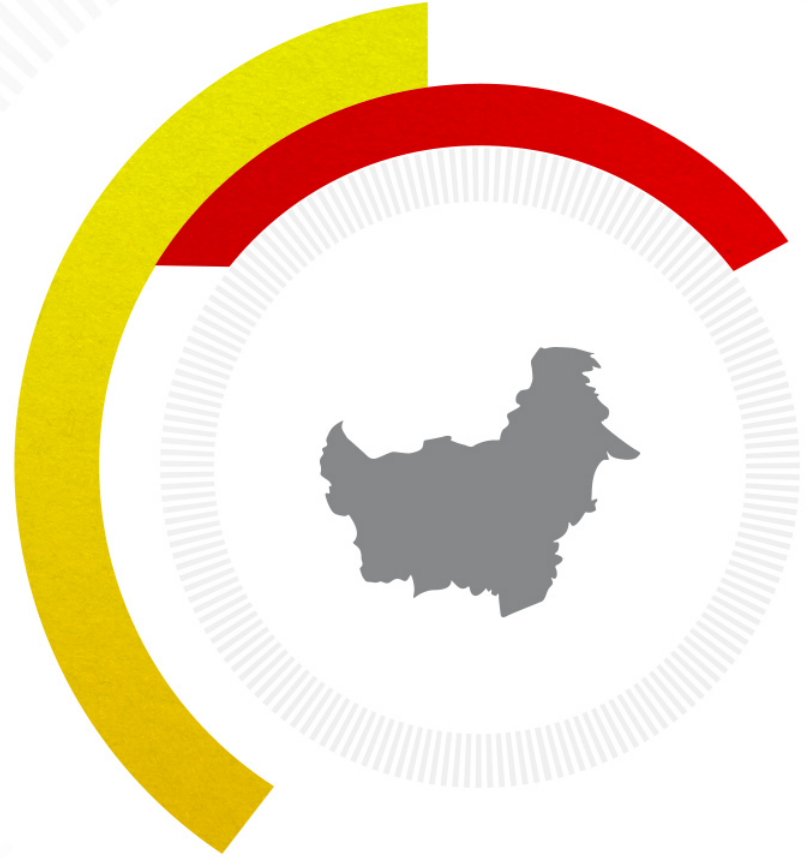


Southeast Asia

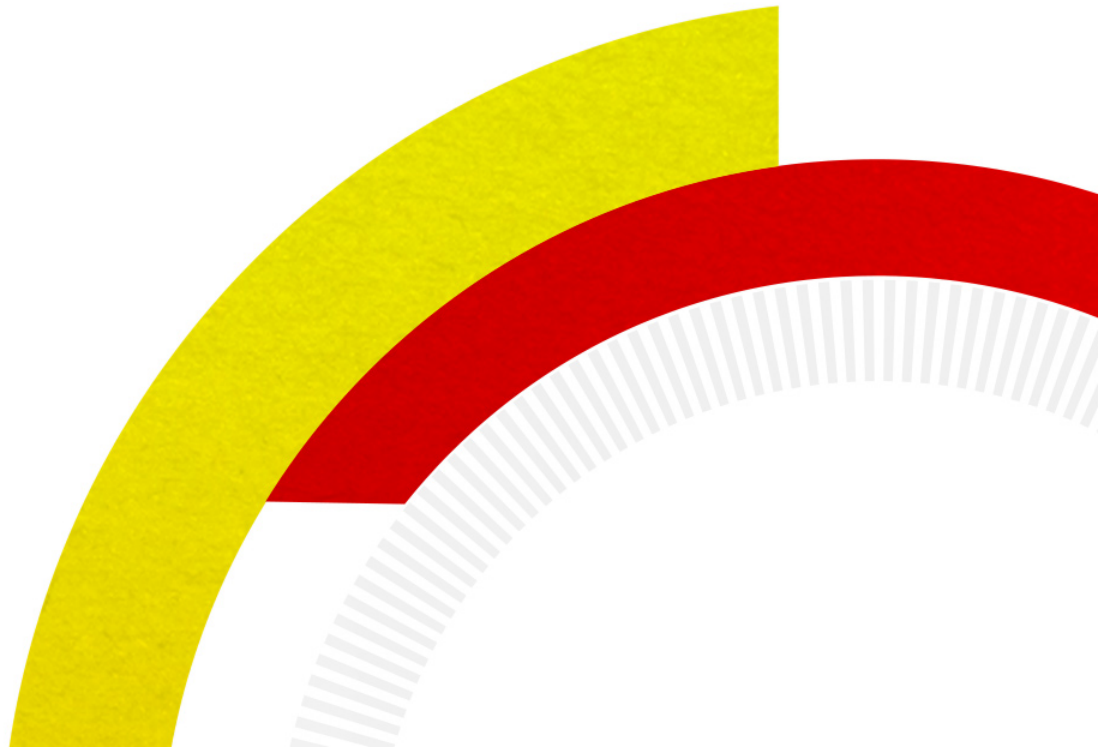
Recruiting Trends 2016



Introduction

To truly influence business decisions, you need to understand where the industry is going. This annual report uncovers recruiting trends in Southeast Asia that will move your organization forward, and help position you as a strategic business partner within your organization.

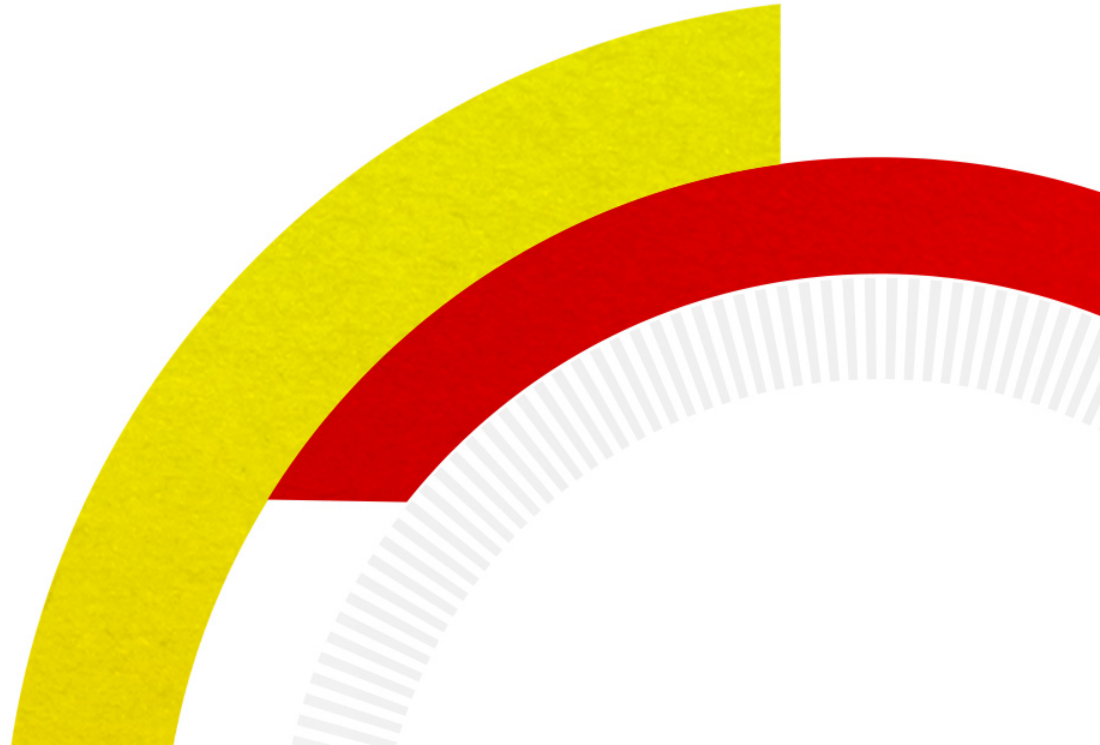
Here you will see data that sheds light on a renewed emphasis on relationships, a critical factor in talent acquisition. Learn how this theme can influence your priorities and provide your business opportunities for 2016 and beyond.



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Key takeaways



Most important trends

Talent leaders in Southeast Asia continue to use quality of hire as their most valuable metric. To attract quality hires, organizations are relying heavily on employee referral programs. Companies are also putting more focus on employer brand, making it a shared responsibility between talent acquisition and cross-functional partners. And since talent leaders want to keep the talent they worked so hard to recruit, employee retention has emerged as a top priority.

41%

agree quality of hire is
the most valuable
performance metric

36%

consider employee
referral programs to be
a long-lasting trend

41%

either share or
contribute to
employer branding

32%

say employee retention
is a top priority over the
next 12 months

** What is the single most valuable metric that you use to track your recruiting team's performance today?*

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

** To what extent is the talent acquisition function at your company responsible for managing employer brand?*

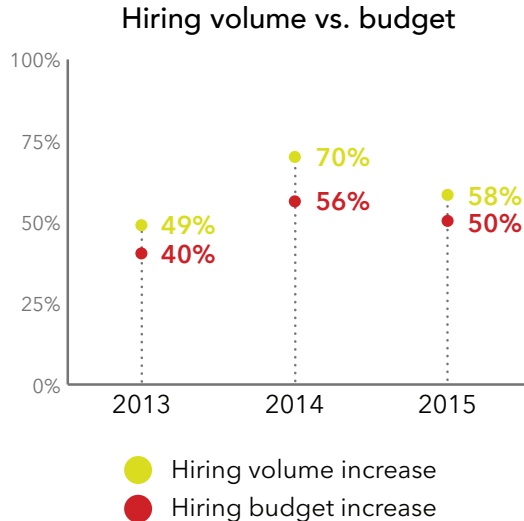
** Over the next 12 months, which of the following would you consider to be the most important priorities for your organization?*



Download the graphs

Biggest challenges

The gap between hiring volume and budget continues to be a challenge, and based on their aligned movement, it appears that this trend will likely continue. This imbalance doesn't help organizations transform their strategies or overcome the biggest obstacles to attracting top talent.



Obstacles to attracting top talent

Finding candidates in high demand talent pools



Compensation



Competition

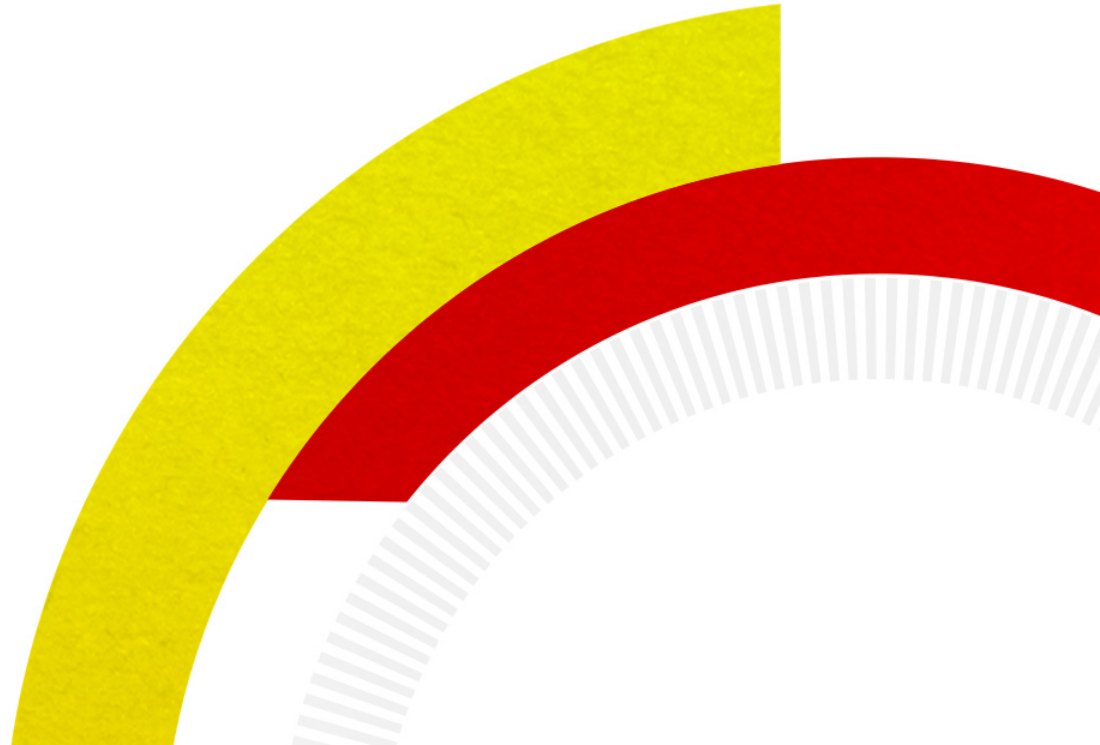


* How do you expect the hiring volume across your organization to change in 2016 versus 2015?

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

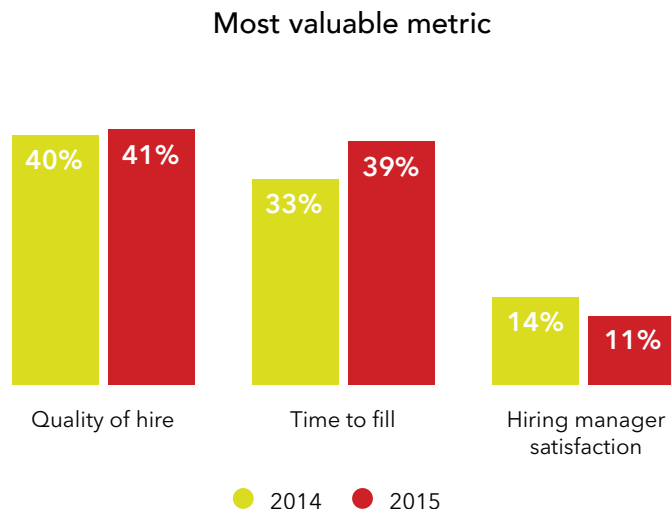
* What are your company's biggest obstacles to attracting the best talent?

Quality of hire:
The magic metric



Quality of hire keeps the top spot

While the urgency to fill roles caused “time to fill” to grow to this past year, quality of hire continues to be the most valuable performance KPI. Most companies measure quality of hire directly with new hire performance evaluations. However, many are also turning to long-term indicators, like employee retention and hiring manager satisfaction.



* What is the single most valuable metric that you use to track your recruiting team's performance today?

* What metrics does your organization use to track quality of hire?

Leaders measuring quality of hire confidently

Most talent leaders aren't convinced they are measuring quality of hire effectively. Those in Southeast Asia are feeling more confident than others around the world. However, there's always room for improvement.



** In general how well does your organization measure quality of hire?*

“

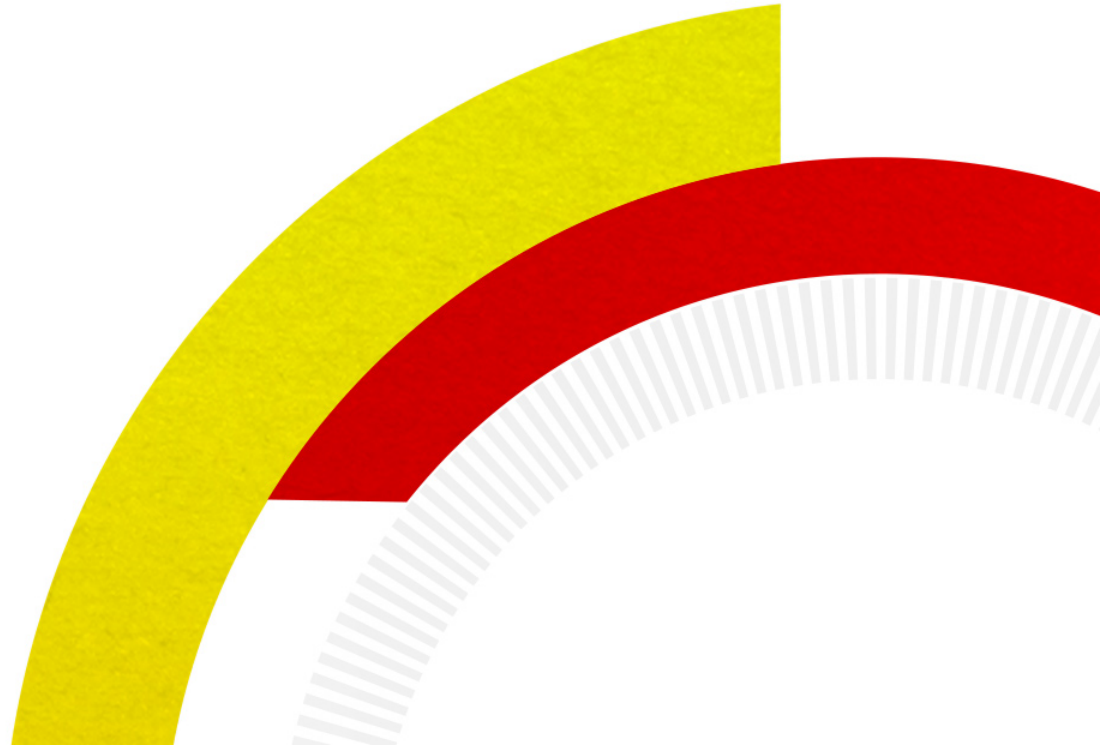


Ann Rennie
Deputy Director General of Human Resources
Asian Development Bank

Instead of being reactive and waiting for people to apply to us, LinkedIn helped us to widen our network and reach out to people. We can be more specific about the roles that we are recruiting for, and as a result, we have had better quality and diversity.

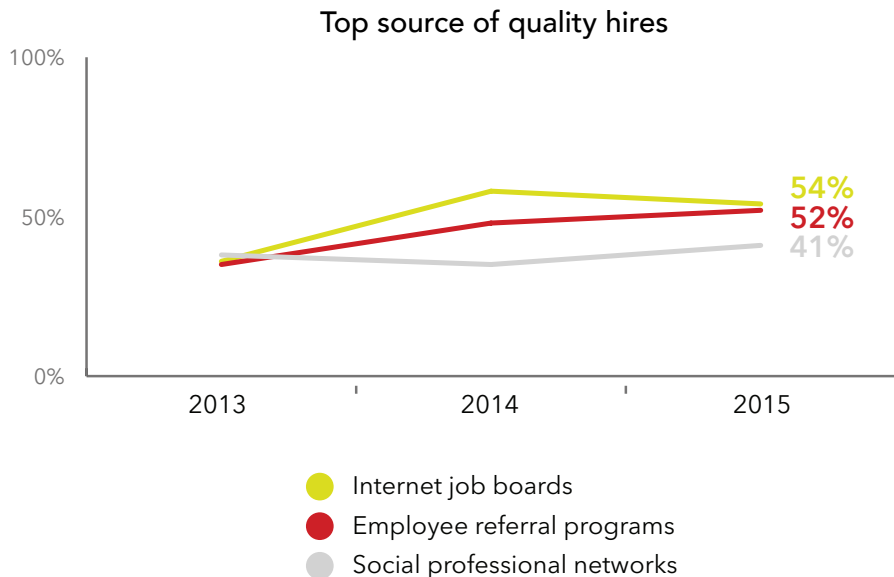
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Employee referrals:
On the rise



Referrals rising as a top source of quality hires

Employee referrals and social professional networks continue to grow as a top source of quality hires, while internet job boards have started to decline. Talent leaders also see employee referral programs as a long-term play. Pairing both employee referrals and social networks together could become a strategic sourcing combination.



36%

consider employee
referral programs to be
a long-lasting trend

Southeast Asia starting to use employee referrals

Since this trend is still emerging, most organizations don't utilize their own employees for recruiting. However, companies in Southeast Asia are starting to leverage their employees very well. Strong relationships with employees and their networks will help organizations identify and source quality talent.



* In general how well does your organization utilize our employees for job referrals?

“



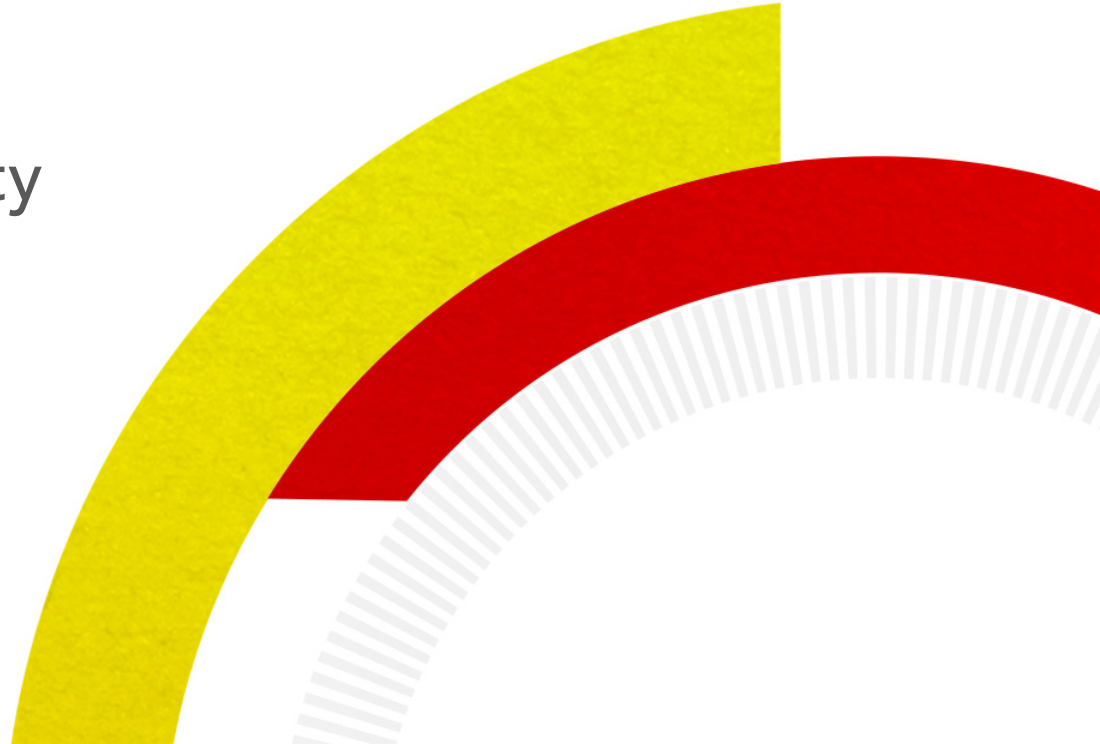
Yin Cheng Lau
Director of Human Resources and Organisational Development
Infocomm Development Authority of Singapore

Employee referral programs are extremely important. Our employees live and breathe the company values in their everyday work. They are the most genuine ambassadors in attracting the right talent to the company.

Additionally, they provide a direct feed to a population we might not have reached prior. Referrals nicely complement our current talent acquisition and attraction efforts.

”

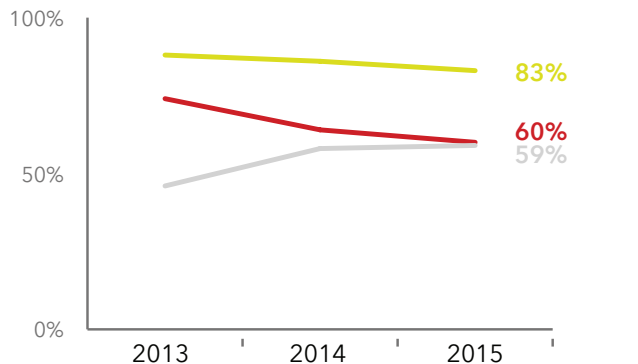
Employer brand:
Shared responsibility



Employer brand losing momentum

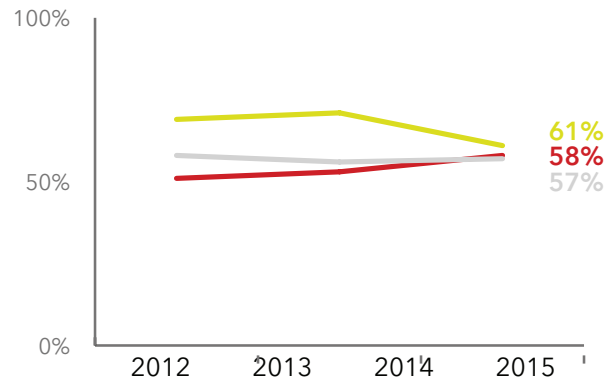
Unfortunately, employer branding is struggling to remain a priority in Southeast Asia. However, when organizations communicate their brand, they are finding increased success with online professional networks and social media. Talent leaders need to persevere for employer branding buy-in. One way to do that is by quantifying it's ability to impact hiring.

How organizations value employer brand



- Brand has a significant impact on our ability to hire great talent
- Employer brand is a top priority for our organization
- We have a unified employer brand that feels right for our company

Most effective employer branding tools



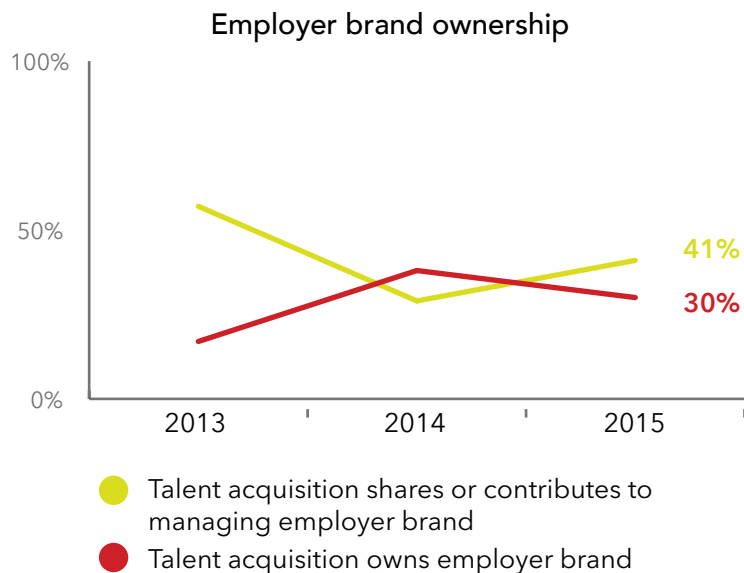
- Company website
- Social media (e.g. Facebook, Twitter)
- Online professional networks (e.g. LinkedIn)

* Please indicate the extent to which you agree with the following as they relate to your company's employer brand?

* Which channels or tools have you found most effective in spreading your employer brand?

Growing partnership with cross-functional teams

Another way to prioritize employer brand is to work with cross-functional partners. An increasing amount of talent acquisition teams in Southeast Asia collaborate on employer branding efforts, usually with marketing. A strong relationship with cross-functional partners can lead to employer brand excellence.



46%

say they share or
contribute to employer
branding with marketing

“

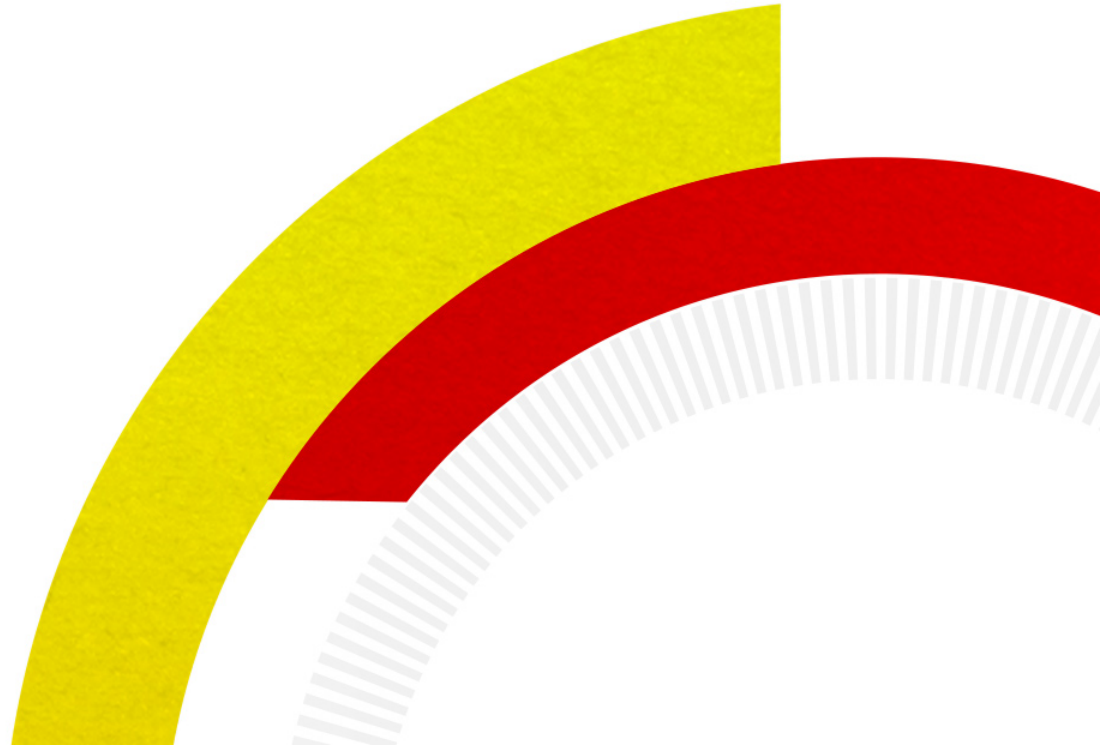


Neil Russell
Group Manager, Human Resources
RMA Group

We want to be seen as an attractive place to work, but we also want to attract the right people. The responses we received via LinkedIn are generally what we have hoped for.

”

Retention and
internal mobility:
Time to align



Employee retention is an emerging priority

Employee retention is becoming top of mind with talent leaders. However, internal recruiting (which helps address employee retention) isn't yet a priority. The majority of organizations are only recruiting internally to some extent or not at all. If recruiters are truly concerned about retention, they need to prioritize internal recruiting.

Top recruiting priorities

Recruiting highly-skilled talent



Improving quality of hire



Employee retention



Recruiting internal candidates



● Very much so

● To some extent

● Not much/Not at all

● Don't know

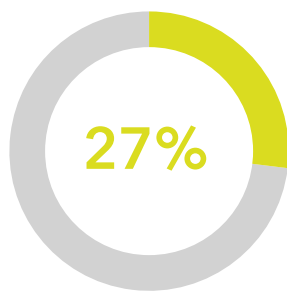
*Figures may not add to 100% due to rounding.

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

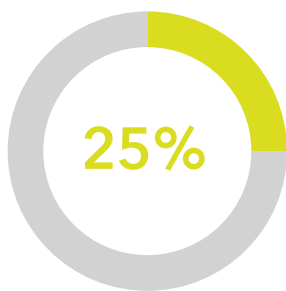
* To what extent does your company recruit the internal candidates?

Time to focus on on internal recruiting

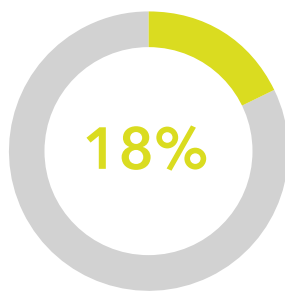
Since internal hiring isn't a top priority, there is no standard approach. Most internal hiring occurs on a case-by-case basis, with few defined programs in place. Not only should talent leaders formalize the internal recruiting process, but recruiters should maintain relationships with candidates post-hire and keep them in their long-term pipeline.



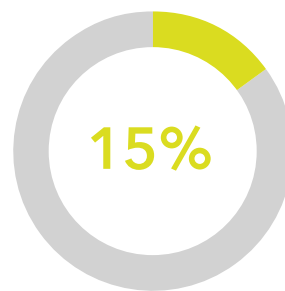
Ad-hoc internal hiring process



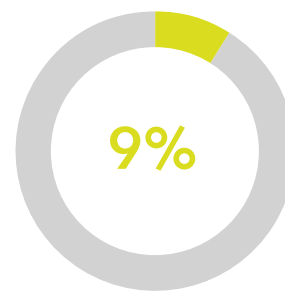
A well-defined program for advancement opportunities



Only proactive employees take part in program



A well-defined program for lateral opportunities



Internal hiring program is not run by talent acquisition group

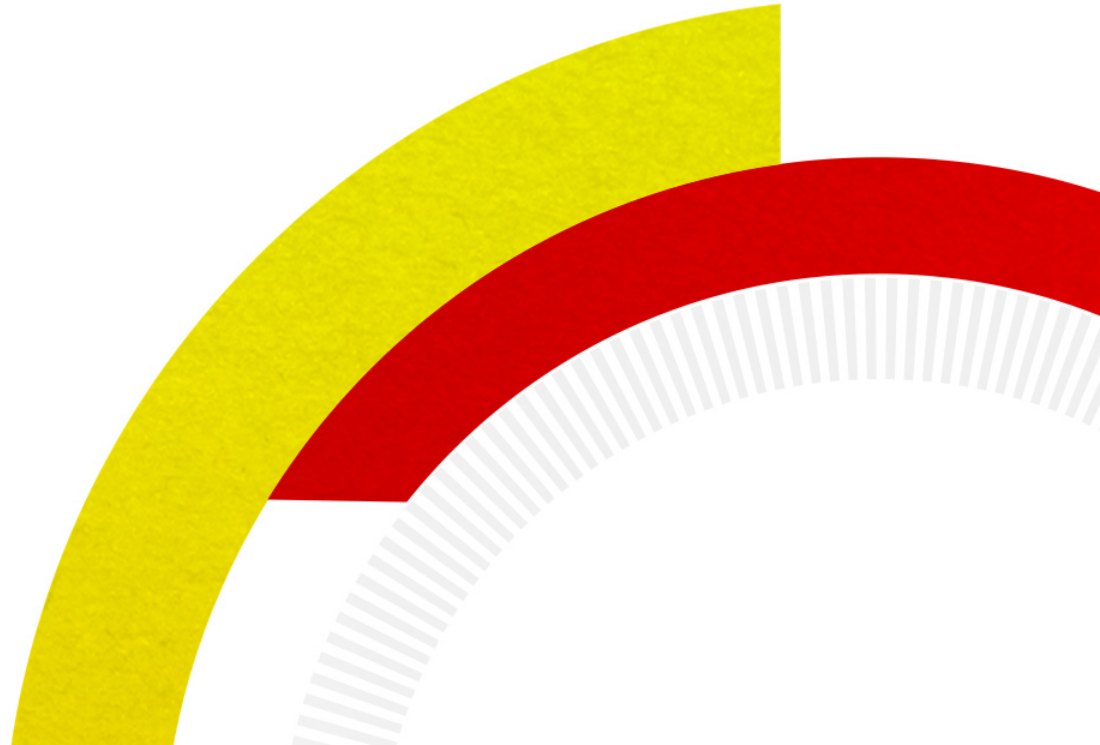


Gail Mercado
Leading Talent Acquisition Manager
Smart Communications

Having the right talent in the company is the key driver for the success of any business. This holds true for us. We measure success with our business targets, talent ROI and retention. LinkedIn is the best tool we've evaluated. The best talents are on the platform - it is the best digital platform for the talents we need.

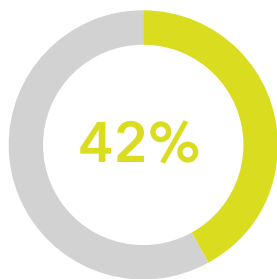


Parting thoughts

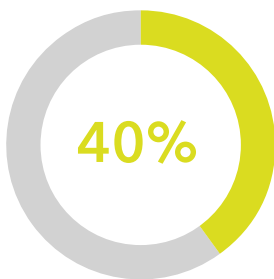


Recruiting trends to keep in mind

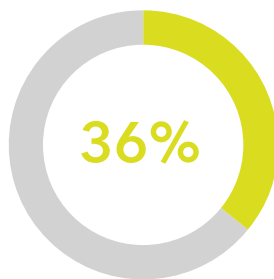
Looking ahead, there are certain areas that will continue to remain dominant, like employer branding and sourcing passive candidates. We also expect employer branding and employee referral programs to get stronger in 2016 and beyond. The common thread among all these is the power of relationships – the relationships you have with your potential candidates, cross-functional partners, and employees will pave the path to talent acquisition success.



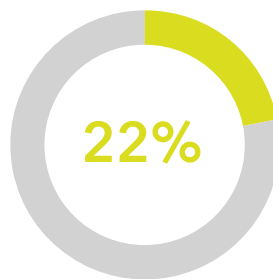
Employer branding



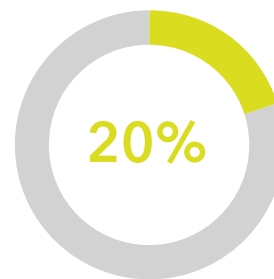
Utilizing social and professional networks



Employee referral programs



Finding better ways to source passive candidates



Optimizing corporate jobs/career sites

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, CFO, team and direct reports.

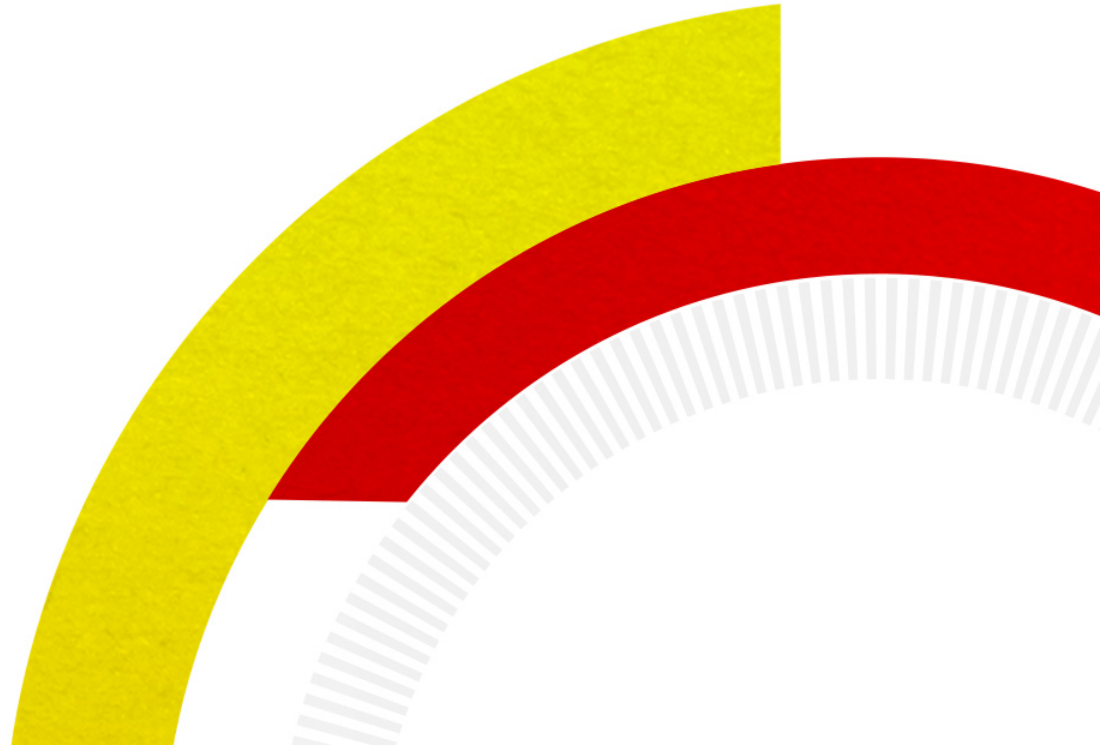
2

Download the global report. Visit our website to download the global report and see what's trending worldwide.

3

Continue learning. Dig into certain topics by download ebooks and tipsheets on talent brand measurement, strategic sourcing, and more.

Methodology



About this report

We surveyed 3,894 talent acquisition decision makers who work in a corporate HR department and have some authority in their company's recruitment solutions budget. These individuals focus exclusively on recruiting, manage a recruiting team, or are HR generalists. 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
4,125 global respondents

2012 Survey fielded May – July
3,028 global respondents

2013 Survey fielded August – September
3,379 global respondents

2011 Survey fielded April – June
3,263 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 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 350 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.



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