

Global Staffing Trends 2016

Relationships at the core

LinkedIn Talent Solutions



Introduction

To build your client base and recruit top talent, you need to understand where the industry is going. This 5th annual report uncovers staffing trends worldwide that will power your business forward in 2016 and beyond.

Interestingly, this year's report shows a common denominator between the rising trends: relationships. Learn how this theme ties into top priorities, upcoming challenges and opportunities ahead.



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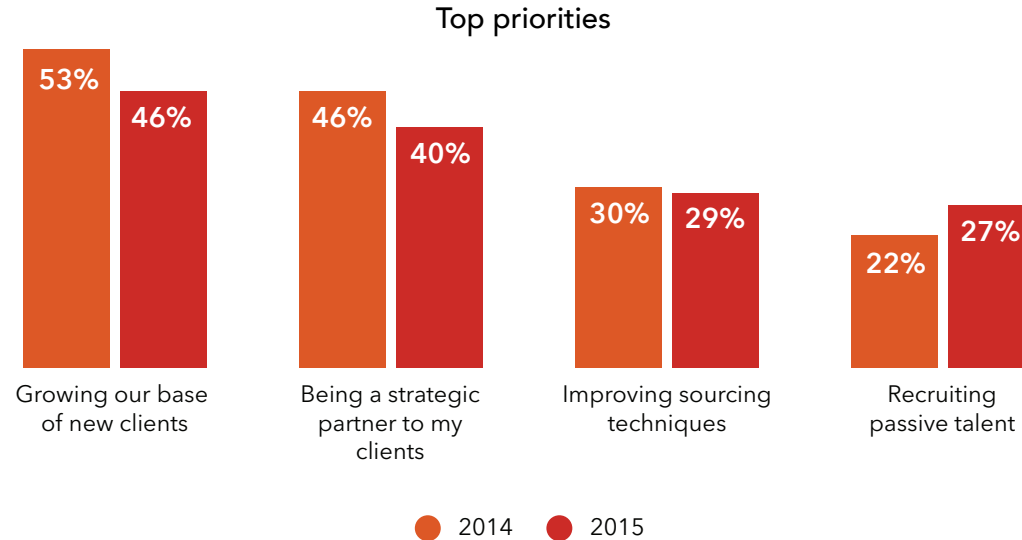
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Key takeaways



Most important trends

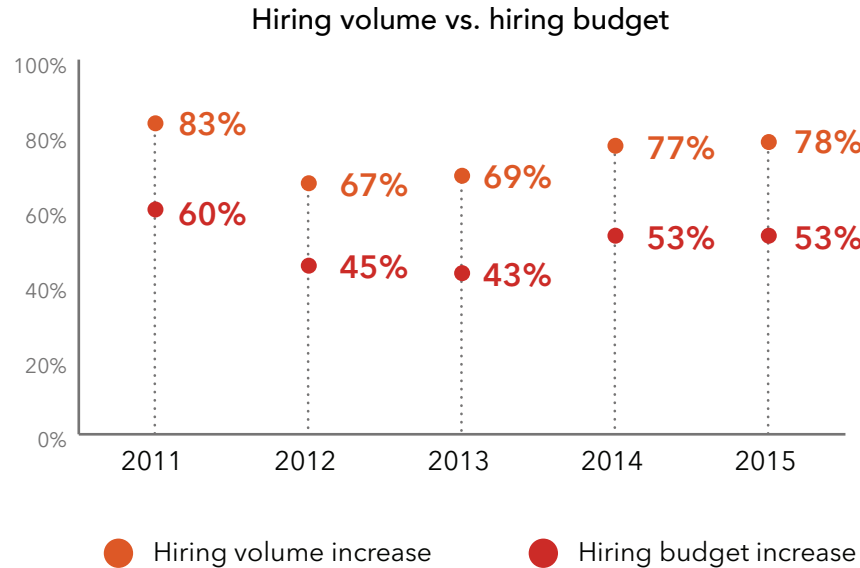
While adding new clients, being strategic business partners, and improving sourcing strategies continue to be key priorities for recruitment firms, there is an increased focus on recruiting passive talent. This requires firms to spend more time building relationships with clients, candidates and even their colleagues.



* Over the next 12 months, which of the following would you consider to be the most important priorities for your organization?

Biggest challenge

The gap between placement volume and budget continues to be a challenge. Based on the widening gap, it appears that this trend will continue. This will affect how firms address their top priorities this year and beyond.



* How do you expect the volume of candidates placed by your organization to change in 2016 versus 2015?

* How has your organization's budget for recruiting / talent acquisition solutions changed from 2015 to 2014?

Business development
& brand: Hand-in-hand



Competition between firms is heating up

Recruitment firms view each other as their biggest competitors, though in-house recruiting also poses a threat. To secure new clients, firms (both big and small) need to differentiate themselves from current and potential competitors.

Other firms as big competitors



In-house recruiting as big competitors

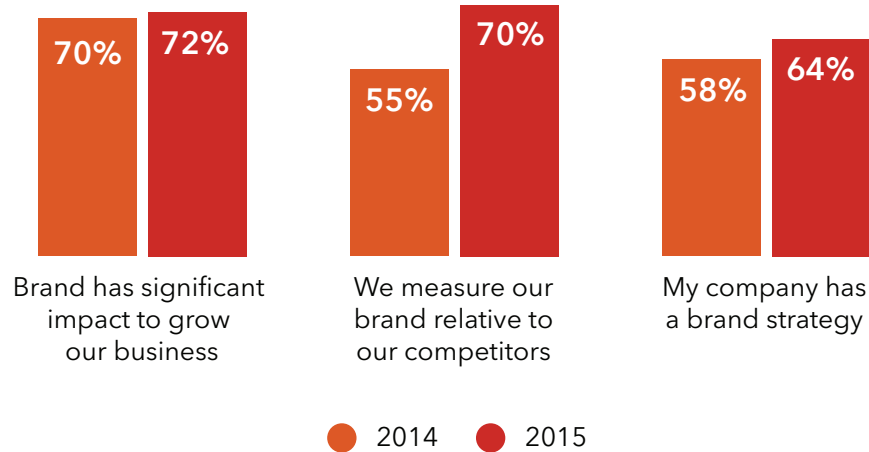


● Total Agree ● Neither Agree nor Disagree ● Total Disagree

A well-branded firm gets the most business

Firms are realizing that branding has a positive impact on their business, and are now making it a priority. Those who invest in a strategy to build and measure brand will drive more business and gain an edge over their competition.

Recruitment firm branding priorities



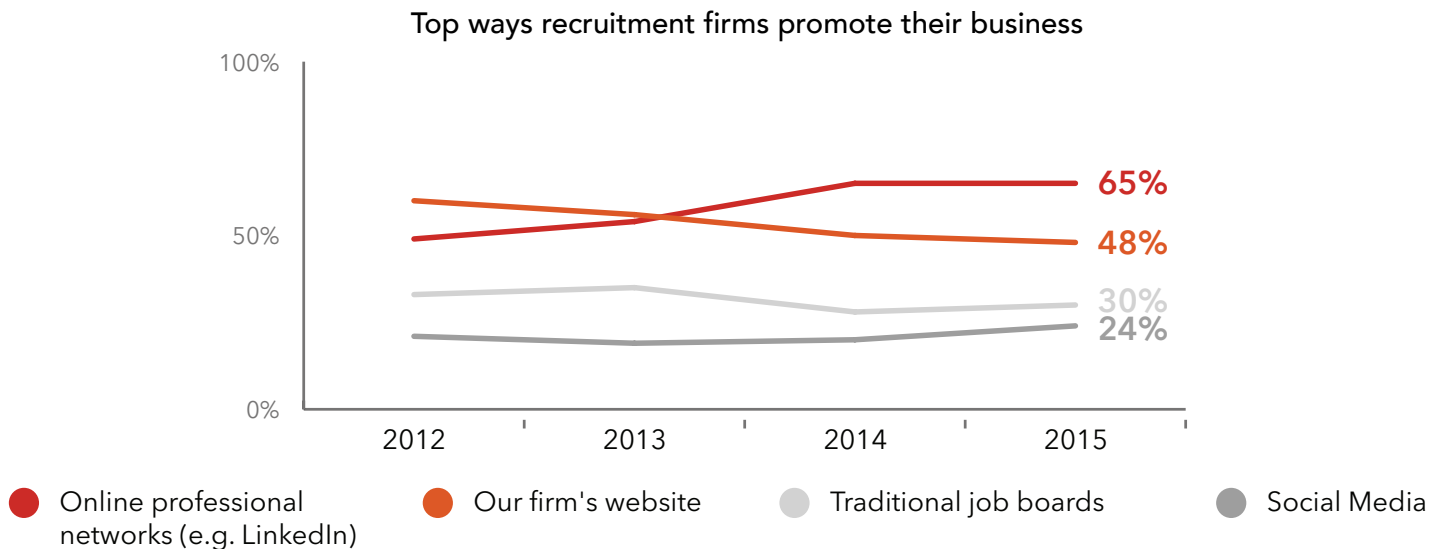
** Please indicate the extent to which you agree with the following statements as they relate to your firm.*



[Download the graph](#) 9

Relationships are key to business growth

Online professional networks continue to be the number one channel for promoting business, and the use of social media has gone up slightly since last year. These relationship-driven channels use online connections to extend firm awareness even further, and ultimately grow clientele.

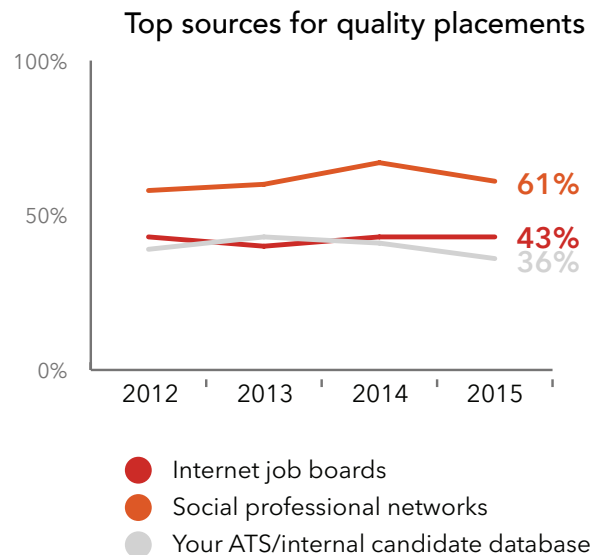
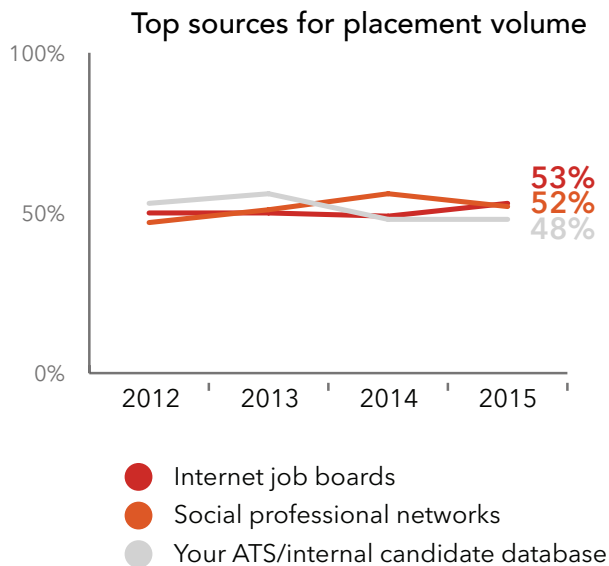


Strategic sourcing: Quality vs. quantity



The debate between quality and quantity

Firms still struggle on where to source placements. Job boards and social professional networks interchangeably provide the most volume of candidates, which helps firms fill reqs fast. However, firms find the best quality through social professional networks. Focusing on social networks may be the sweet spot for both.

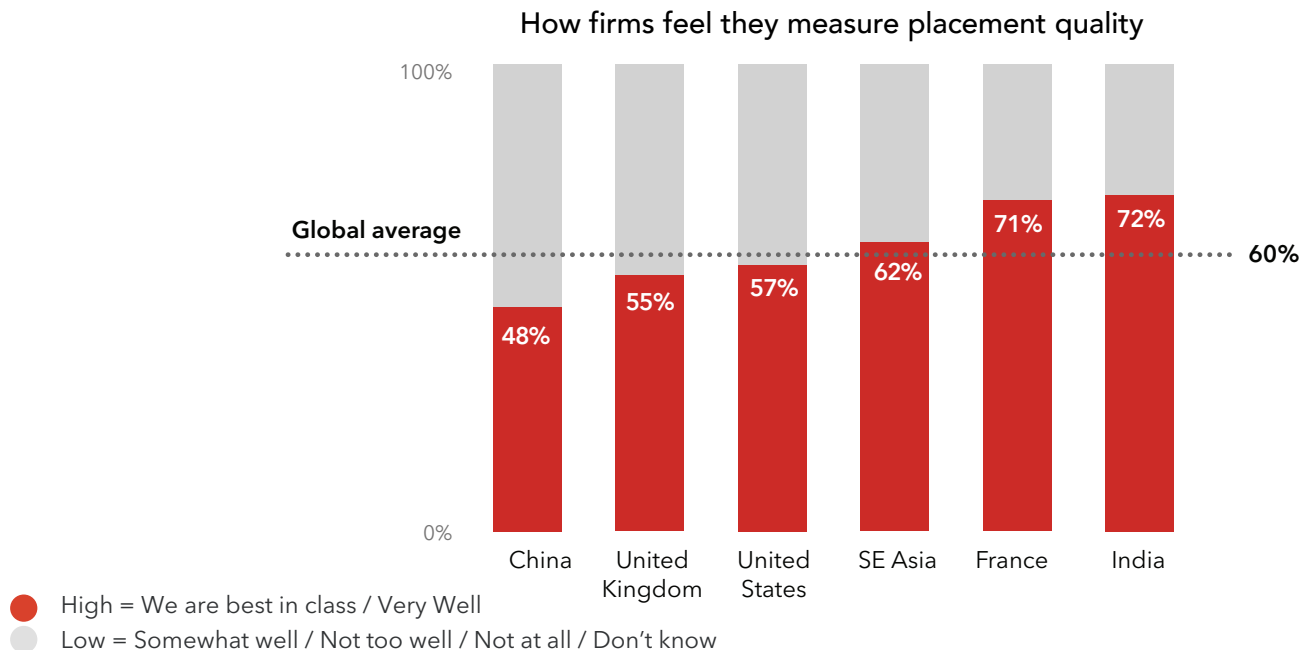


* How significant were the following as a source of white collar professional candidates placed by your organization in the past 12 months?

* Out of the quality hires your organization placed in the past 12 months, which of the following were the most important sources?

Making strides in measuring quality

The industry discussion around quality of placement has encouraged firms to experiment with how they measure it. Globally, 60% of firms feel confident in their measurements (best in class and very well). However, only 30% of these individuals feel truly best in class. Consider partnering with your clients to test a few methodologies.



** In general, how well does your firm measure quality of placements with your clients?*

Passive candidates are the highest quality

Since recruiting passive talent is a top priority, passive candidate recruiting continues to be central to firm's recruiting strategies. It's probably because passive candidates are often quality placements, so firms need to continue developing strong relationships. And good news, over half of these individuals are interested in speaking to you.



73%

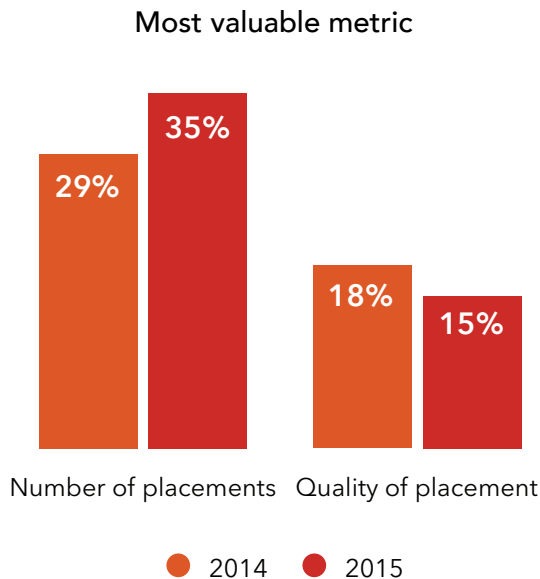
of recently polled professionals
are interested in hearing from
staffing firms
([Talent Trends 2015](#))

Data: Needed for
client partnerships



Performance measurement needs a refresh

As firms struggle with placement quality and quantity, so do their key KPIs. Firms still value number of placements, but their clients value quality of placements. Don't let quality of placement fall off the radar. Focusing on quality placements can further position your firm as a strategic partner.



39%

of talent acquisition leaders agree
that quality of hire is the most
important performance metric
(Global Recruiting Trends 2016)

Lacking confidence in tracking ROI

Most firms aren't confident in how they measure ROI, considering only 10% feel their methodologies are "best in class." Even more concerning, the number of firms that feel they are tracking ROI "Not very well/Not at all" has risen since last year. To be effective, it's time to start getting clear on whether or not your sources of hire are paying off.

How firms feel they track ROI on source of hire

2014



2015

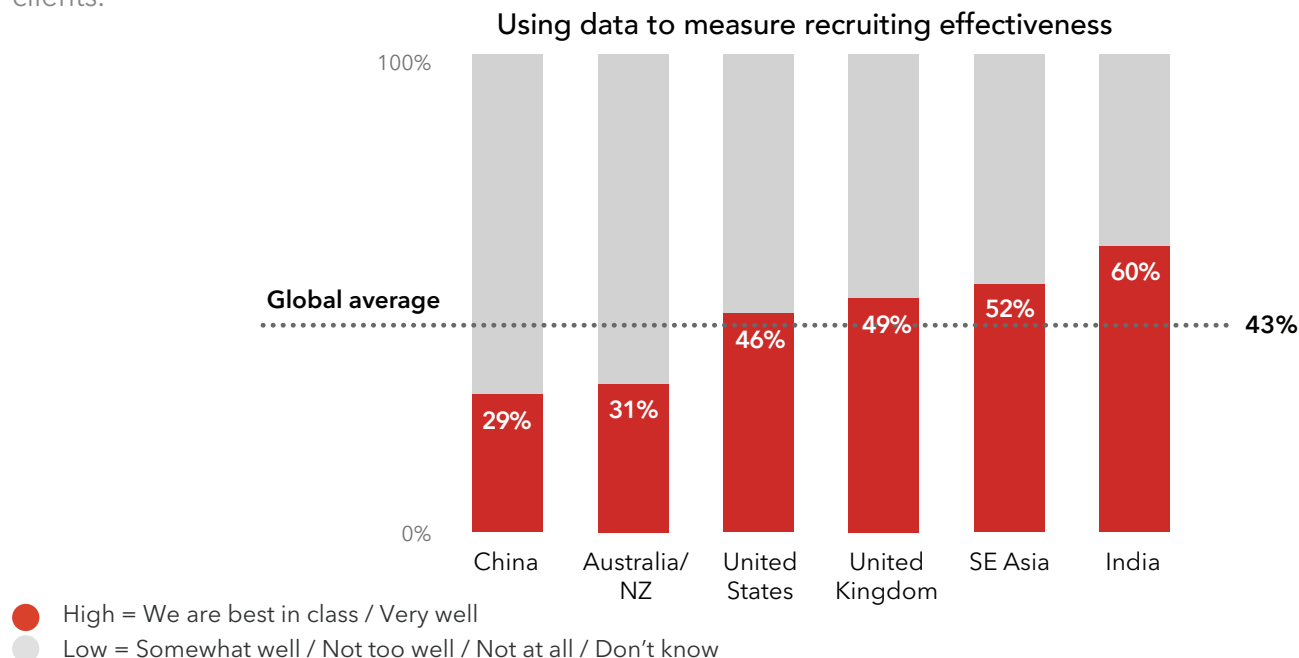


● Best in class ● Very well ● Somewhat well ● Not very well/Not at all ● Don't know

*Figures may not add to 100% due to rounding.

Opportunities ahead to use data strategically

Most firms also don't use data to understand recruiting effectiveness and opportunities. Globally, less than half use a data-driven approach, so there is still room for improvement. If firms conquer this, they can better advise and serve clients.



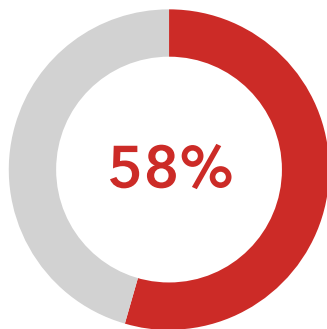
* In general, how well does your firm use data to understand recruiting effectiveness and opportunities?

Parting thoughts

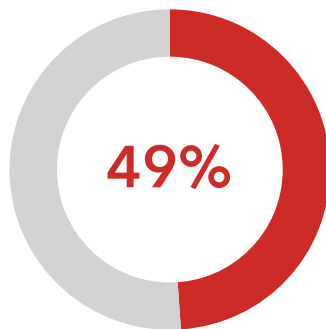


Recruiting trends to keep in mind

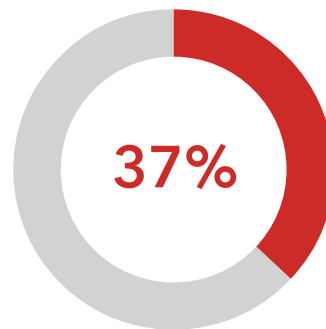
Looking ahead, recruitment firms consider social professional networks, sourcing passive talent, and building talent communities to be the three most essential and long-lasting trends. What's interesting is that all of these areas emphasize the importance of building strong relationships. The relationships firms have both candidates and clients will power recruiting success.



Utilizing social and professional networks



Finding better ways to source passive candidates



Building communities or a pipeline of talent

Put these insights into action

Now that you have the data, use it to plan for the future. Set yourself up for success by incorporating these trends and insights into your strategies. Start planning for next year, get buy-in from leadership and your team, and show off your strengths by using the data today:

1

Share the data. Present this report, or download all the graphs here to share these insights with your boss, team and direct reports.

2

Download your country report. Get reports and specific trends on a regional level. Visit our website to download the country reports.

3

Continue learning. Download the Business Development Playbook or scroll through searching and pipelining tips.

Methodology



About this report

We surveyed 1,659 search and staffing and recruitment firm decision makers. These individuals focus exclusively on sourcing, manage a recruitment team, or manage client relationships. These survey respondents are LinkedIn members who opted to participate in research studies. They were selected based on information in their LinkedIn profile and contacted via email.

We also compared historical Global Recruiting Trends research taken from 2011 – 2014, which had similar sampling criteria and methodology.

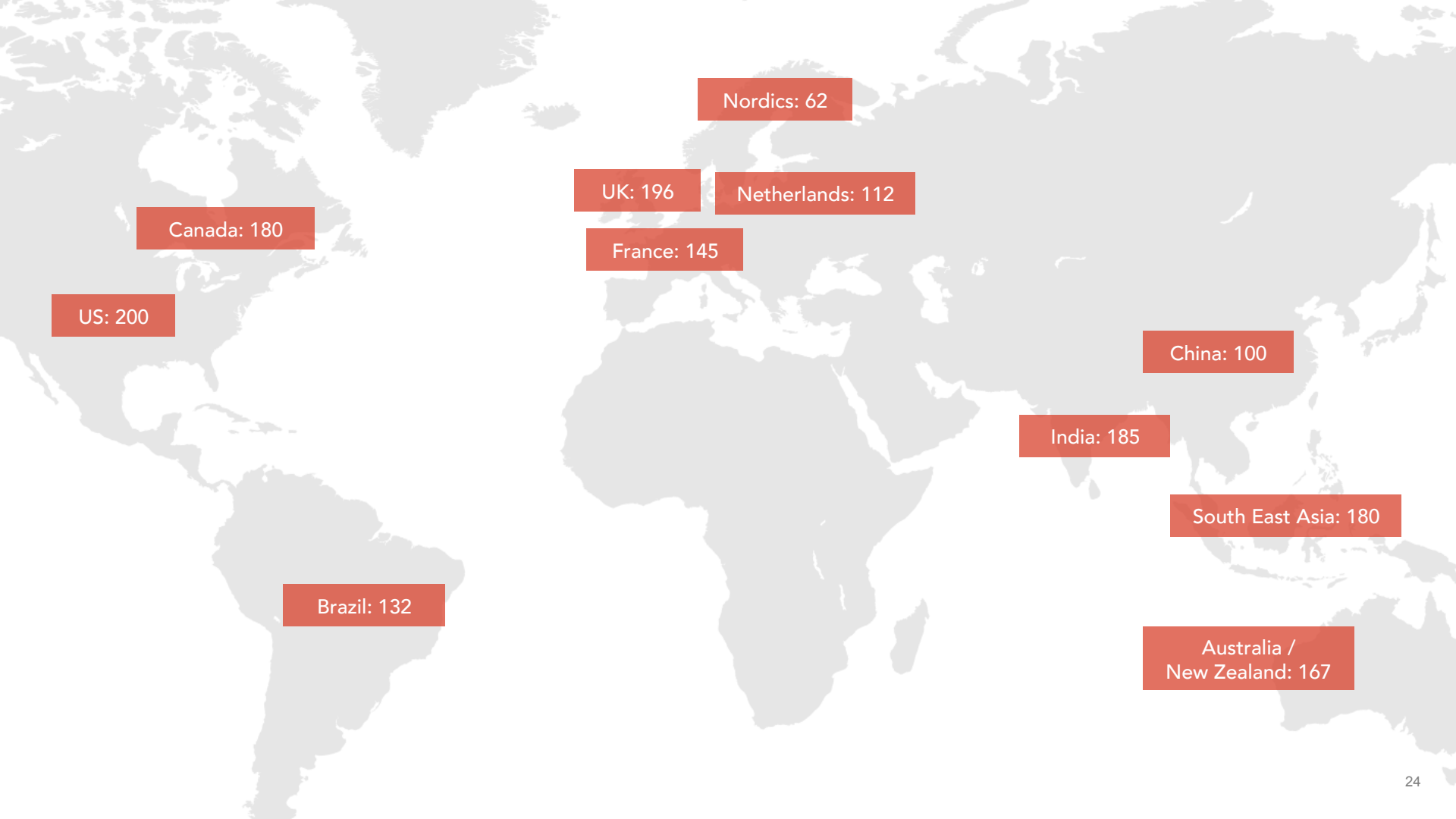
2014 Survey fielded August – September
1,994 global respondents

2012 Survey fielded May – July
1,656 global respondents

2013 Survey fielded August – September
1,537 global respondents

2011 Survey fielded April – June
1,055 global respondents

Learn what's trending in certain countries. [Download the reports](#) 



About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of solutions to help recruiting firms of all sizes recruit amazing talent, build their brands, and grow their businesses.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 380 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.



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