

Connect Your Brand to Demand

Why Now is The Time to Lean Into Employer Brand

LinkedIn and Microsoft data indicate **a massive wave** of change to the post-pandemic labor market.



"We nearly have a doubling of job-switching intent."



George Anders Senior Editor at Large, LinkedIn

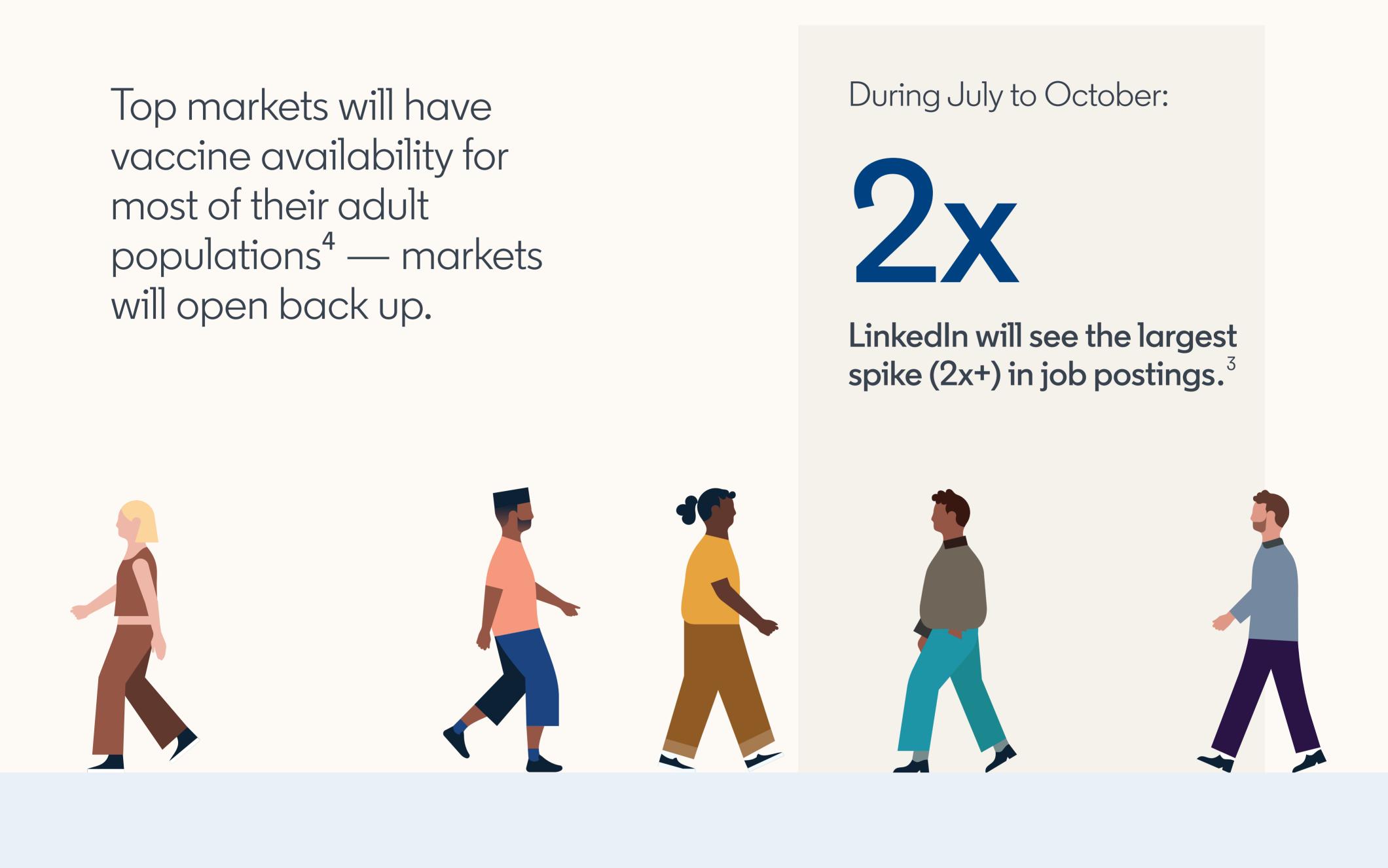


of U.S. workforce is "sheltering in job."²

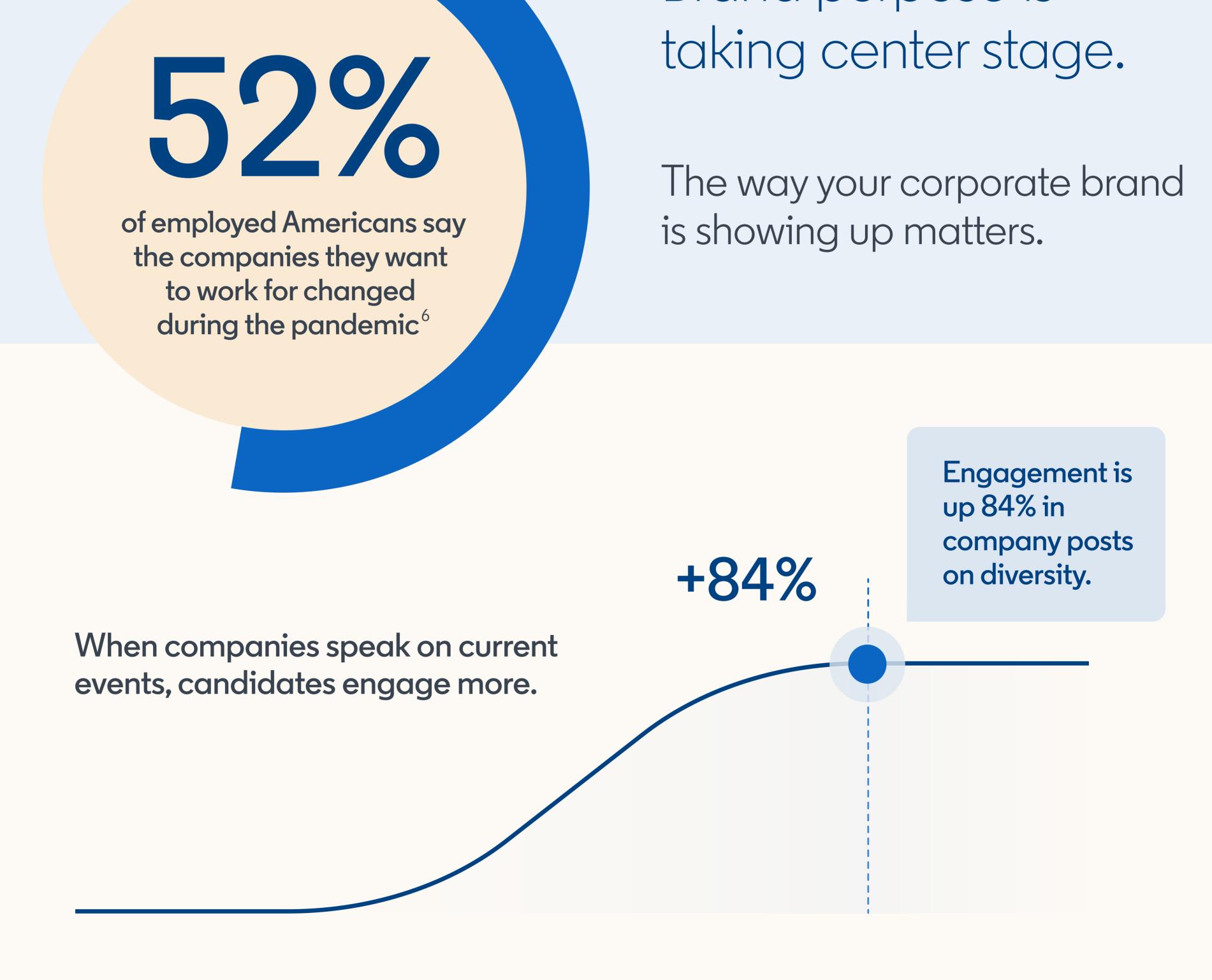
Traditional motivators are less appealing.



This is a convergence of the fall in major markets in North America and Europe.

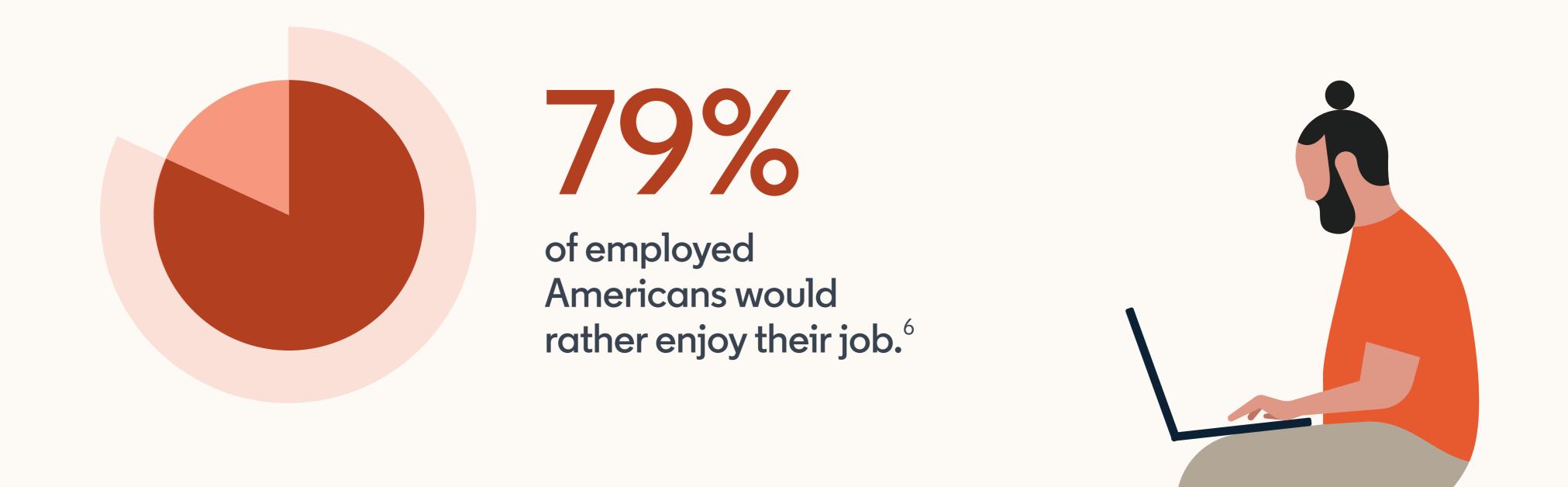


Brand purpose is



The value propositions to compete have evolved.

When given a choice between enjoying their job and working for a well-known company:



Ξ

"Shopify, like any other for-profit company, is not a family. The dangers of 'family thinking' are that it becomes incredibly hard to let poor performers go. Shopify is a team, not a family."



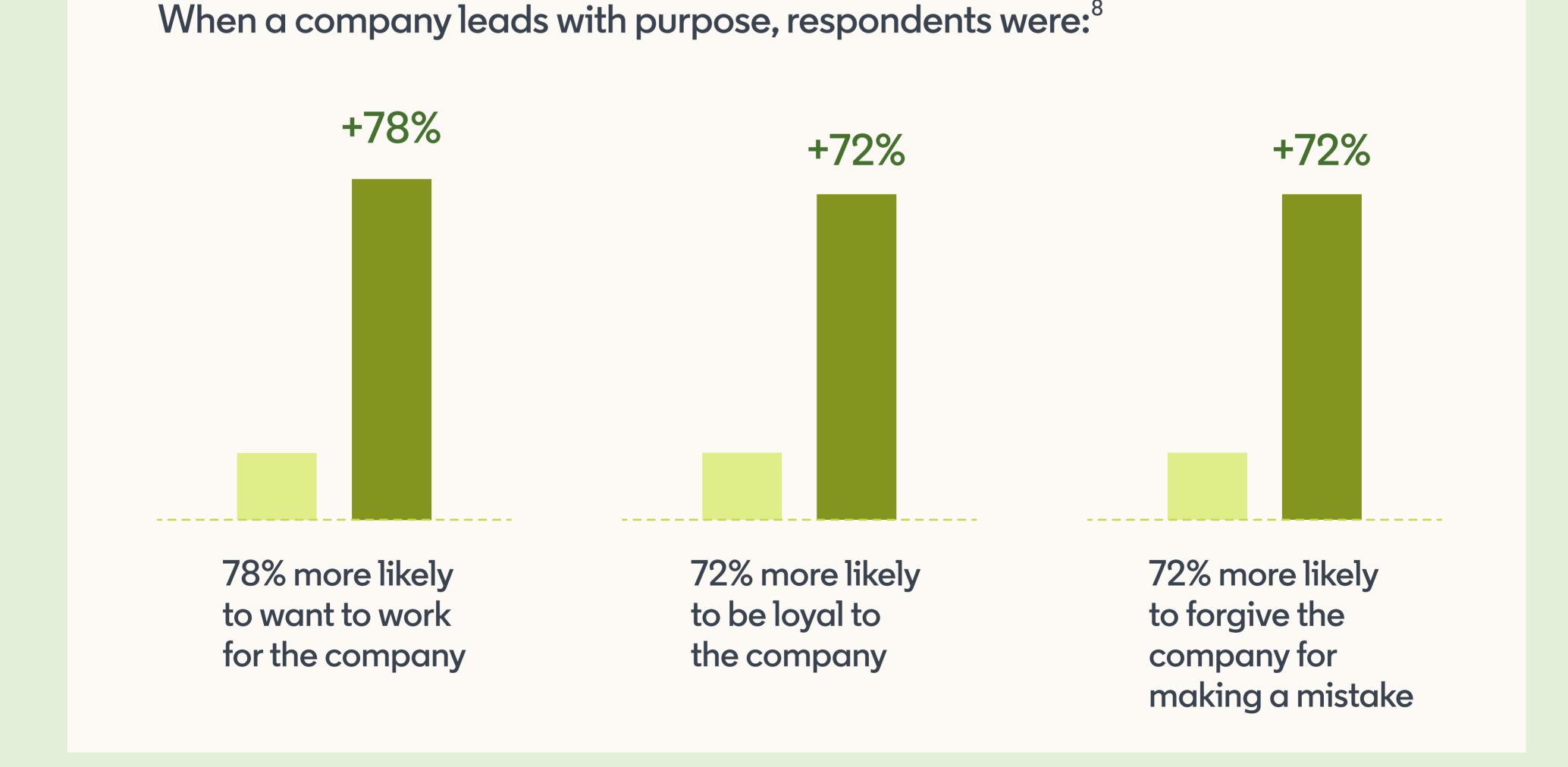
Callie Schweitzer, Editor at LinkedIn News

People are prioritizing passion and purpose.

6776 say that having a sense of purpose in their job is more important now than before the pandemic.

41%

would not work for an organization that fails to speak out publicly about racism in America.⁷



Sources

- 1. Microsoft 2021 Work Trend Index: "The Next Great Disruption Is Hybrid Work Are We Ready?"
- 2. LinkedIn Workplace Confidence Index, February 2021
- 3. LinkedIn Talent Insights
- 4. CDC, New York Times
- 5. Studies of historical patterns and drivers of worker exits by professors at Texas A&M University
- 6. Morning Consult
- 7. Edelman 2021
- 8. Porter Novelli research

Connect your brand to demand

Drive meaningful engagement with business-minded buyers on LinkedIn.

