



# 2016 Japan Talent Trends

Data on How Candidates Want to be Recruited





## The data you need to get candidates to say “yes”

Recruiters – good news. Almost everyone - an overwhelming 92% of professionals in Japan - wants to hear from you.

But even in today’s information age, candidates don’t have enough information. In fact, their biggest challenge is not knowing enough about your company or jobs.

In our annual Talent Trends survey, we get to the bottom of how candidates want to be recruited and how you can grab their attention.

Read on for the exciting results. Happy recruiting.

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# Executive summary

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Almost everyone is open to your job opportunities.

A massive 92% of professionals in Japan said they are interested in hearing about new job opportunities. Yet only 23% are actively searching for new roles.

2

People want to know more about you.

Candidates are most interested in learning about your company's culture, values, benefits and their potential career trajectory.

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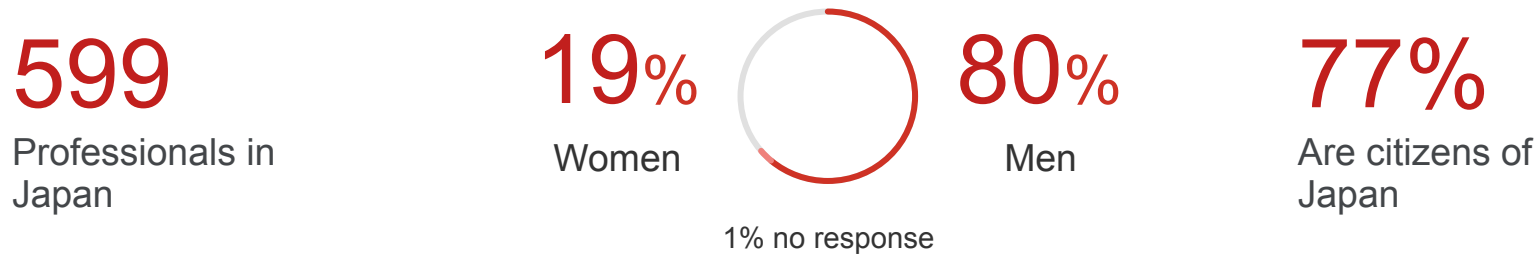
Once you have the right message, share it in the right places.

The top 3 ways professionals in Japan land a new job is through headhunters, social professional networks, and applying to your company's career site.

# About LinkedIn's Annual Talent Trends Report

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Who we surveyed:



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What we asked:

- ? How open they were to a new job
- ? What they wanted to know about your company and jobs
- ? What resources they used to change jobs



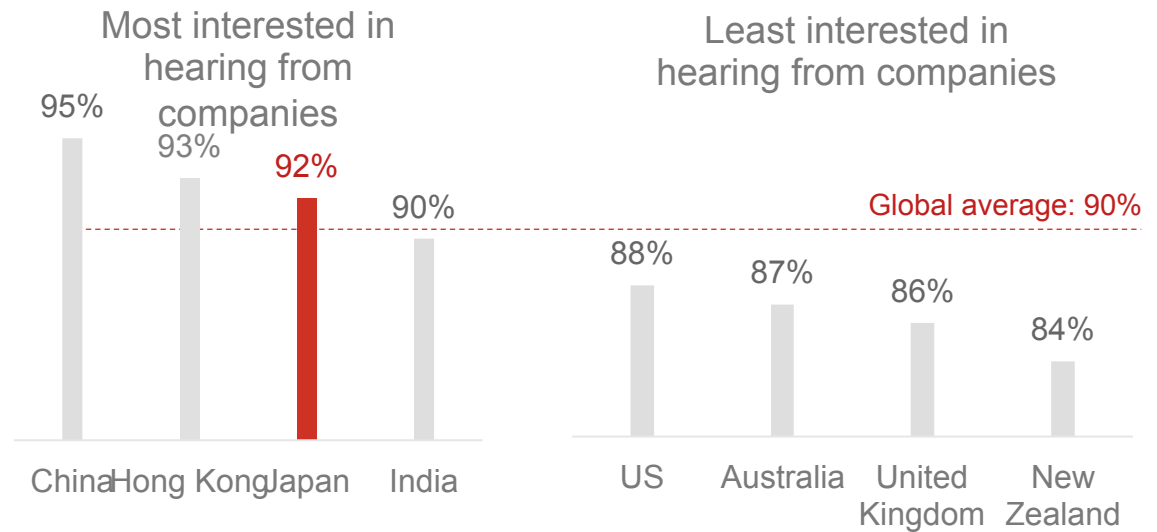
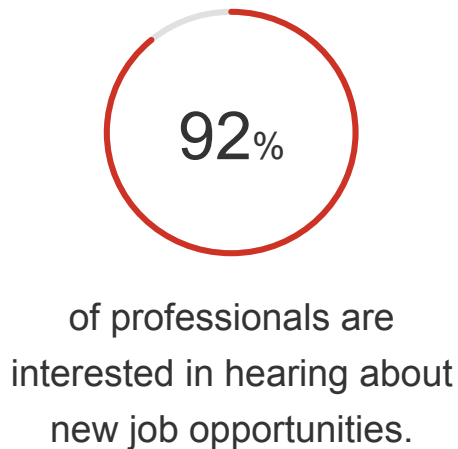


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Almost  
everyone wants  
to hear from  
you

# Nearly everyone is open to your opportunities

Whether or not someone is an active or passive candidate, they want to know about your open jobs



“ A recruiter reached out and said, ‘You have an interesting LinkedIn profile.’ He referred to my master’s thesis which was about the London Olympics. I ended up taking the job. ”



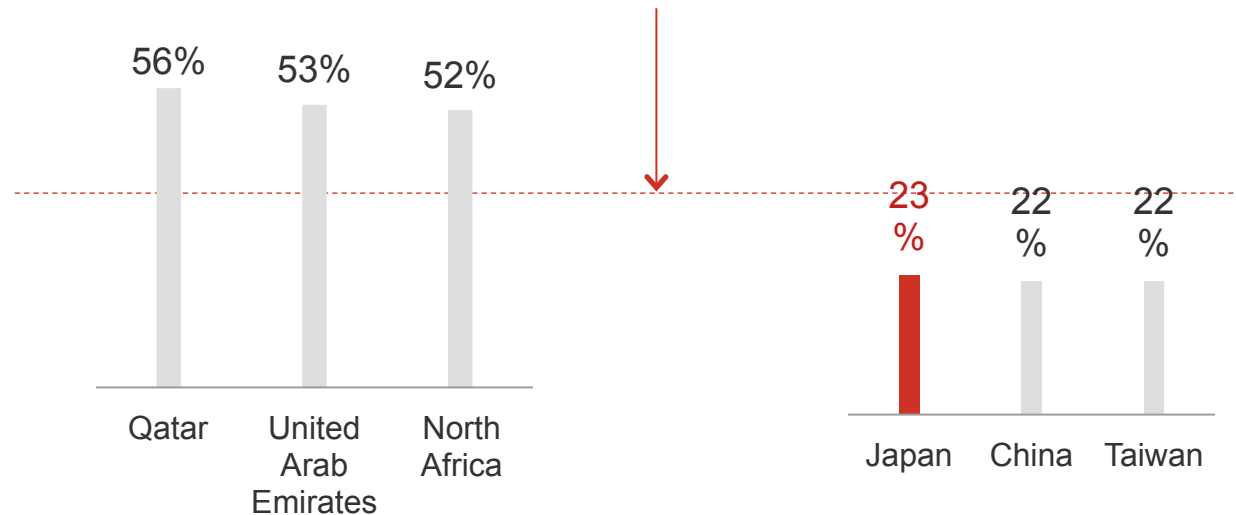
[Émilie Gauthier](#)

Former Assistant to the Executive Director of Sport, Canadian Olympic Committee

# Yet few Japanese professionals are actively seeking jobs



Most active talent: **Global average: 36%** Least active talent:



Although only 23% Japan professionals are actively searching for jobs, Japanese professionals are significantly less satisfied with their job than global average. Global average is 51% vs. Japan average is 67%!!

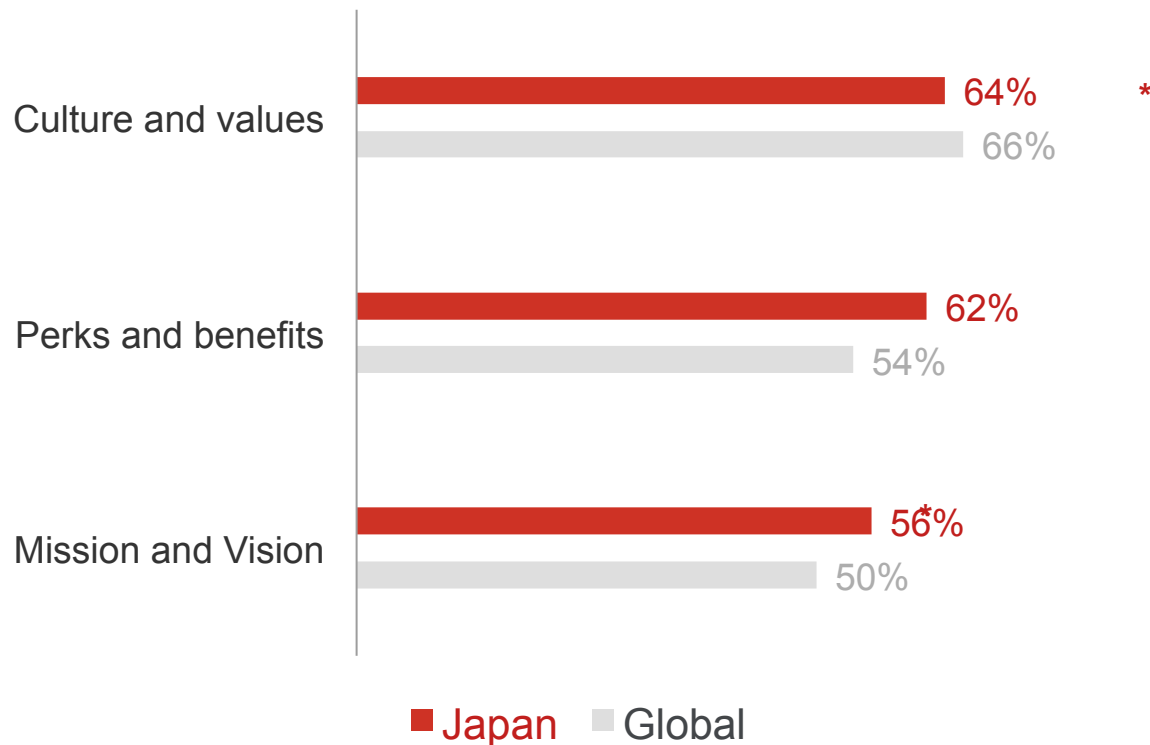


# 2

What candidates  
want to know



# What candidates want to know most about your company



Professionals in Japan are more interested than global professionals in perks and benefits as well as the mission and vision of your company.

Provide your candidates with plenty of information about these aspects of your company.

# Direct advice from candidates on what to share about your company

## **Give an honest perspective**

“Give a real picture of the company working environment, not the usual made-in-heaven company profile.”

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## **Share employee views**

“I would like to hear the positives and negatives from real professional staff members — not the marketing gloss from the CEO or marketing office. Real people. Real jobs.”

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## **Explain what makes you different**

“Share what makes the company different from its competitors and why a potential candidate should apply for the position.”

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## **Talk about the company vision and strategy**

“Information about the strategy/vision and ambitions of the company — not just the headlines, but HOW they will achieve their ambitions/vision.”

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## **Be open about retention**

“Be honest -- What's your turnover rate? Why is this position available (expansion or firing/quitting)? Why did the person in this position leave?”

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## **Give specifics about the location**

“People need to know what suburb the job is in and whether parking is a problem or whether public transport is a viable option. It's the little things that make a difference.”

# What candidates want to know about a new job

## **Career trajectory**

“Tell me how this will impact my career and how fast an employee can grow.”

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## **Expectations and workload**

“Avoid clichés in describing the job/company. Be honest and upfront with what the expectations and workload will be.”

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## **Day in the life**

“Give a realistic day in the life of a person in that job. Good and bad. No job is perfect and I know that certain bad things can be lived with and certain bad things cannot.”

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## **Employee perspectives**

“Connect me with insiders — nothing like hearing straight from the horse's mouth.”



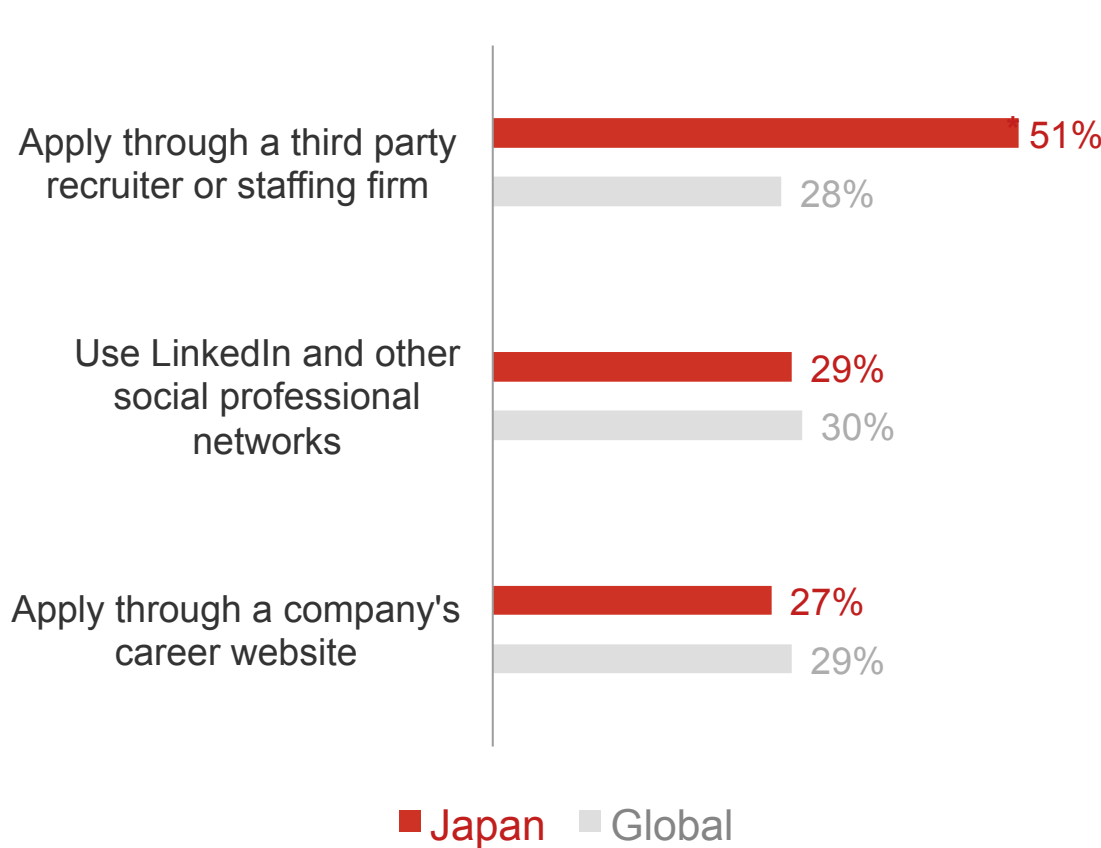


# 3

Where to  
find candidates



# The top ways people land a new job



Professionals in Japan are significantly more likely to rely on third party headhunters and staffing firms to land a new job.

Build robust search and staffing relationships to ensure your company has access to the best talent in Japan.

# Here's how the candidate journey plays out on LinkedIn

We looked at the behaviors of millions of LinkedIn members, and discovered that the most common path from candidate to hired looks like this:



# 3 ways to apply these trends to your recruiting strategy

## **Create a robust passive talent recruitment strategy**

While only 23% of professionals in Japan are actively searching for jobs, 92% are interested in hearing about new opportunities. Invest in sourcing and third party headhunting firms to help you reach high quality passive candidates who could be interested in your roles but are not actively job seeking.

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## **Get specific about your company's culture, values, and careers**

Even in today's information age, candidates crave more information about your company and jobs. Create content on your company's culture and values, perks and benefits, and mission and vision.

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## **Reach candidates through the right channels**

Invest in the top channels candidates use to get a new job — headhunting firms, social professional networks, and your company career site.

# Learn how talent around the world is changing

Now that you've read your regional Talent Trends report, learn what's changing about job seeking around the world. Download the global talent trends report for the latest insights on how candidates want to be recruited.

[Get global report](#)

# Methodology

The results of this analysis represent the world seen through the lens of LinkedIn data. As such, it is influenced by how members choose to use the site, which can vary based on professional, social, and regional culture.

We surveyed 599 LinkedIn members in Japan between January and March of 2016. The majority were employed full-time or part-time when they took the survey. We asked about their attitudes, opinions, and behaviors about various aspects of job seeking. The theoretical margin of error for this survey  $\pm 0.61\%$  at the 95% confidence interval and is higher for subgroups.





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Attract, recruit, and empower the best people for your business with LinkedIn. Get access to quality candidates – active and passive, external and internal – on the world's largest professional network of 433M + candidates.

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