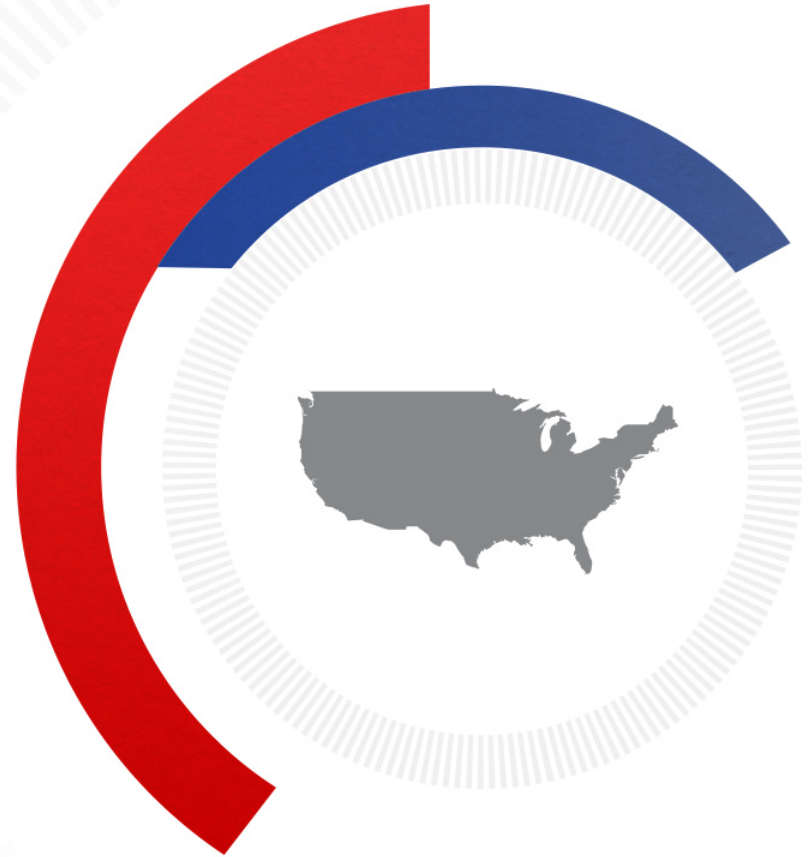


# United States

Staffing Trends 2016



# Introduction

To build your client base and recruit top talent, you need to understand where the industry is going. This annual report uncovers staffing trends in the U.S. 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.



# Index

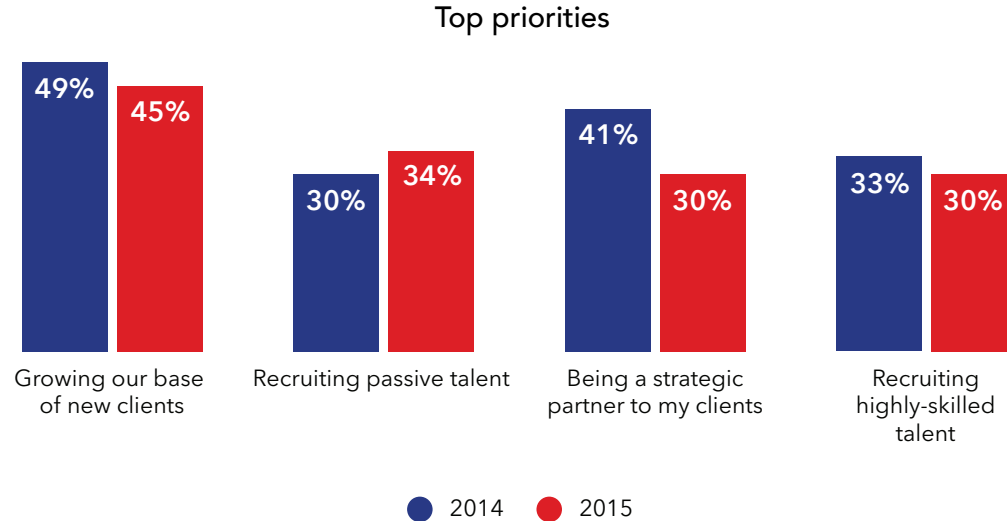
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## Key takeaways



# Most important trends

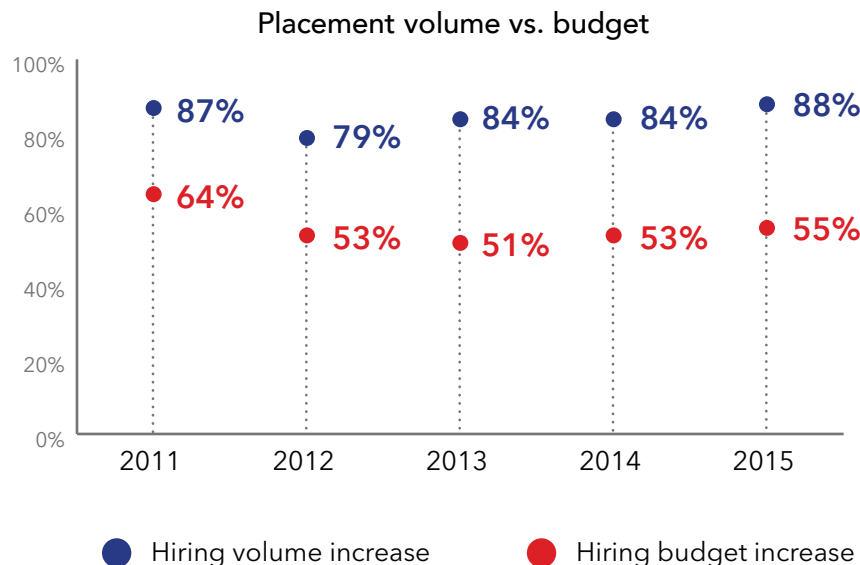
Adding new clients, being a strategic business partner, and recruiting highly-skilled candidates continue to be top priorities for recruitment firms. We're also seeing an increased focus on recruiting passive talent.



\* 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, and based on the widening gap, it appears that this trend will continue. This will effect 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



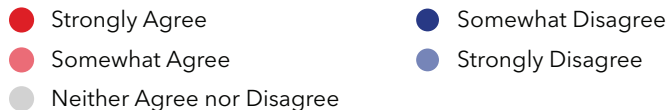
# Competition between firms is heating up

Recruitment firms view each other as their biggest competitors, and view in-house recruiting as a potential threat. To secure new clients, firms should consider working with marketing counterparts to differentiate themselves from current and potential competitors.

Other firms as  
big competitors



In-house recruiting as  
big competitors

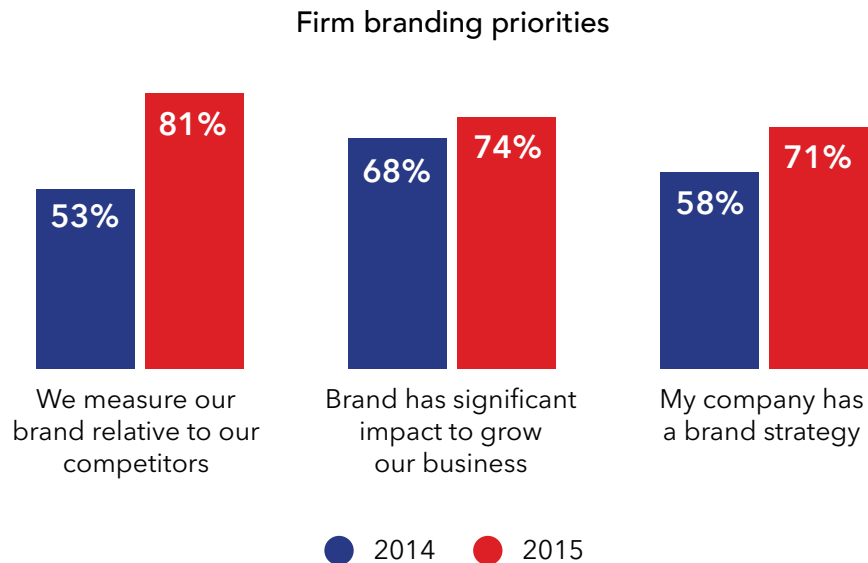


\* Values may not add to 100% due to rounding.



# A well-branded firm gets the most business

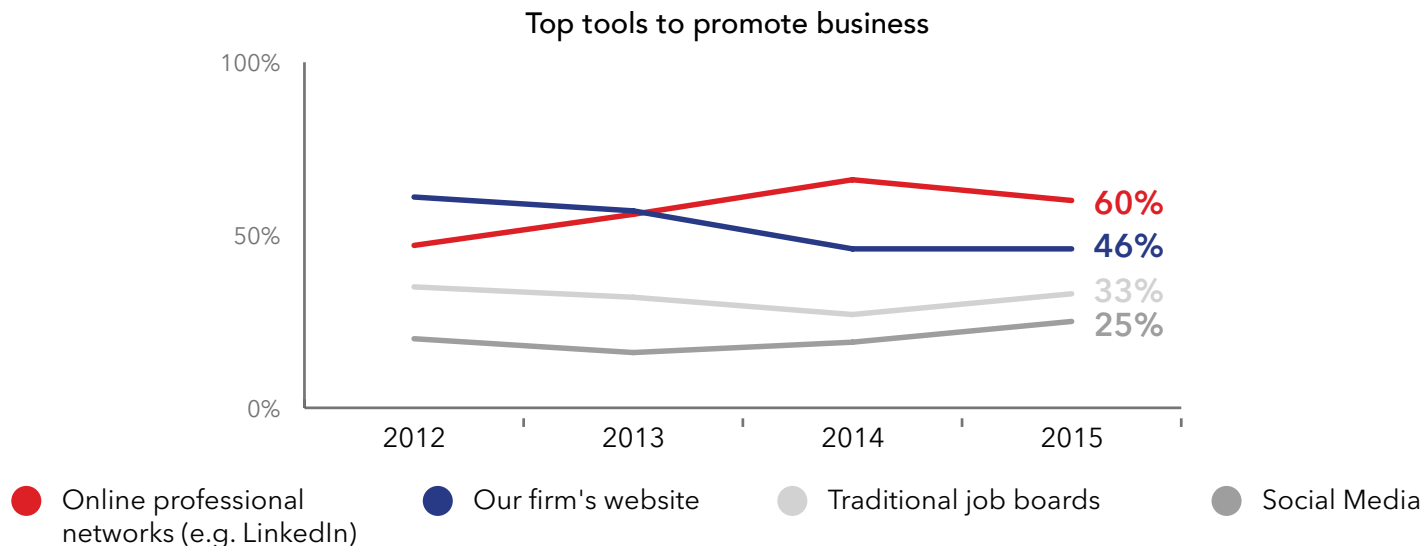
Leaders realize that branding has a positive impact on their business, and as a result, they are building and measuring their brand more than last year. Those who invest in a strategy to build and measure brand will drive more business and gain an edge over their competition.



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

# When it comes to growth, networking matters

Staffing firms must use their connections build relationships with clientele, so they are moving away from inbound channels (like traditional job boards) to more outbound channels (like social media). Online professional networks continue to be the most effective tool to increase firm awareness.



“



Evelyn Milani  
President  
Avanti Recruitment Solutions / InfoSYS Inc.

*I have a high InMail response rate, and I attribute that in part to the fact that I'm sharing compelling information in my status updates. You have to build relationships with your network before reaching out to candidates, and the best way to do that is by building your brand on LinkedIn.*

”

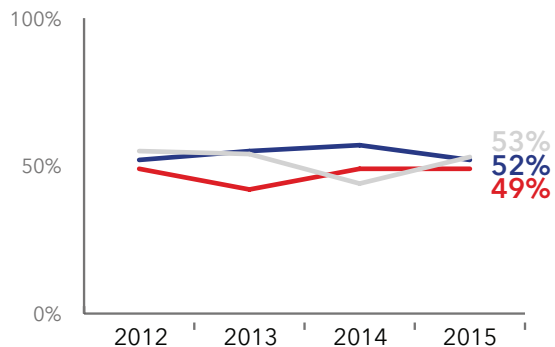
# Strategic sourcing: Quantity vs quality



# The debate between quality and quantity

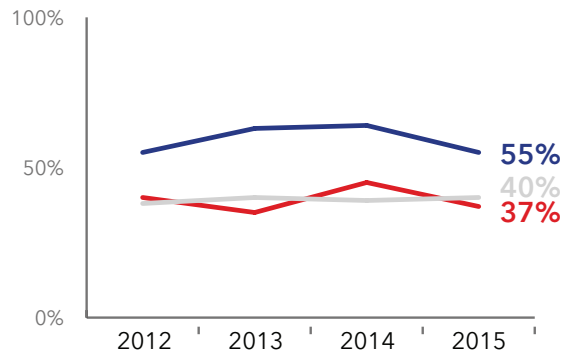
Firms still struggle on where to source placements. While traditional tools like candidate databases provide the largest volume of candidates, recruitment firms find the best quality through social professional networks. Focusing on social networks may be the sweet spot for both.

Top sources for placement volume



- Internet job boards
- Social professional networks
- Your ATS/internal candidate database

Top sources for quality placements



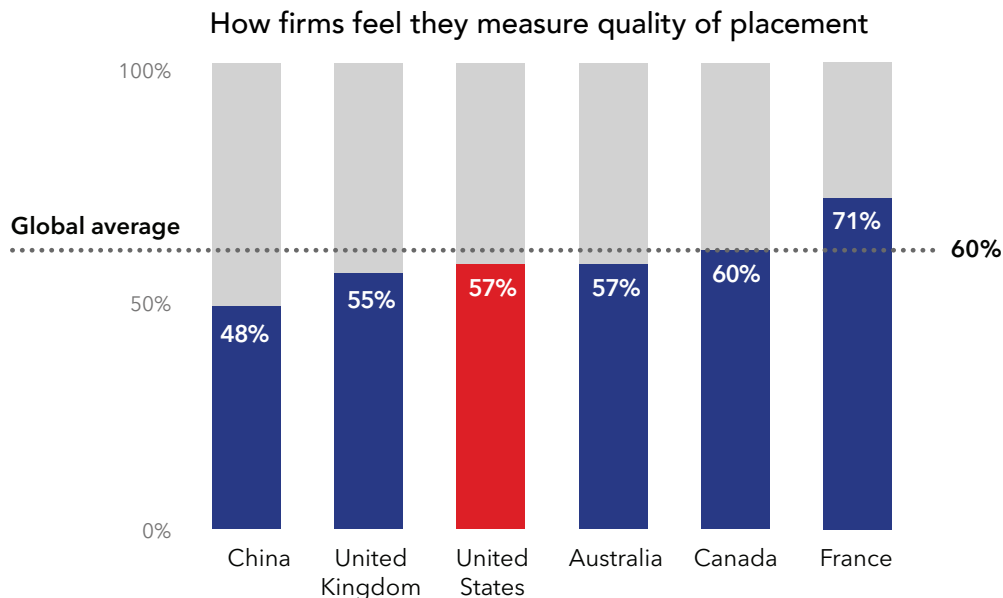
- Internet job boards
- Social professional networks
- Your ATS/internal candidate database

\* 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

Most firms worldwide feel pretty confident in how they measure quality of placement. While firms in the U.S. are just below the global average, only 18% of these individuals feel truly best in class. Consider partnering with your clients to test a few methodologies.



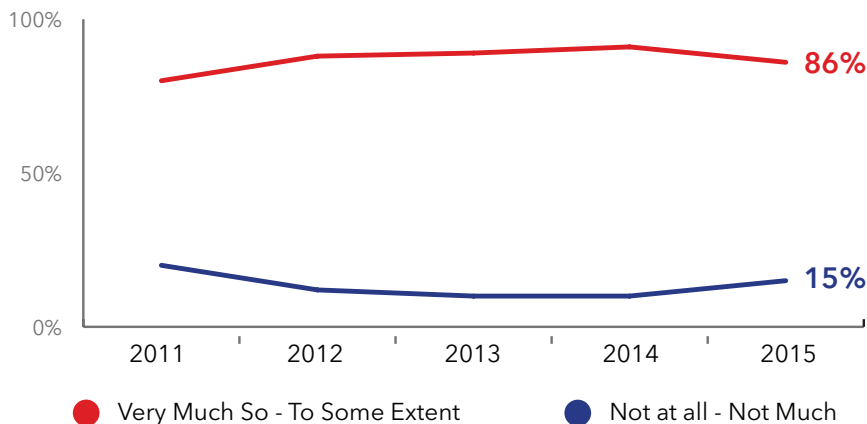
- High = We are best in class / Very Well
- Low = Somewhat well / Not too well / Not at all / Don't know

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

# Passive candidates are essential to sourcing

Since passive talent is a top priority, passive candidate recruiting continues to be central to firms' recruiting strategies. It's probably because passive candidates are often quality placements. Since the majority of these individuals are interested in speaking with firms, recruiters can continue developing strong relationships with talent.

Focus on passive candidate recruiting



# 73%

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

“



**Kevin Raxter**  
**Managing Partner**  
**The Centrics Group**

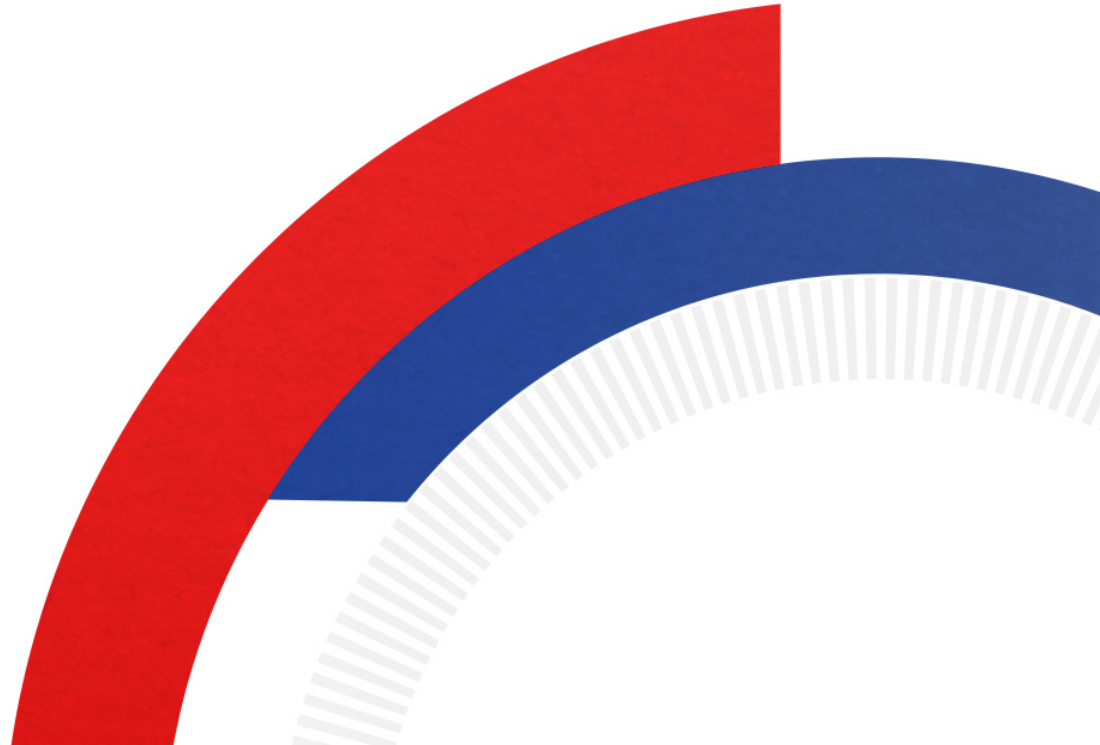
*LinkedIn has given us access to the entire passive candidate market, which is a better fit for our needs. About 80-90% of our placements are coming from candidates sourced via LinkedIn. We not only find the people we're currently looking, but we can find passive candidates, have them follow us, and keep them engaged for an opportunity six months down the road.*

*Thanks to LinkedIn, we can stay ahead of the game and be a lot more proactive in our recruiting efforts.*

”

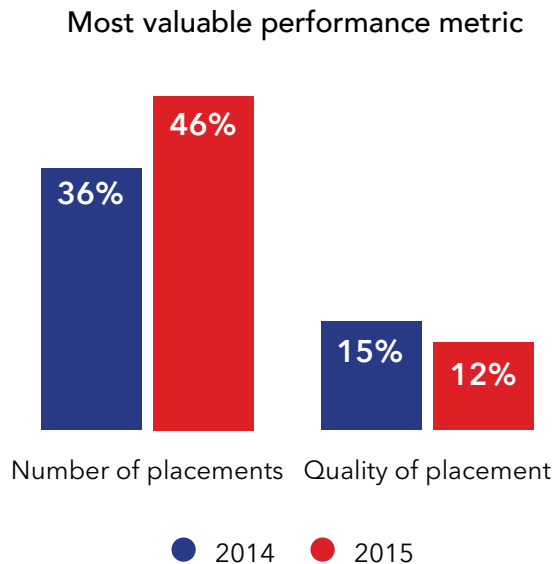


Data: Needed for  
client partnerships



# Performance measurement needs a refresh

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

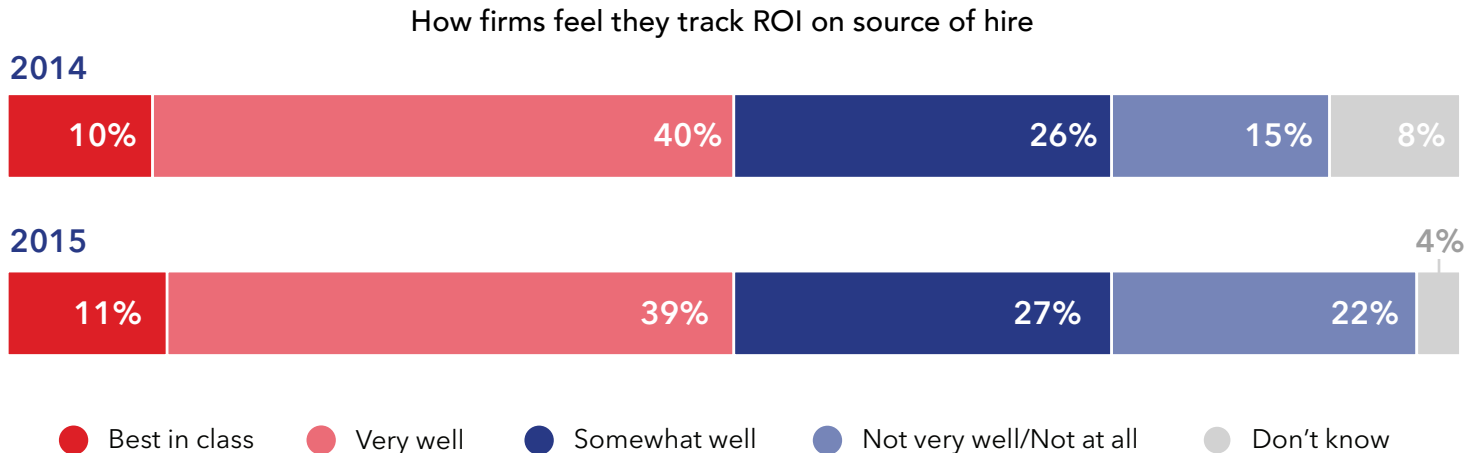


32%

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

# Low confidence in tracking ROI

Most firms aren't confident in how they measure ROI, considering only 11% 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, leaders should get clear on whether or not your sources of hire are paying off.



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

# Opportunities ahead to use data strategically

While the majority of firms do not use data to understand recruiting effectiveness and opportunities, U.S. firms are slightly above the global average. However, there is still room for improvement. Firms who conquer this can better advise and serve clients.



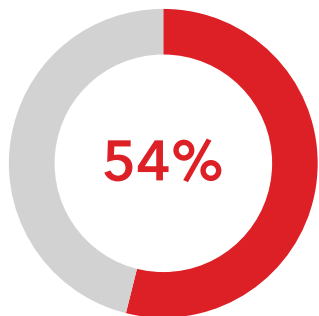
\* In general, how well does your firm use data to understand recruiting effectiveness and opportunities?

Parting thoughts

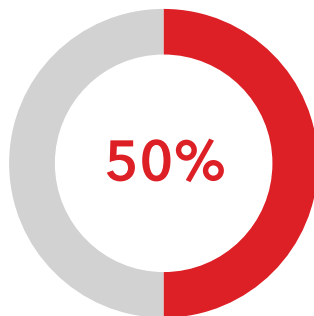


# Recruiting trends to keep in mind

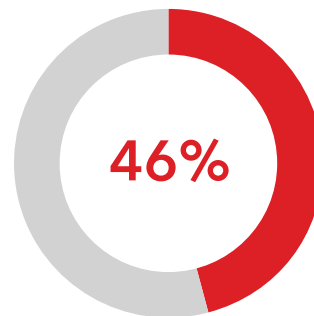
Looking ahead, recruitment firms consider sourcing passive talent, building talent communities, and social professional networks to be the most long-lasting trends. What's interesting is that all of these areas emphasize the importance of building strong relationships. The relationships firms have both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



Finding better ways to  
source passive candidates



Building communities  
or a pipeline of talent



Utilizing social and  
professional networks

# 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 the global report.** See what's trending at a global level. Visit our website to download the global 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 around the globe. **Download the report** 



# About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting 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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