

2015 talent trends

Insights for the modern recruiter
on what Malaysian talent wants

LinkedIn Talent Solutions





Introduction

The typical career path is more fluid than ever. Today, talent is staying more connected, informed and open to new opportunities throughout their professional lives.

In this report, step inside the mind of talent at every stage of the job search journey. Armed with this data, you will have a blueprint for successfully attracting, engaging, and hiring within this modern and dynamic talent pool.



About this report

This is our second annual Talent Trends report, completely redesigned to explore how talent approaches the job search journey from start to hired.

We surveyed over 20,000 professionals in 29 countries, including 631 professionals in Malaysia, to better understand their attitudes and behaviors at each stage of the job search.

Do you think you know what talent wants? Read on to find out.



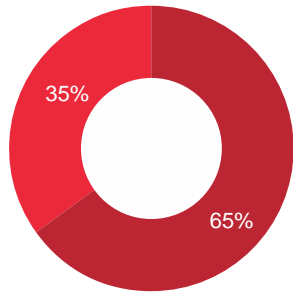
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Executive summary

Three key insights you should know to attract and recruit great talent in Malaysia

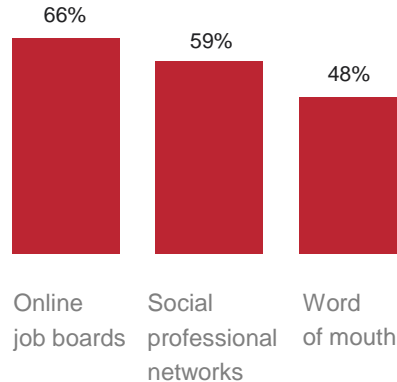
65% of the workforce
is passive talent



● Passive
● Active

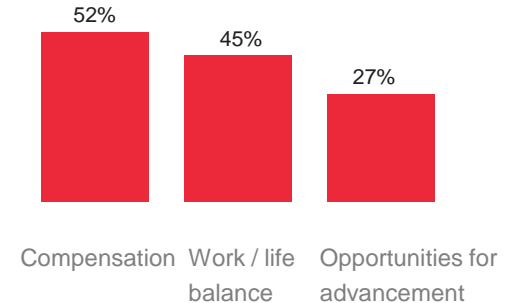
*How would you classify your
current job search status?*

Most talent uses online channels
to find new opportunities



*What channels do you use to look for
new job opportunities?*

Compensation matters most
when making a job decision



*What are the three most important factors that would
entice you to accept a new job opportunity?*

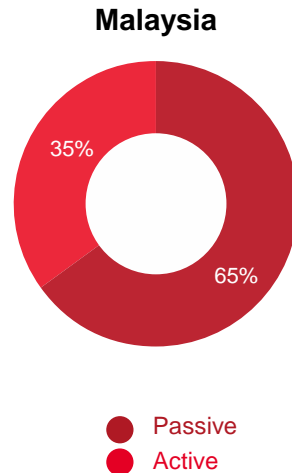
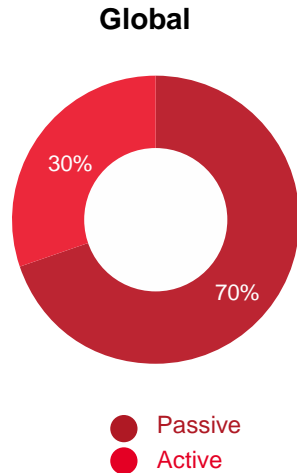


The talent landscape in 2015



Talent in Malaysia is more active than the global average

Professionals here are more likely to seek new job opportunities than professionals in other parts of the world.



Passive candidates may be:

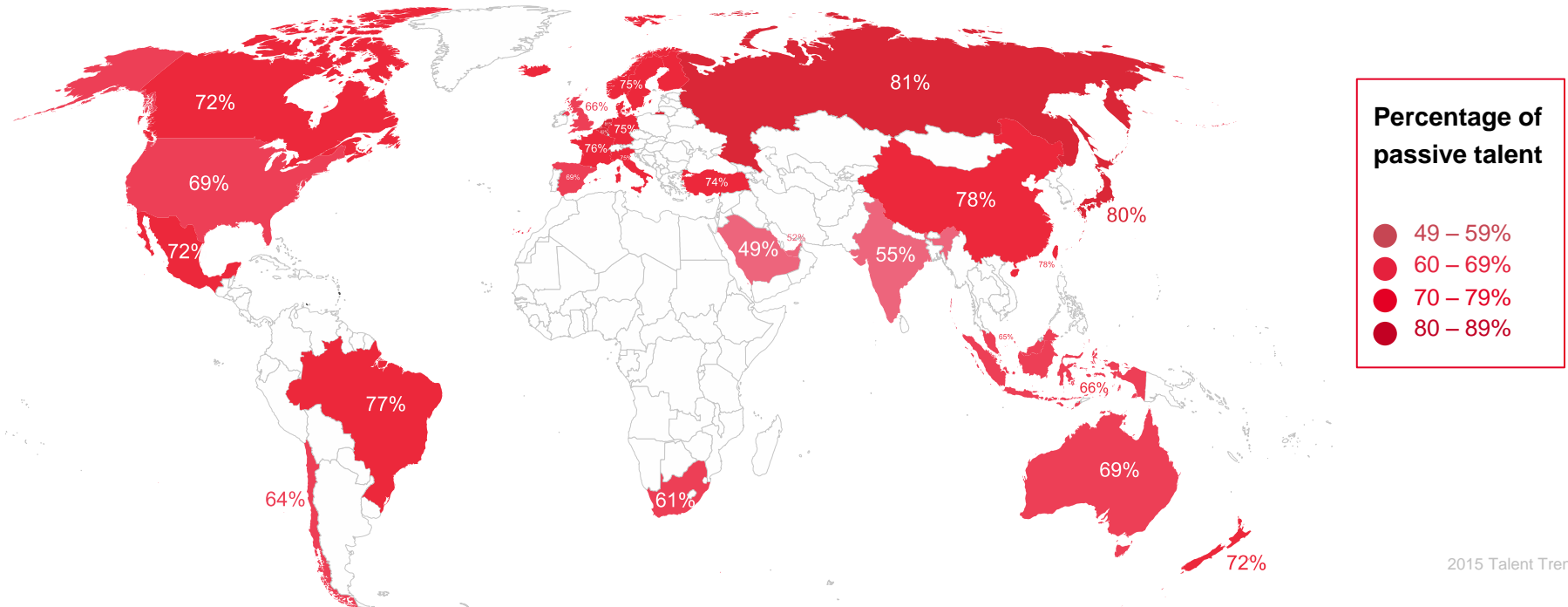
- ✓ Reaching out to personal network
- ✓ Open to talking to a recruiter
- ✓ Completely satisfied; Don't want to move

Active candidates may be:

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

Passive talent around the world

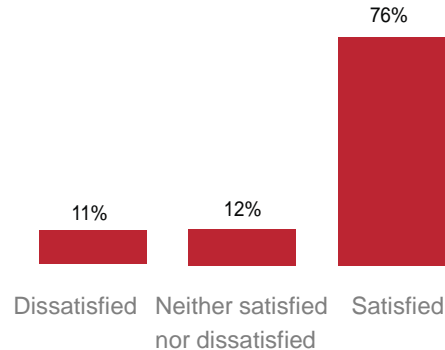
If you hire in multiple countries, this map is for you. The more passive a country's talent pool, the more you must catch talent's attention with your talent brand and proactively reach out with new opportunities.



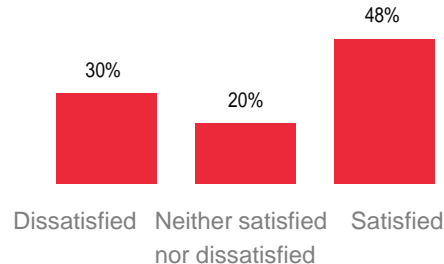
Active talent is not always unhappy talent

As the global economy improves, more professionals want to explore new job opportunities, regardless of how satisfied they feel in their current role.

Job satisfaction for passive talent



Job satisfaction for active talent



76% of passive talent feels satisfied in their job

48% of active talent feels satisfied in their job

Overall how satisfied are you with your current role?



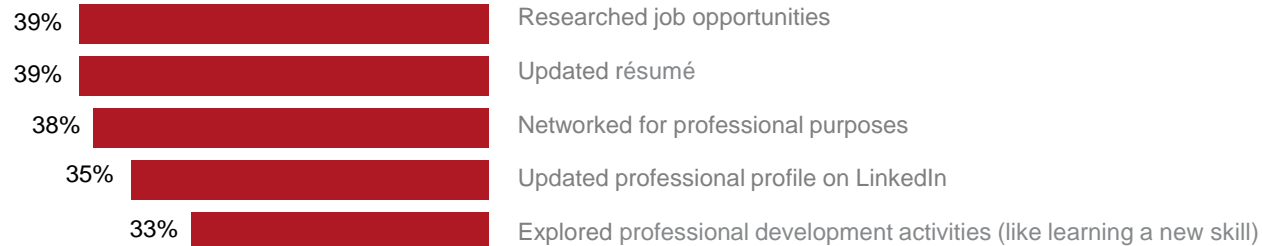
Talent behavior



Professionals around the world are always improving their professional brands

Both active and passive talent spend time on activities to strengthen their professional brand and increase their future career opportunities.

Most common professional development activities in the last month

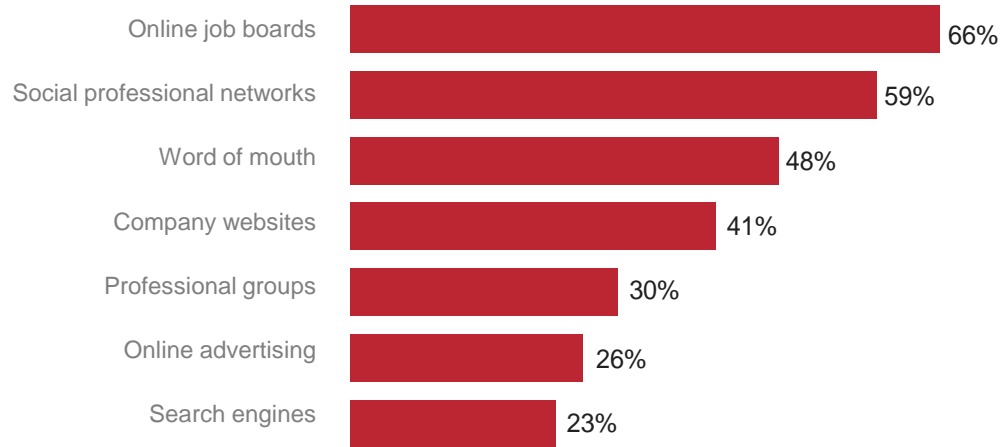


Which of the following activities have you participated in during the past month?

Talent looks online to find new jobs

When talent in Malaysia wants to find new job opportunities, they predominantly use online job boards and social professional networks like LinkedIn.

The most popular channels where talent looks for opportunities



Many professionals rely on friends and colleagues to discover new opportunities. Do you know what people are saying about your organization as a place to work?

Turn your employees into loyal brand advocates to boost your recruiting efforts.



The first conversation



When in doubt, reach out

The next time you hesitate to reach out to talent, remember that most professionals in Malaysia are interested in hearing about job opportunities.

Talent's interest in hearing from a recruiter or headhunter



- Interested (extremely, very or somewhat)
- Uninterested (not too, not at all)

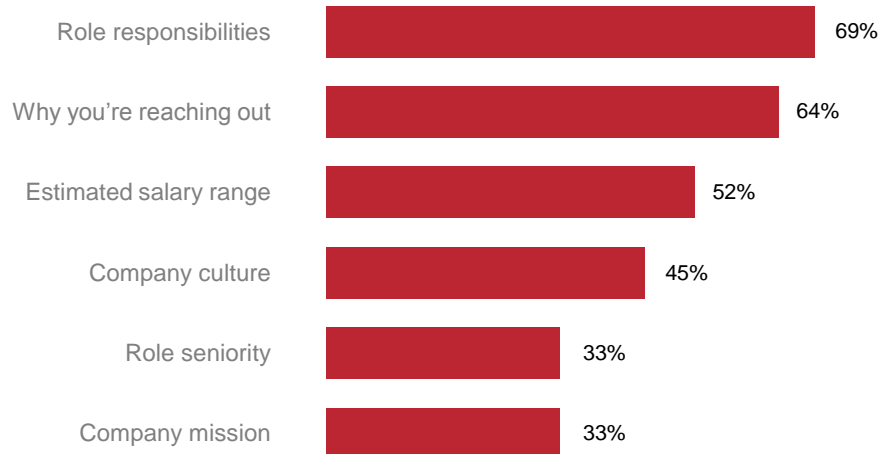
78% of talent around the world is interested in talking with a recruiter at a company or staffing firm

How interested are you in talking to an in-house corporate recruiter or a headhunter for a search and staffing firm about a new job opportunity?

First contact: What talent wants to know

When you first reach out to professionals about a new job opportunity, be sure to explain the job role responsibilities and why they are a good fit for the role.

What talent wants to know first



tip

Using InMail? Most people read their InMails on the go, so grab their attention by only including information they care about in your first InMail.

Knowing what is essential (and what isn't) will earn you a higher InMail acceptance rate and talent's attention.

Three essential InMail tips from LinkedIn



1

Reach out to
followers first

Your LinkedIn Career Page followers are 81% more likely to respond to your InMails than those who do not follow you



2

Don't mix work
and the weekend

InMail messages sent on Saturdays are 16% less likely to get a response than those sent during the work week



3

The closer it is to the
weekend, the less likely
talent is to respond

InMails sent on Thursday between 9 and 10 AM are 12% more likely to get a response than those sent on Friday during the same time



The interview experience



The interview is a pivotal point in the job search journey

No matter how well you pitch a job, nearly all professionals are still unsure about the job and company when they show up for the interview.

Getting the interview right will win you top talent, while getting it wrong can hurt your recruiting efforts.

83%

of talent say a **negative** interview experience can change their mind about a role or company they liked

87%

of talent say a **positive** interview experience can change their mind about a role or company they doubted

53%

of talent say the most important interview is with their prospective manager

The interview experience has a major impact on talent's final decision

Talent speaks loud and clear—the interview experience is a major factor in whether talent joins your organization or continues on their job search journey.

Importance of interview in Malaysian talent's final decision



How important is the overall interview experience in your decision to join a company?

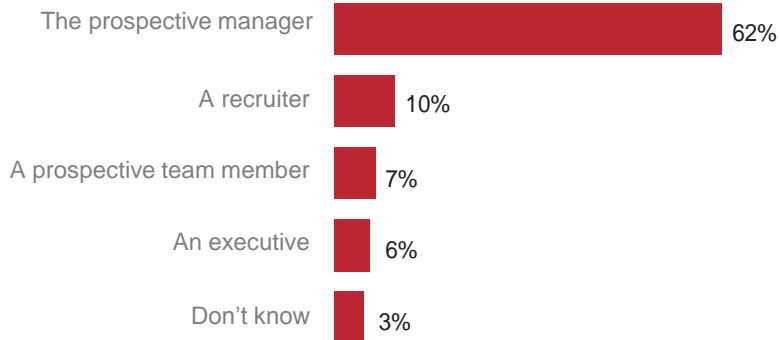
tip

If you are losing candidates after the interview phase, then pull your team, hiring managers, and partners in HR together to brainstorm how to work together to create a positive and memorable experience for every candidate you interview.

What matters to talent in Malaysia during the interview experience

The war for talent is on. To stand out as an organization and attract great talent, make sure you deliver what matters most during the interview experience.

Who talent wants to meet on interview day



Which one person is most important in determining whether you have a positive interview experience?

What makes a great interview experience



Outside of your interview with your prospective manager and/or team, which of the following are most important to you having a positive experience?

Stay connected after interview day

Don't go quiet after interview day has passed. Candidates want to hear from you after the interview and receive updates about the progress of their application.

When talent wants to hear from you



After the interview, when do you want to hear from the recruiter or headhunter about the role?

77%

of professionals want to hear good news by phone

65%

of professionals want to hear bad news by email



Good news is always most impactful when delivered in person.

Make your candidates feel special by extending job offers over the phone.

Exceed talent's expectations

The organizations that win top talent today are the ones that know how to surprise and delight their candidates throughout the job search journey.

Offering interview feedback to talent is one way to show you care about a professional's success, whether or not they end up working with you.

94%

of talent wants to receive
interview feedback

41%

of talent has received
interview feedback before



Look out for even more opportunities to give talent a valuable experience with your organization. The people you do not hire have just as much influence on your company's reputation and talent brand as those who do join your team.

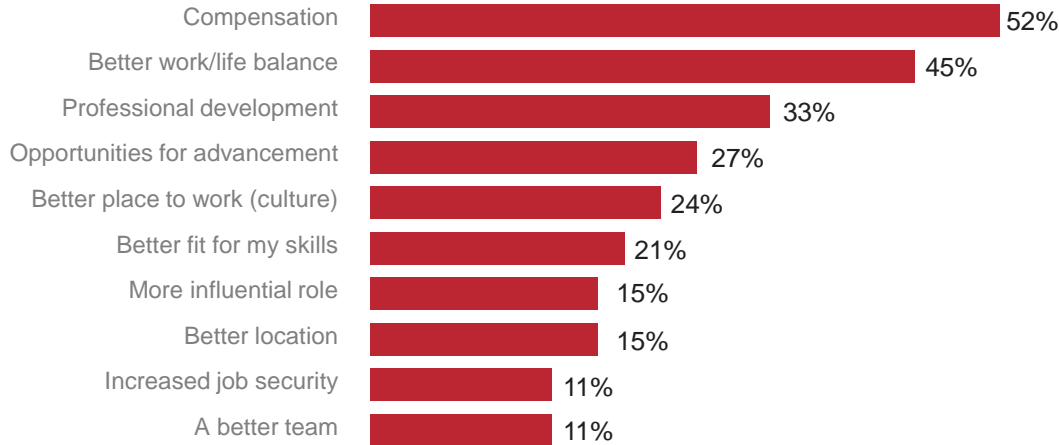


The final decision

Convert more candidates into hires

When a candidate is considering a job offer, there are a few factors that matter a lot and others that hardly matter at all. Increase your candidate acceptance rate by knowing the difference.

Top factors for talent in Malaysia when considering a job offer



94%

of talent says being contacted by their prospective manager can make them accept a job offer faster

89%

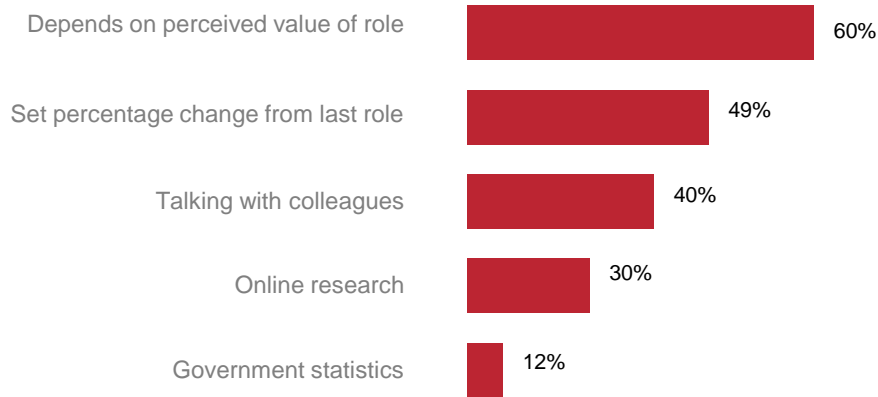
of talent says being contacted by the recruiter can make them accept a job offer faster

Negotiating salary:

Talent trusts their instincts

Most professionals rely on their own judgment to determine a fair salary

How talent benchmarks salary



Set realistic expectations and answer questions honestly about a job's responsibilities and workload so candidates can determine a salary range that feels fair to them.

The goal of any salary negotiation is to offer a fair price, maintain an open mind, and above all, make the candidate feel valued.

How do you benchmark and determine what is a fair salary?

What frustrates talent most about the job search journey?



Recruiting is like getting married with only meeting your future spouse a few times. I'd like to see multi-day hands-on working interviews to really see whether there's a good fit.

Empty promises, buzzword-based recruiting, and calling me after 6 PM.

It's tough to not receive feedback after an interview. How else will I know to improve?

Too much mystery. More upfront information could save both parties a lot of time.

It's frustrating to not feel heard. I'd like recruiters to understand my unique skills and what I'm looking for in my new role before pitching me a job.

The process takes so long! Speeding up the application process would make me a lot happier.



Conclusion

We hope this report has given you new insights into what talent wants throughout the job search journey, and provided you with a few new ideas to incorporate into your recruiting strategy.

Here are five ways to start using the data in this report today:

1. Invest in the channels that talent uses to discover opportunities (Page 12)
2. Include the most impactful information in your initial message to candidates (Page 15)
3. Partner with hiring managers and leadership to create a great interview experience (page 20)
4. Keep in touch consistently with candidates after the interview experience (page 21)
5. Focus on what factors matter most to talent when considering a job offer (page 24)

The best way for you to discover what talent wants is simply to ask. We're confident that doing so will yield stronger candidate relationships and ultimately better, happier hires.

Methodology

LinkedIn's Talent Trends survey was conducted in February and March of 2015.

Survey respondents were asked about their attitudes and opinions surrounding a variety of aspects associated with job seeking.

LinkedIn collected survey responses for 20,931 LinkedIn members around the world who are currently employed in some capacity. The overall theoretical margin of error for this survey +/- 0.68% at the 95% confidence interval and is higher for sub-groups.



About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations 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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