Talent Insights

Playbook

Workforce Development: Market Mapping

Understand the talent marketplace for any role, industry, or function along with examining any market trends

Playbook

Workforce Development

Created for

-Workforce Development

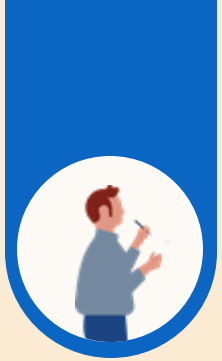
-Performance Management

Featured products

Talent Insights

What's included

- Step-by-step guide for using LinkedIn to help find understand market mapping and market trends



Steps to understanding the current pulse of the market

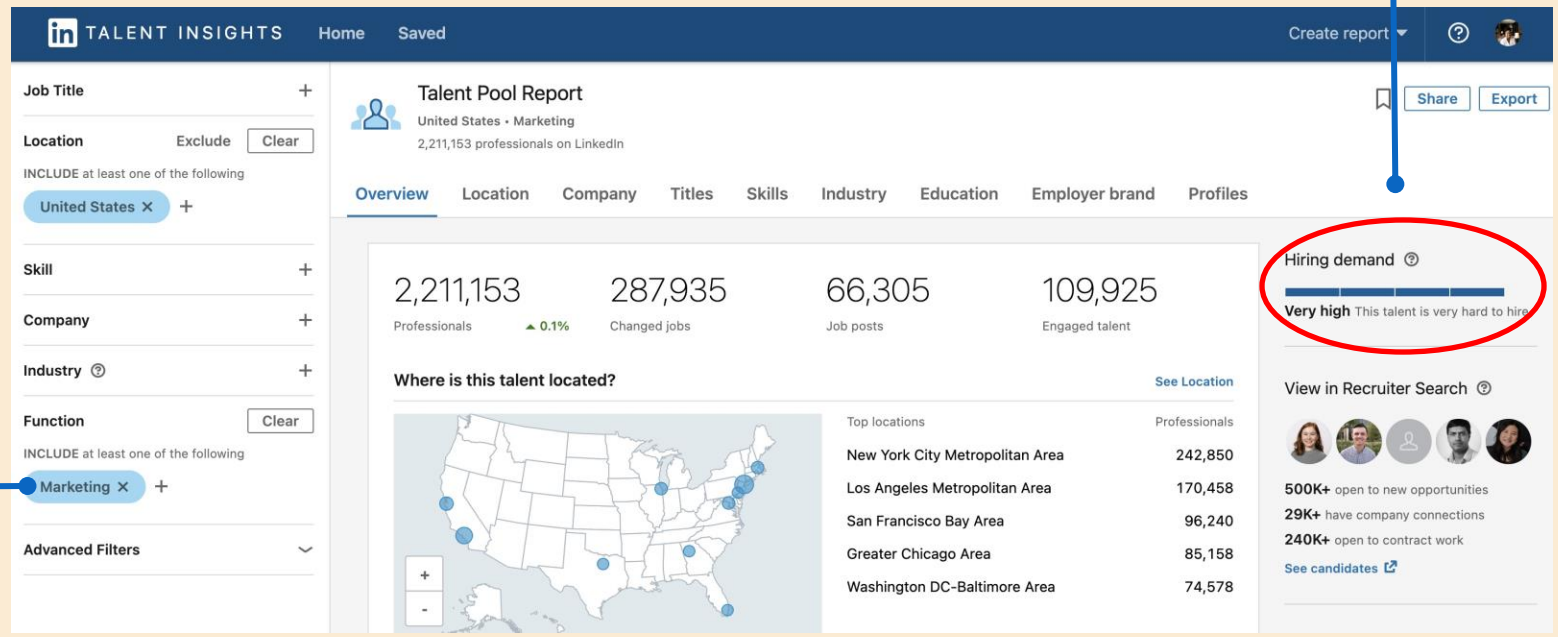
1	Search what industry or function you are interested in and see what the hiring demand is for the talent pool
2	Discover the companies with the highest vacancies within the industry or function
3	Discover what roles are in demand on the titles page
4	Discover what the fastest growing skills within the industry or function
5	Export a report including the overview, company, titles, and skills page

Step 1

Gain visibility into the hiring demand for this specific talent pool

Evaluate the hiring demand for a specific industry or function within a specific location

1. In the **Talent Pool Report**, select the function or industries of interest
2. On the overview page in the top right corner look at the hiring demand for this talent pool



Note: Data is representational and for demonstration purposes only.

Step 2

Discover what companies are hiring the most talent

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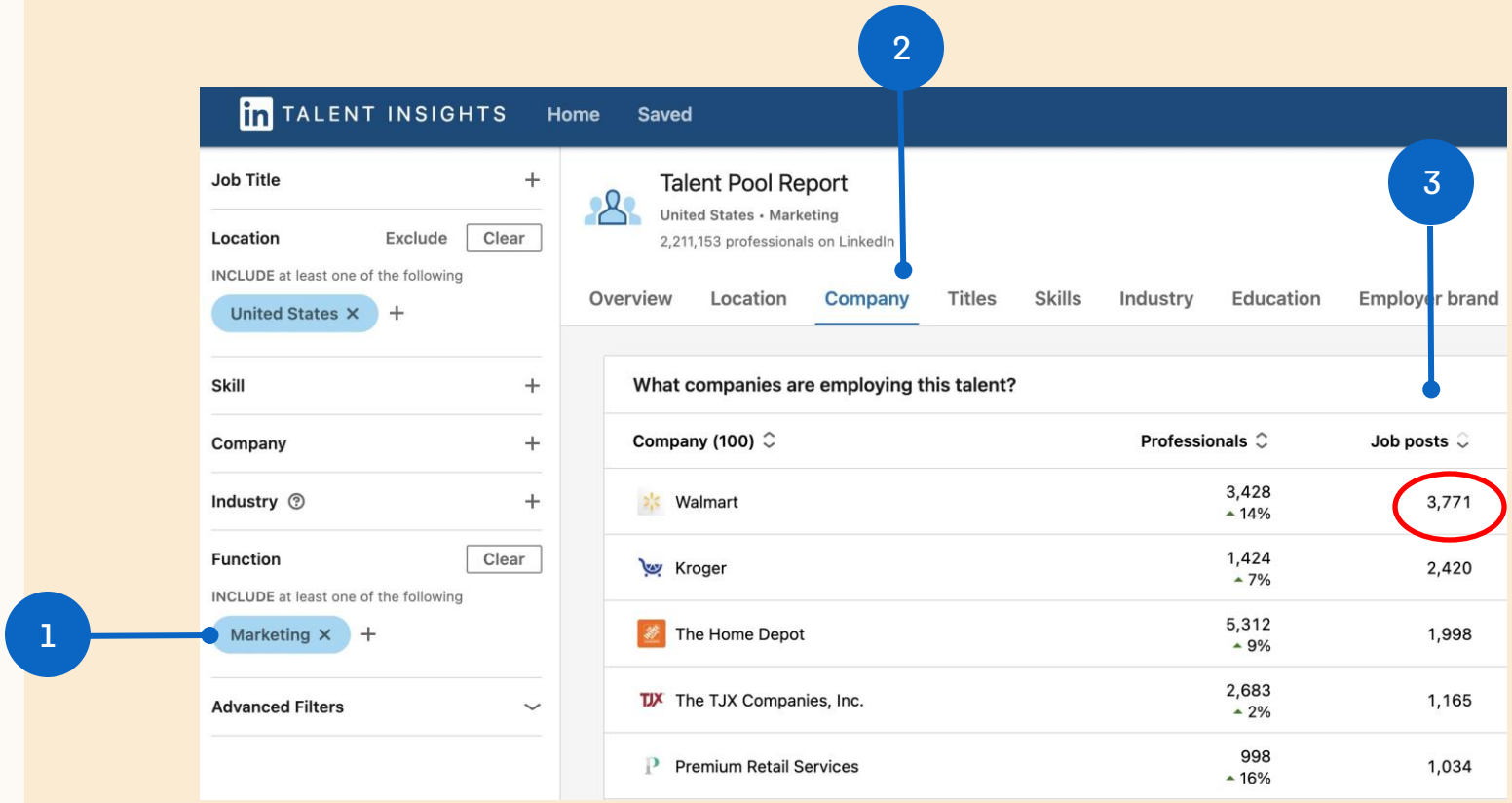
1. Run a **Talent Pool report** for the function or industries of interest
2. Select the "Company" tab to see the top companies employing this talent
3. Toggle over "job posts" for highest to lowest to see which companies are demanding the most talent at the time



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Step 3

Discover what roles are in the highest demand within the desired industry or function

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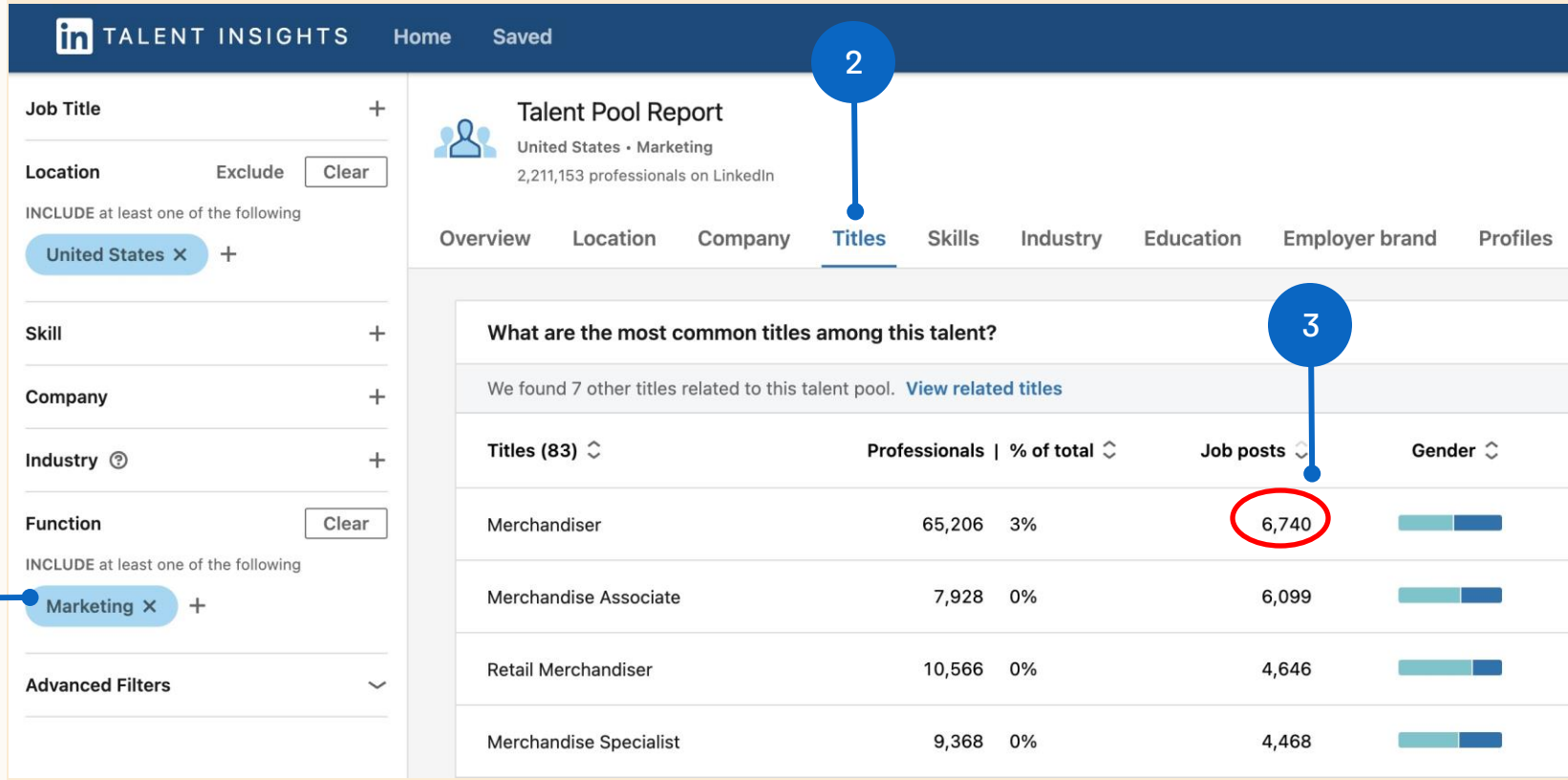
1. Run a **Talent Pool report** for the function or industries of interest
2. Use the Titles tab to find all the relevant titles that are being hired in this field
3. Utilize the "job posts" section to determine what roles are more demand than others



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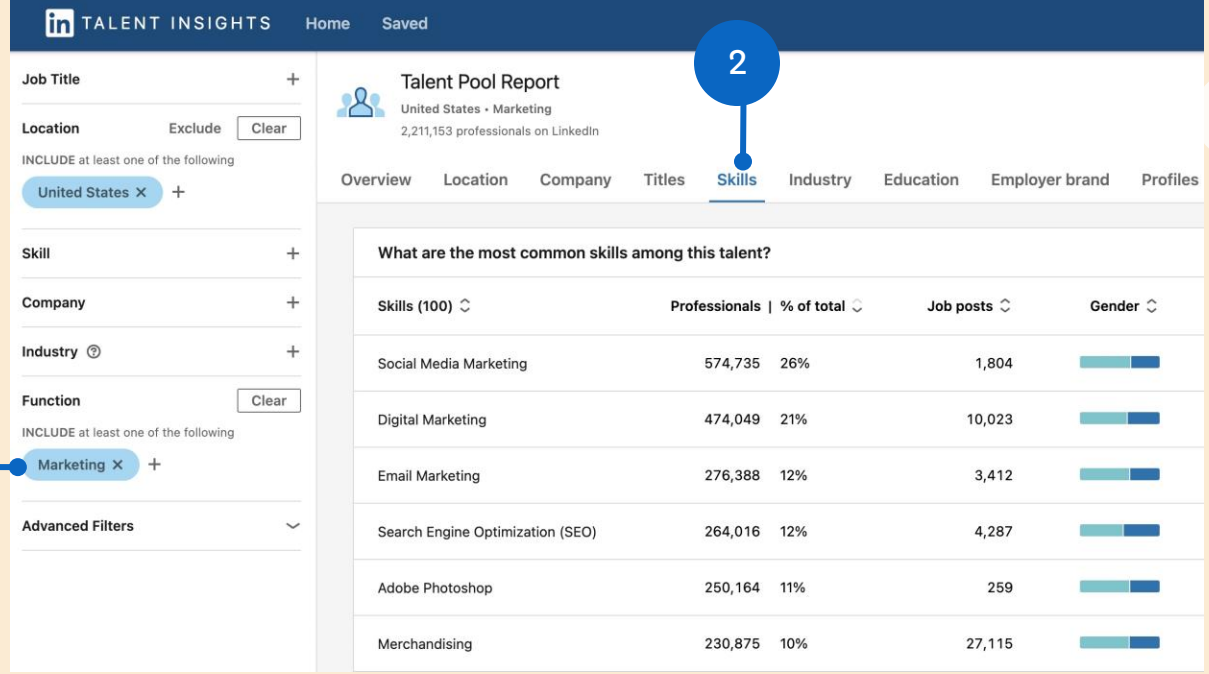
Step 4

Unlock the fastest growing skills within the desired industry or function

Understand how the skills are rapidly changing within the talent pool over the course of one year

1. Run a **Talent Pool report** for the function or industries of interest
2. Use the "Skills" tab to find see the top 100 skills that are being reported by this talent pool
3. Scroll down to see the fastest growing skills within the talent pool to stay up to date with the trends of the market



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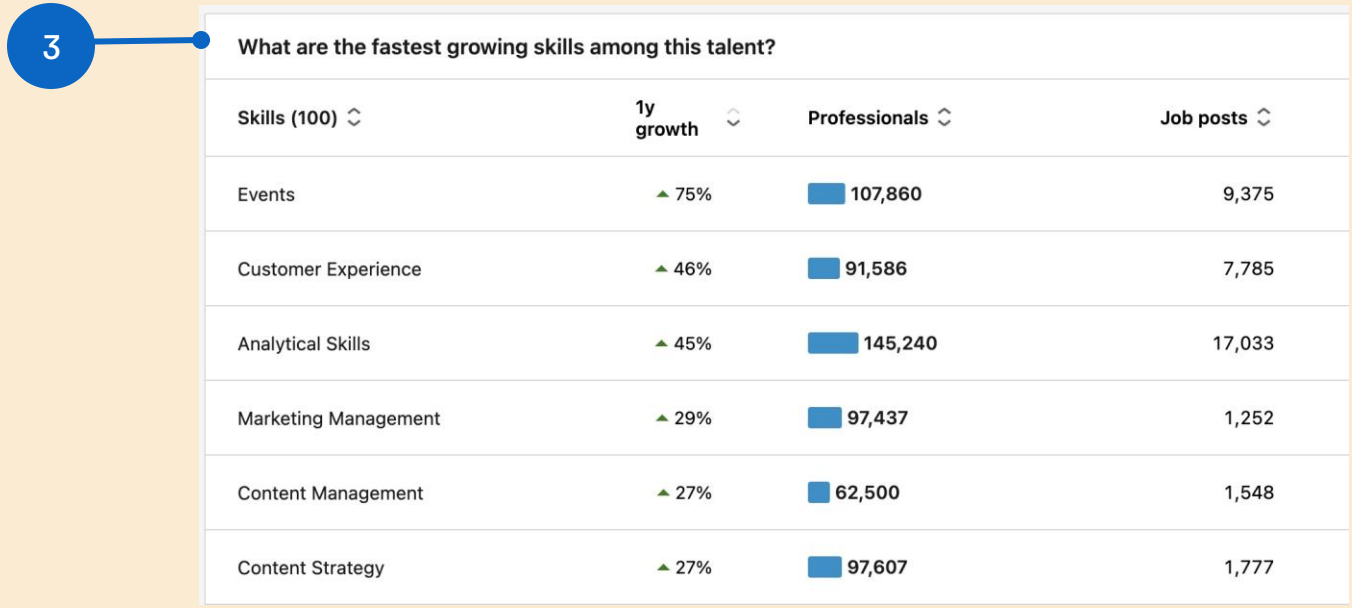

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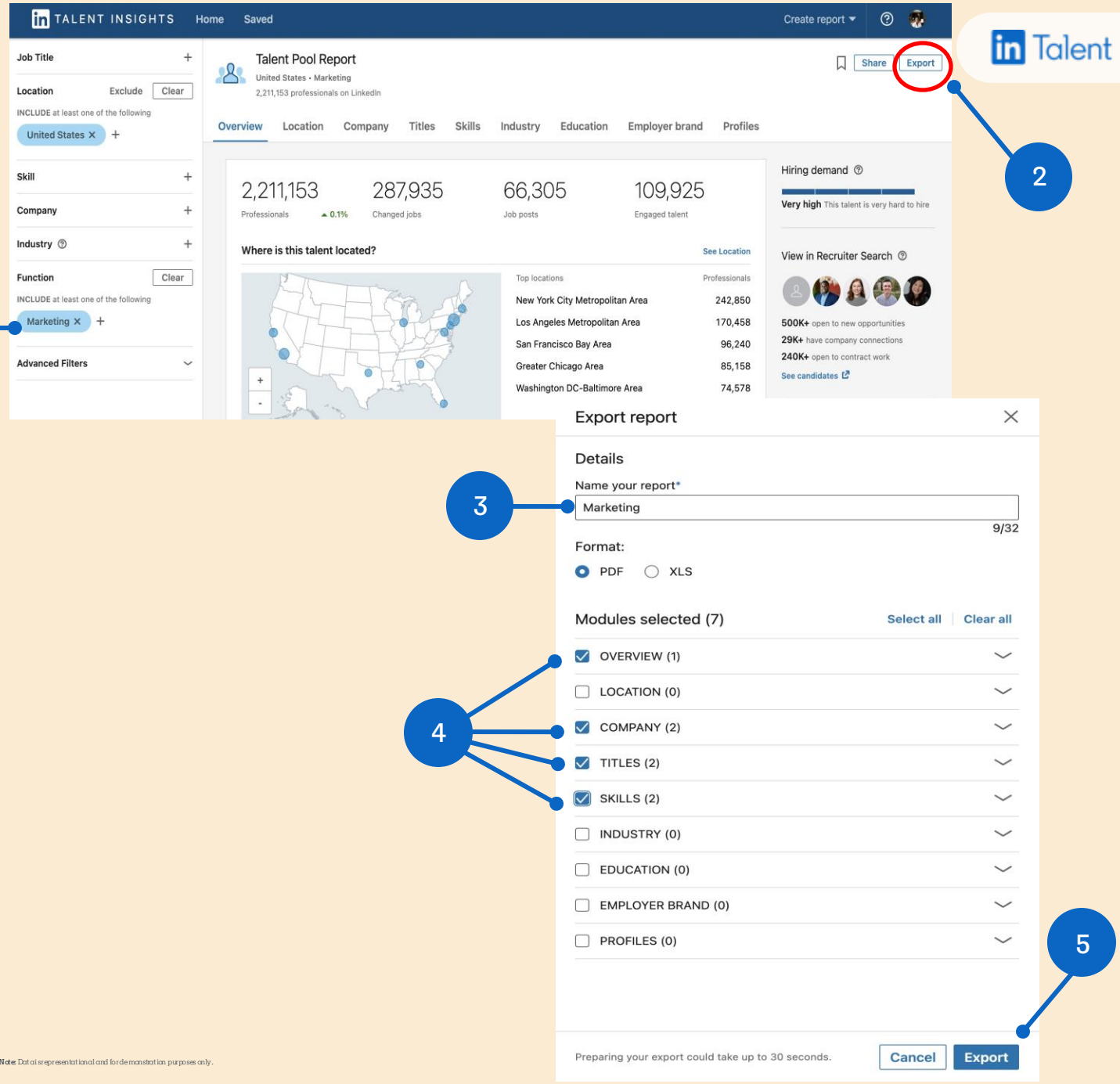
Step 5

Present this market research to your teams

Create a report focusing on all the relevant data points to show an overarching view of the current market

1. Run a **Talent Pool report** for the function or industries of interest
2. Choose "Export" in the top right corner
3. Name your report and select what format you would like
4. Choose the modules or pages you would like to include in your report
5. Finalize your report by clicking export in the bottom right corner



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Thank you