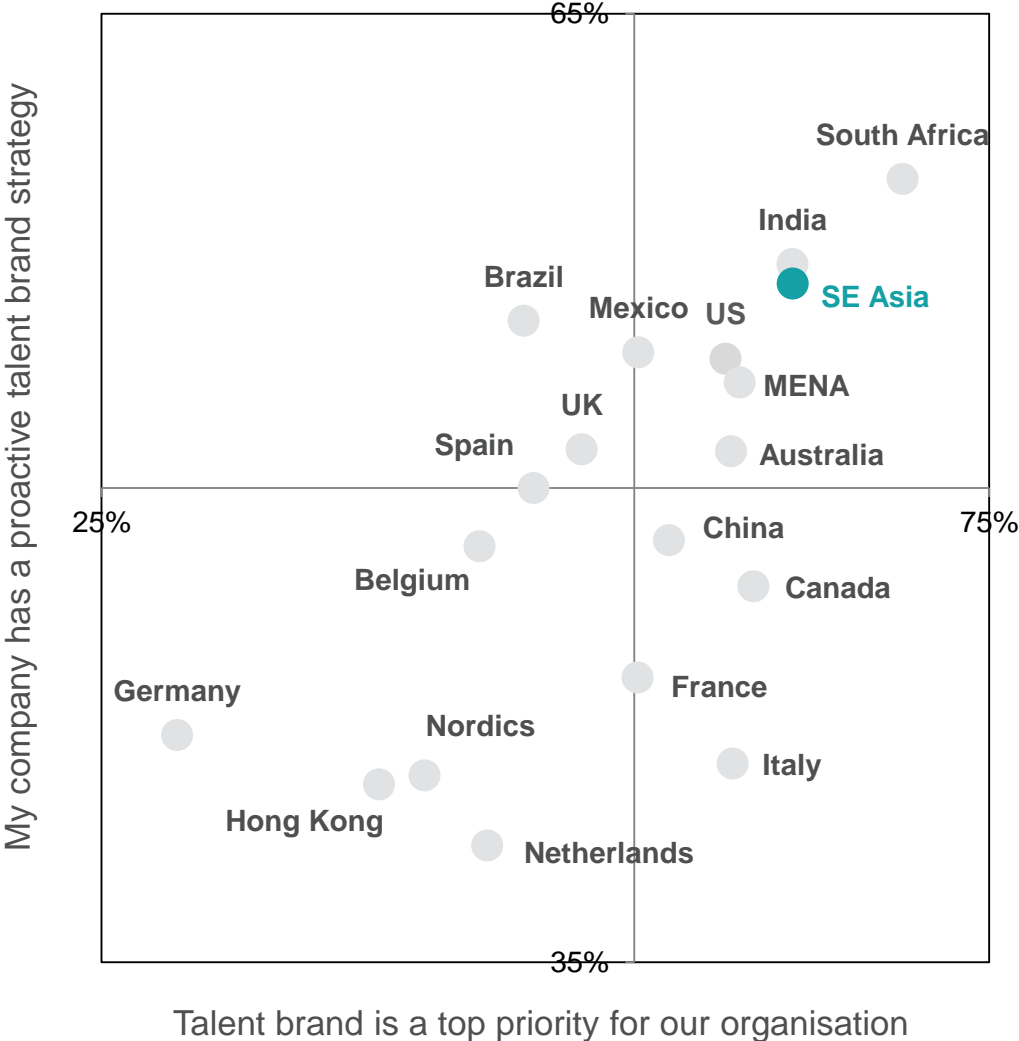
In Southeast Asia, online professional networks are the one of the top channels for promoting talent brand.



Talent brand: Southeast Asian companies are ahead of the game

Southeast Asian companies above average on talent brand

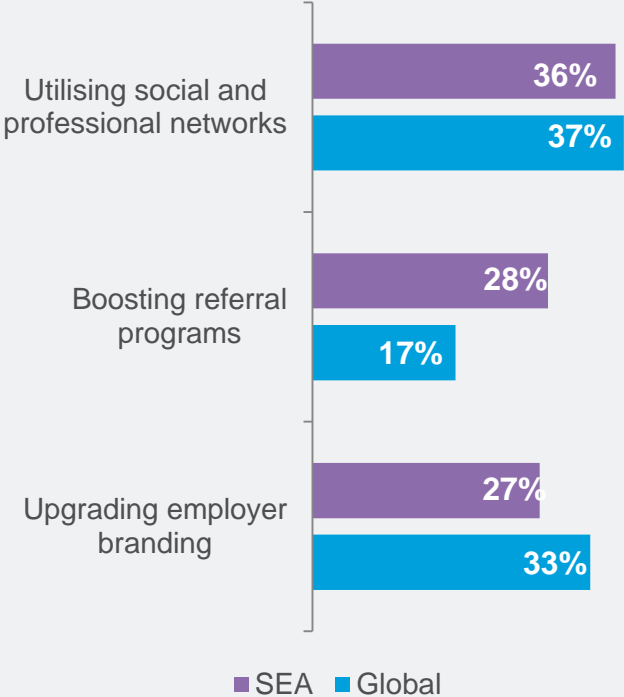
Southeast Asian companies are particularly advanced in their prioritisation and action on talent brand.



The future: Professional networks and improved candidate & job matching are in the cards

Social and professional networks here to stay

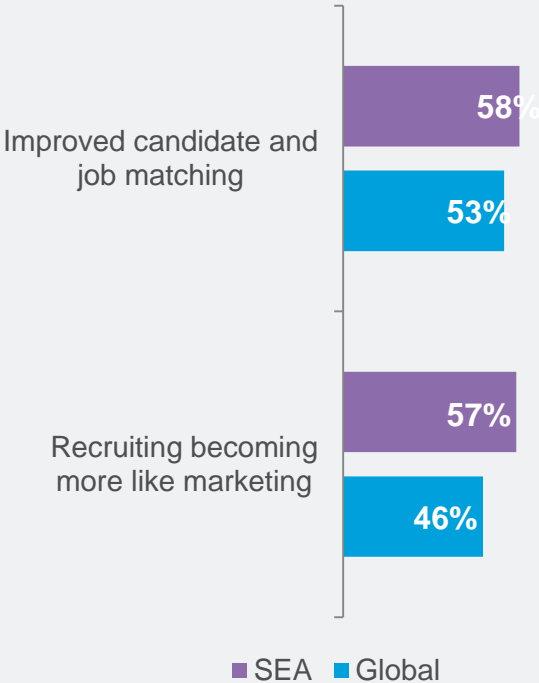
Global recruiting leaders agree: Social and professional networks are the most essential and long-lasting trend in recruiting.



“What do you consider to be the three most essential and long-lasting trends in recruiting for professional roles?”

Trend spotting: Candidate and job matching

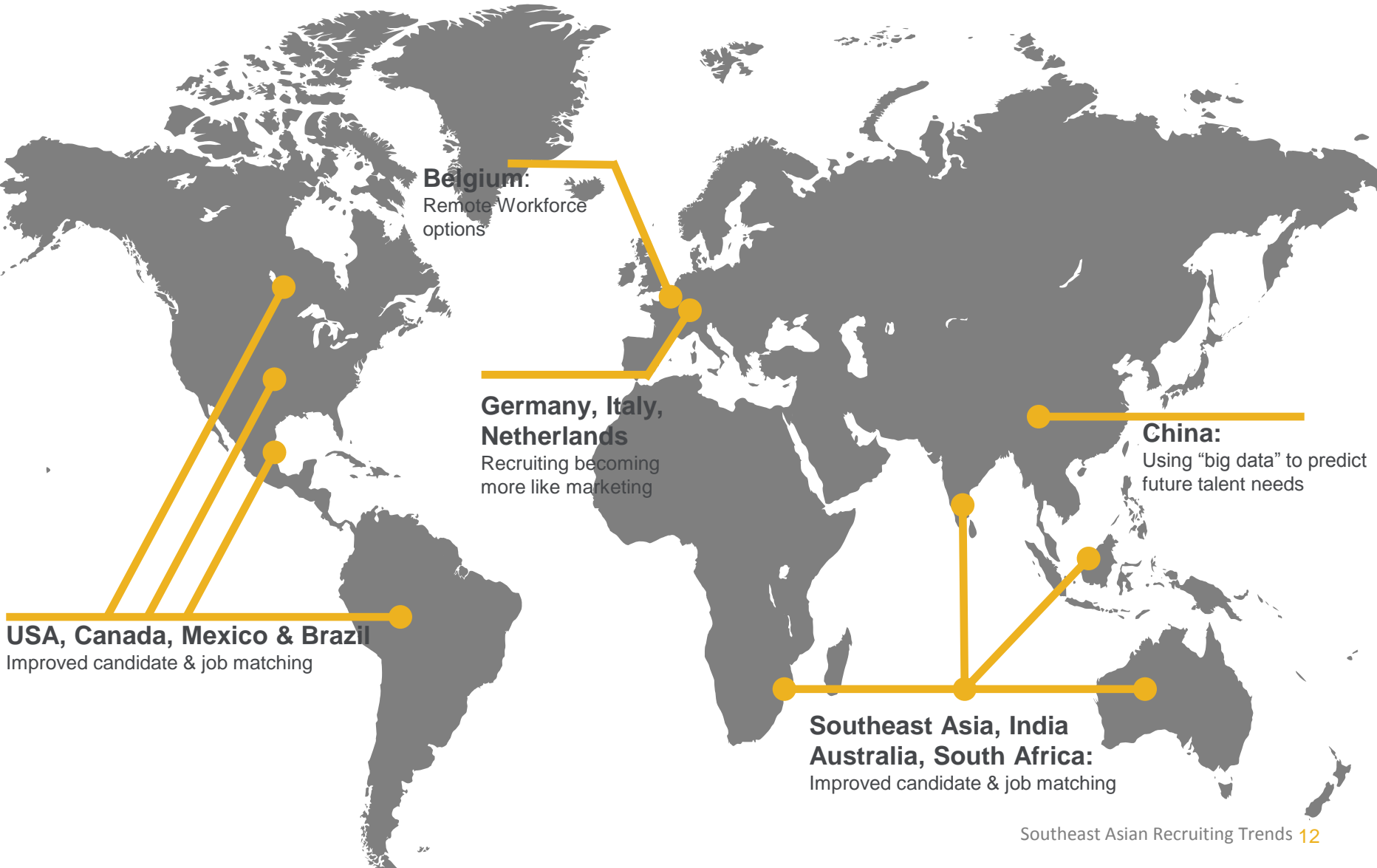
Candidate and job matching could reshape the recruiting industry.



“Which of the following new and upcoming trends do you think will play a significant role in shaping the recruiting industry for the next 5 to 10 years?”

Top up and coming trend varies by region

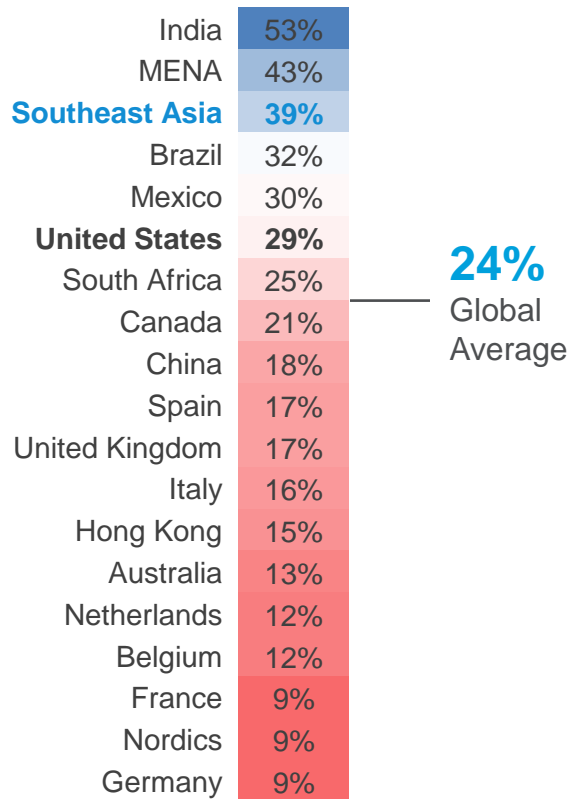
Top trend for selected geographies



Talent analytics: Most companies don't use data well

Most global companies don't use data well

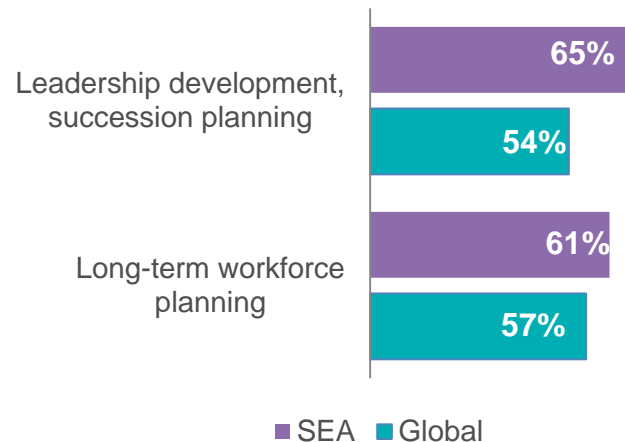
Recruiting leaders need to strengthen their talent analytics capabilities to stay ahead.



39%

Only 39% of Southeast Asian talent acquisition leaders believe they are using data very well in their roles.

Global companies use data mainly for workforce and succession planning



“In general, which of the following areas do you believe your organisation uses data effectively to better understand talent acquisition effectiveness and opportunities?”

“How well do you think your organisation uses data to understand (talent acquisition/recruiting) effectiveness and opportunities?” % responded very well or best in class.

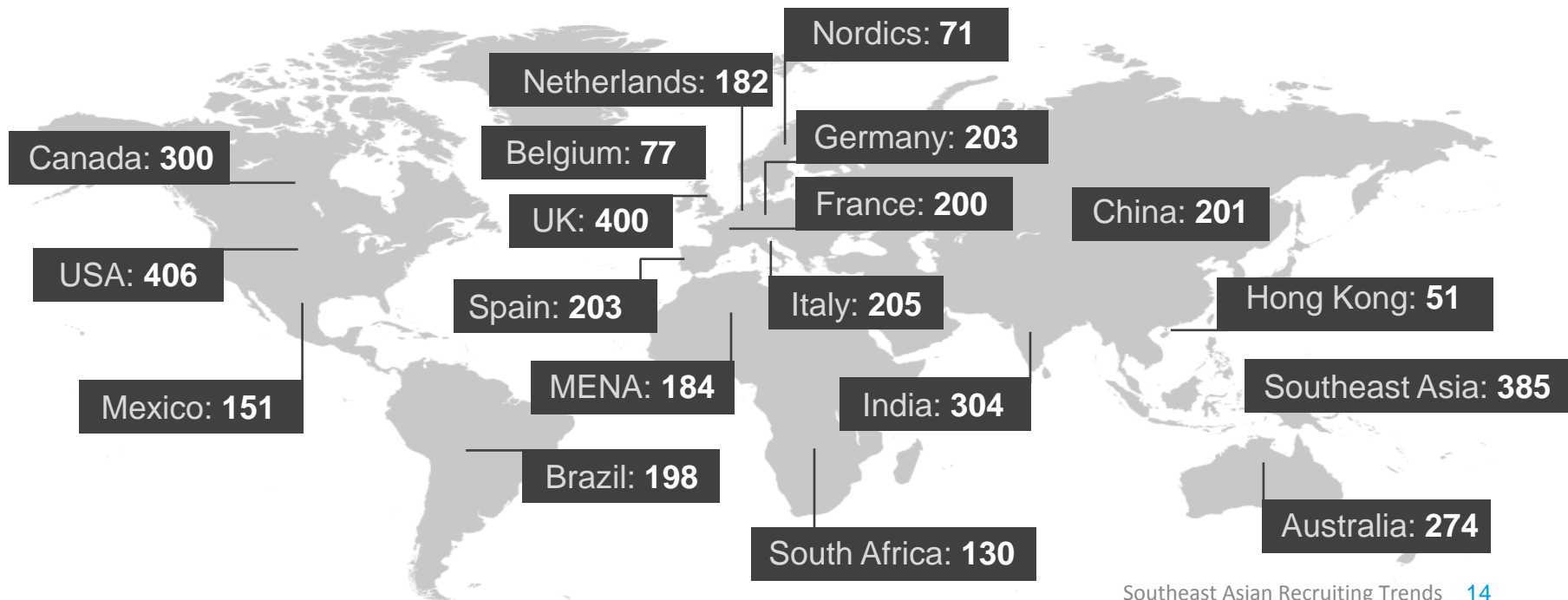
Survey sampling and methodology

Survey Sample

- Survey respondents are talent acquisition professionals who:
 - Work in a corporate HR department
 - Have at least some authority in determining their company's recruitment solutions budget
 - Focus exclusively on recruiting, manage a recruiting team, or are HR generalists who spend more than 25% of their time recruiting.
- Survey respondents are members of LinkedIn who have opted to participate in research studies. They were selected based on information in their LinkedIn profile and contacted via email.

Data Comparisons

- Global comparisons are reported as un-weighted averages from the noted countries
- Historical data comparisons are taken from 2013 Global Recruiting Trends research, which had similar sampling criteria and methodology to 2014
 - 2014 survey fielded August-September 2014 with 385 Southeast Asian respondents
 - 2013 survey fielded April-May 2013 with 141 Southeast Asian respondents



About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organisations of all sizes find, engage, and attract the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 300 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.



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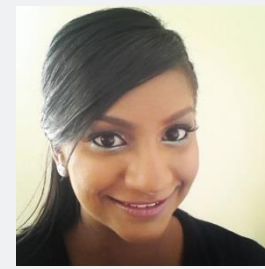
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