

Remote work strategy playbook

October 2020



Remote work strategy playbook guide

Created for:

Talent Acquisition leaders

People Analytics

Business leaders

Recruiters

To help address the following business objectives:

- ✓ Inform whether to offer permanent remote work opportunities
- ✓ Evaluate which positions to prioritize for remote work
- ✓ Identify and assess new markets for remote roles and potential benefits

What's included:

- Step-by-step guidance on using LinkedIn Talent Insights to inform your remote work strategy
- Tools to help you understand how important flexible work is to key talent pools
- Instructions on identifying and evaluating new markets to optimize your sourcing strategy



Remote work has been experiencing a global surge since March.

2.8x

increase in remote job postings

60%

growth in searches for remote roles

2.3x

increase in remote job applications¹

1. [Global Data Shows Surge in Remote Work](#), July 2020

“Opening offices will be our decision. When and if our employees come back will be theirs.”

– Twitter spokesperson



Managerial, sales, and other functions are going remote.

While engineering dominates remote jobs, managerial and sales roles are the fastest-growing remote jobs.¹



Top remote job listings²

1. Software engineer
2. Software architect
3. DevOps engineer
4. Account manager
5. Back end developer
6. Project manager
7. Account executive
8. Sales manager
9. Sales development rep
10. Full stack engineer

Fastest-growing remote jobs²

1. Sales development rep
2. Sales director
3. Back end developer
4. Product manager
5. Sales manager
6. Project manager
7. Account manager
8. Marketing manager
9. Clinical research associate
10. Software engineer

1. [The Most In-Demand Jobs Right Now](#), August 2020

2. Based on LinkedIn data June and July 2020

How to use LinkedIn Talent Insights to develop and apply your remote work strategy

Step		Key question
1	Assess how your current workforce is distributed	Can a more distributed workforce make us more competitive for talent?
2	Understand key talent pools	How important is flexible work for my key talent pools?
3	Identify and evaluate new markets	Can new markets offer advantages in supply and demand, gender diversity, competition, and/or compensation?
4	Optimize your sourcing strategy with Talent Insights, now in Recruiter	How can adding new markets help me find more of the critical talent I need?



Step
1

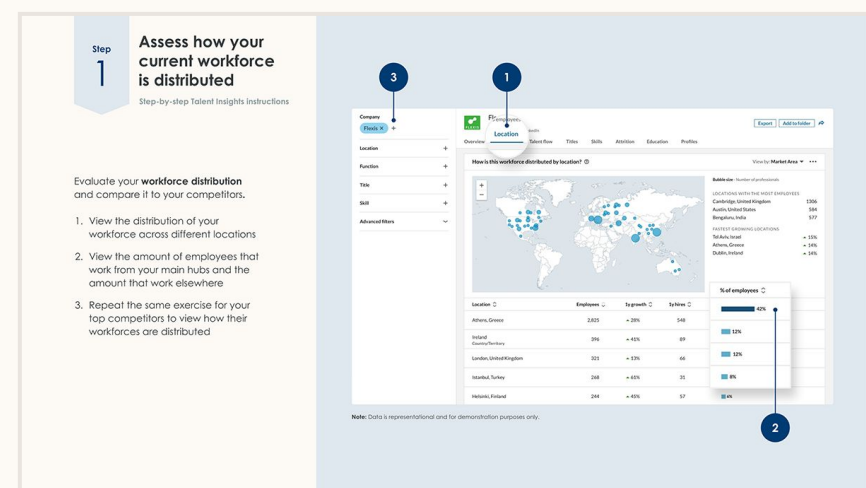
Assess how your current workforce is distributed

Key questions to ask yourself:

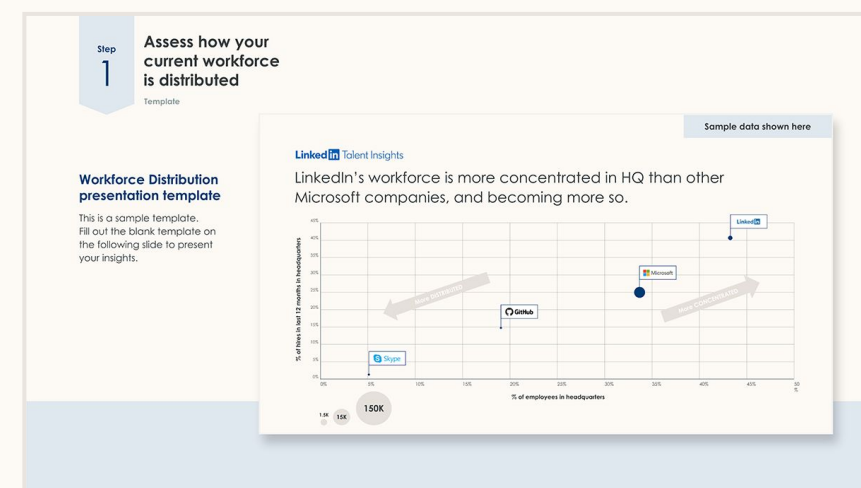
- Could we lose out on key talent if our competitors are more distributed than we are?
- How is our workforce distributed compared to our competitors?
- Are we highly concentrated in certain areas? Do we have an opportunity to better distribute talent?



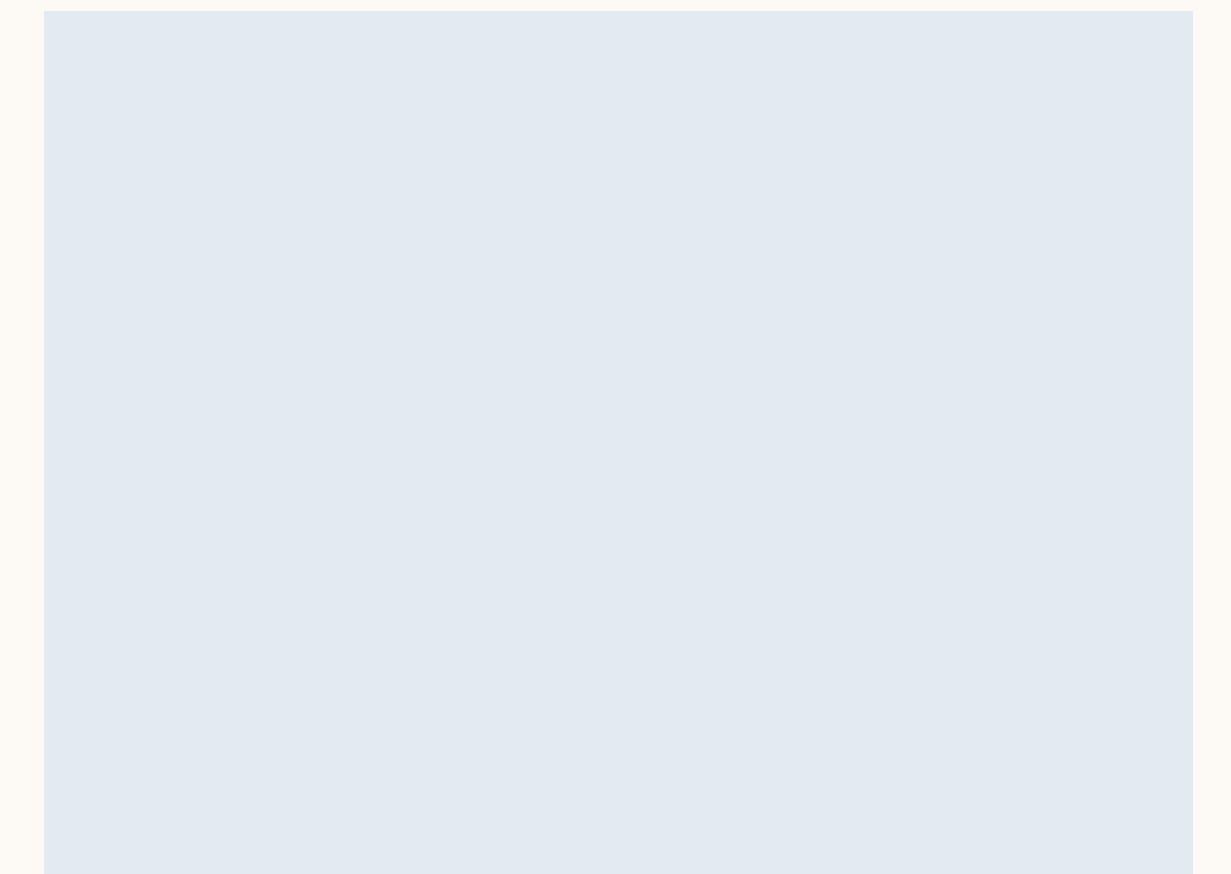
What's on the following pages:



Page 7: Step-by-step Talent Insights instructions



Page 8: Workforce Distribution presentation template



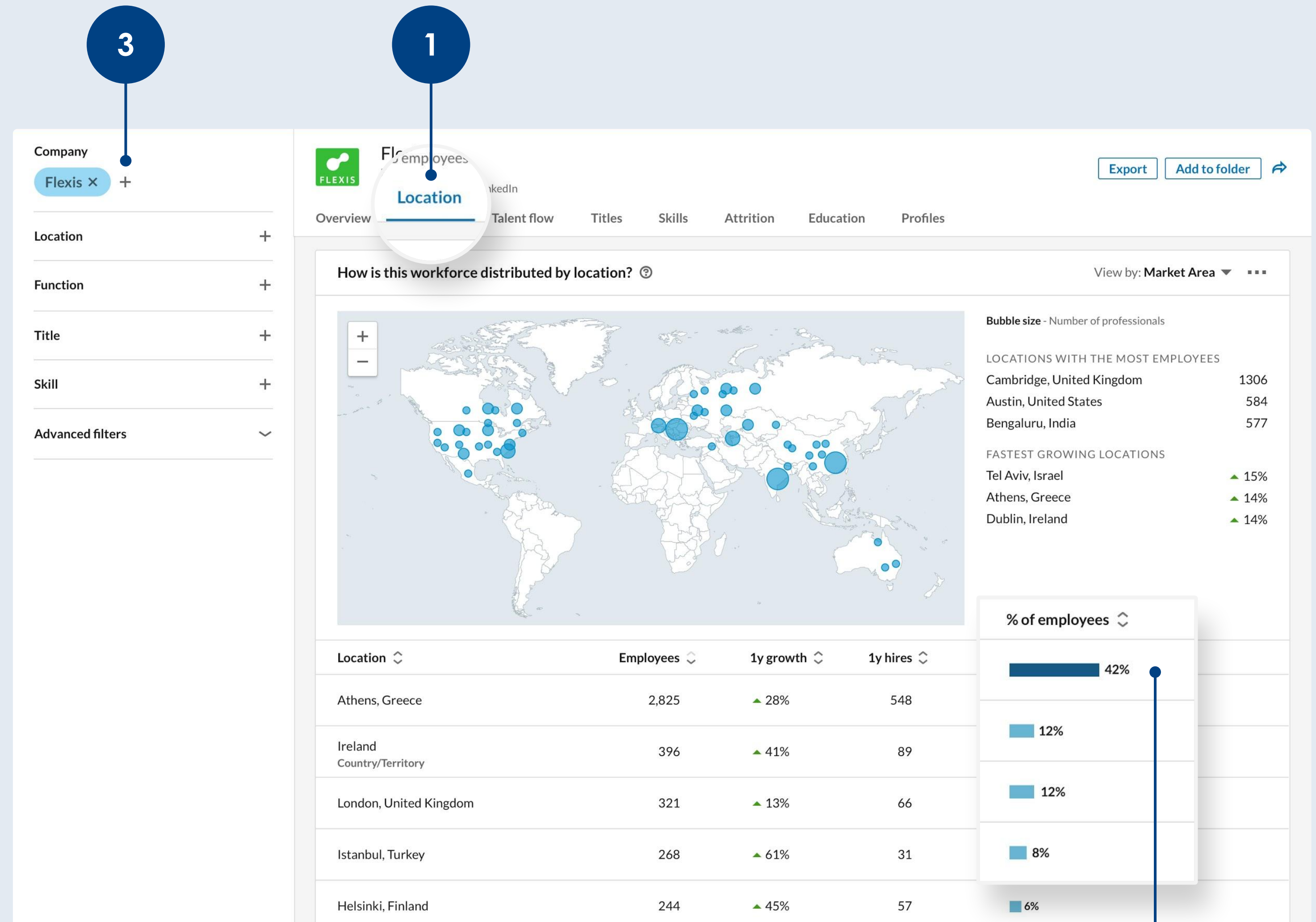
Step
1

Assess how your current workforce is distributed

Step-by-step Talent Insights instructions

Evaluate your **workforce distribution** and compare it to your competitors.

1. View the distribution of your workforce across different locations
2. View the amount of employees that work from your main hubs and the amount that work elsewhere
3. Repeat the same exercise for your top competitors to view how their workforces are distributed



Note: Data is representational and for demonstration purposes only.

Step
1

Assess how your current workforce is distributed

Template

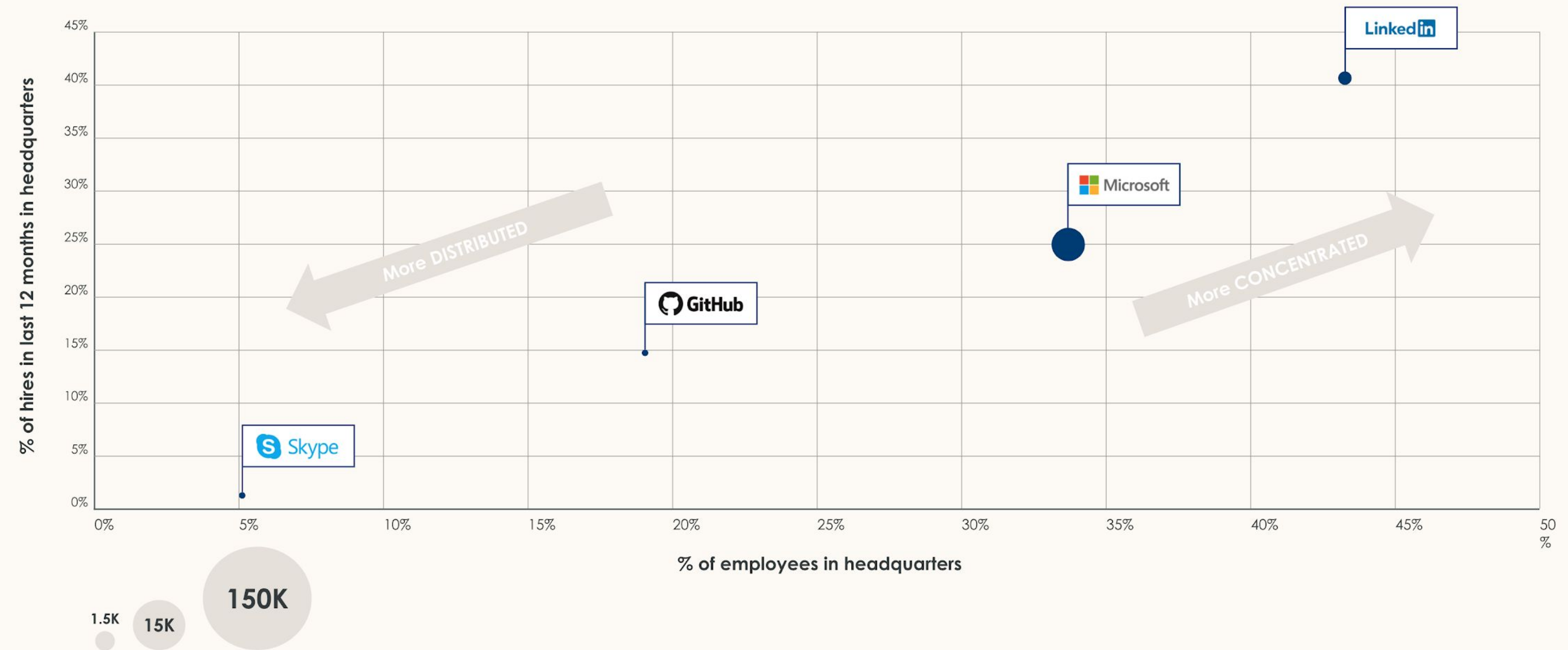
Workforce Distribution presentation template

This is a sample template. Fill out the blank template on the following slide to present your insights.

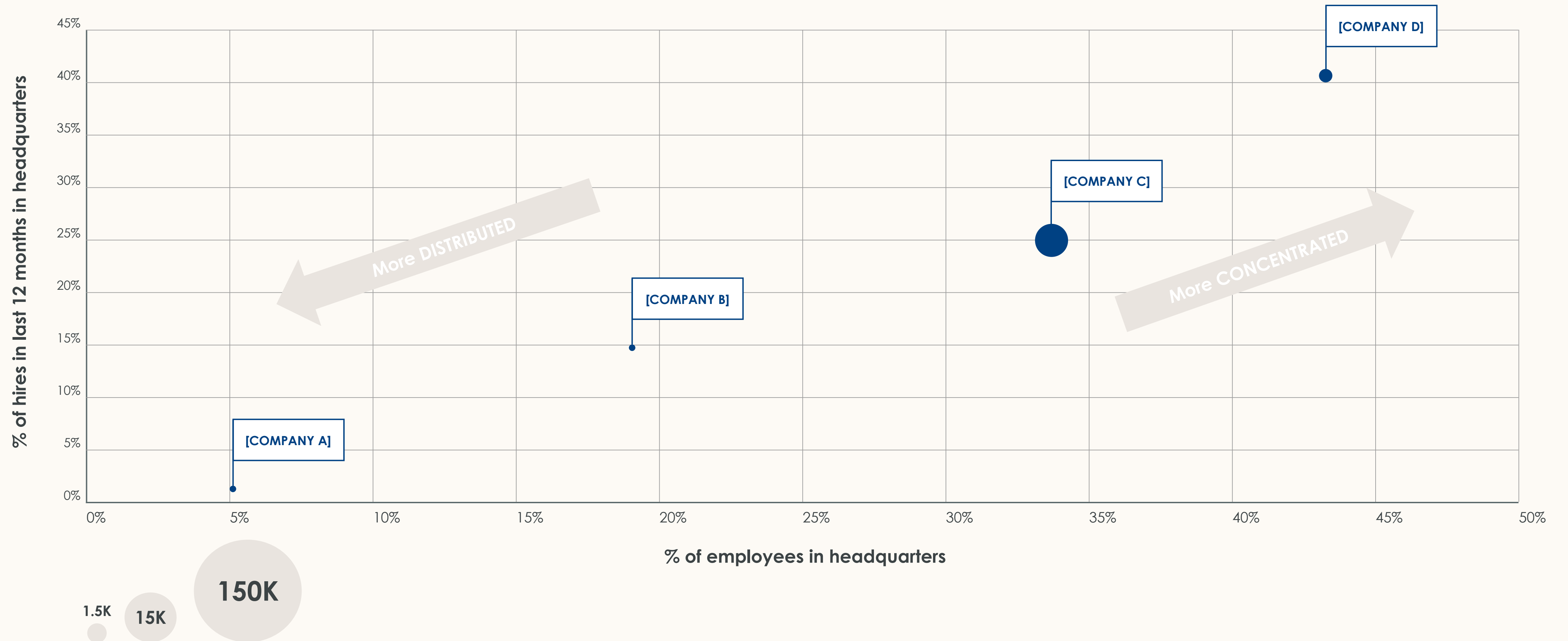
Sample data shown here

LinkedIn Talent Insights

LinkedIn's workforce is more concentrated in HQ than other Microsoft companies, and becoming more so.



[Insert a statement here about how your company's workforce distribution compares to others'.]



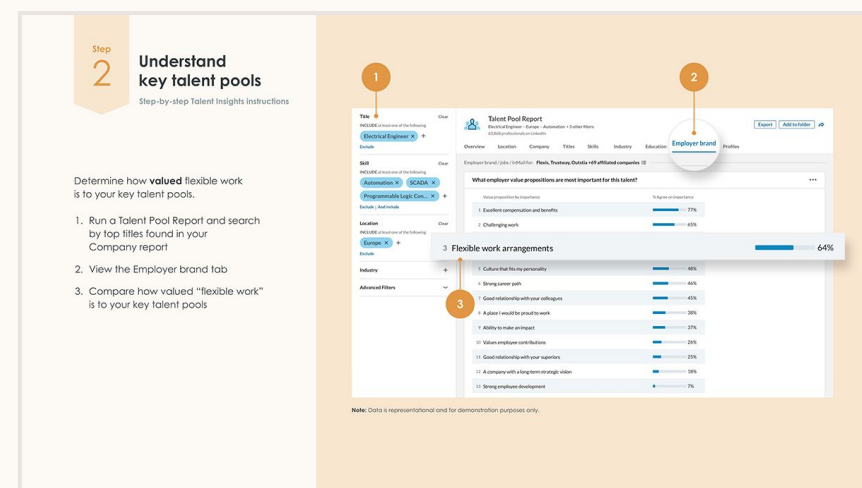
Step 2

Understand key talent pools

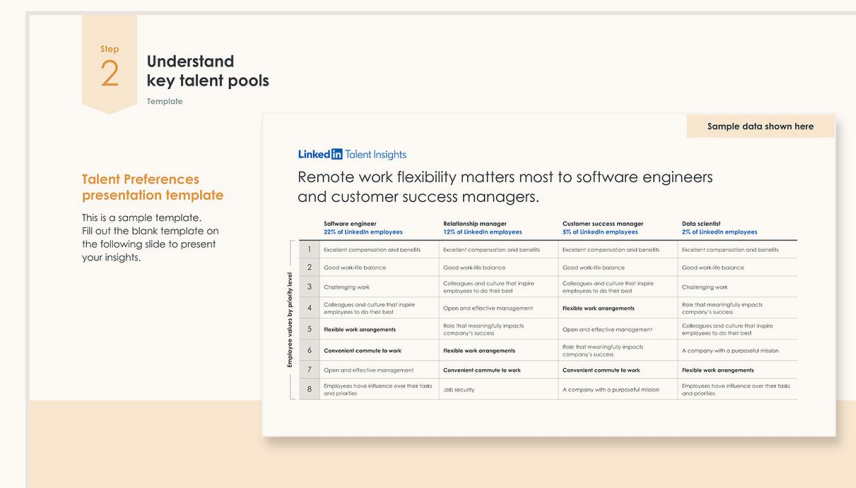
Key questions to ask yourself:

- How important is flexible work for my key talent pools?
- How does this compare with what we currently offer?

What's on the following pages:



Page 11: Step-by-step
Talent Insights instructions



Page 12: Talent Preferences
presentation template



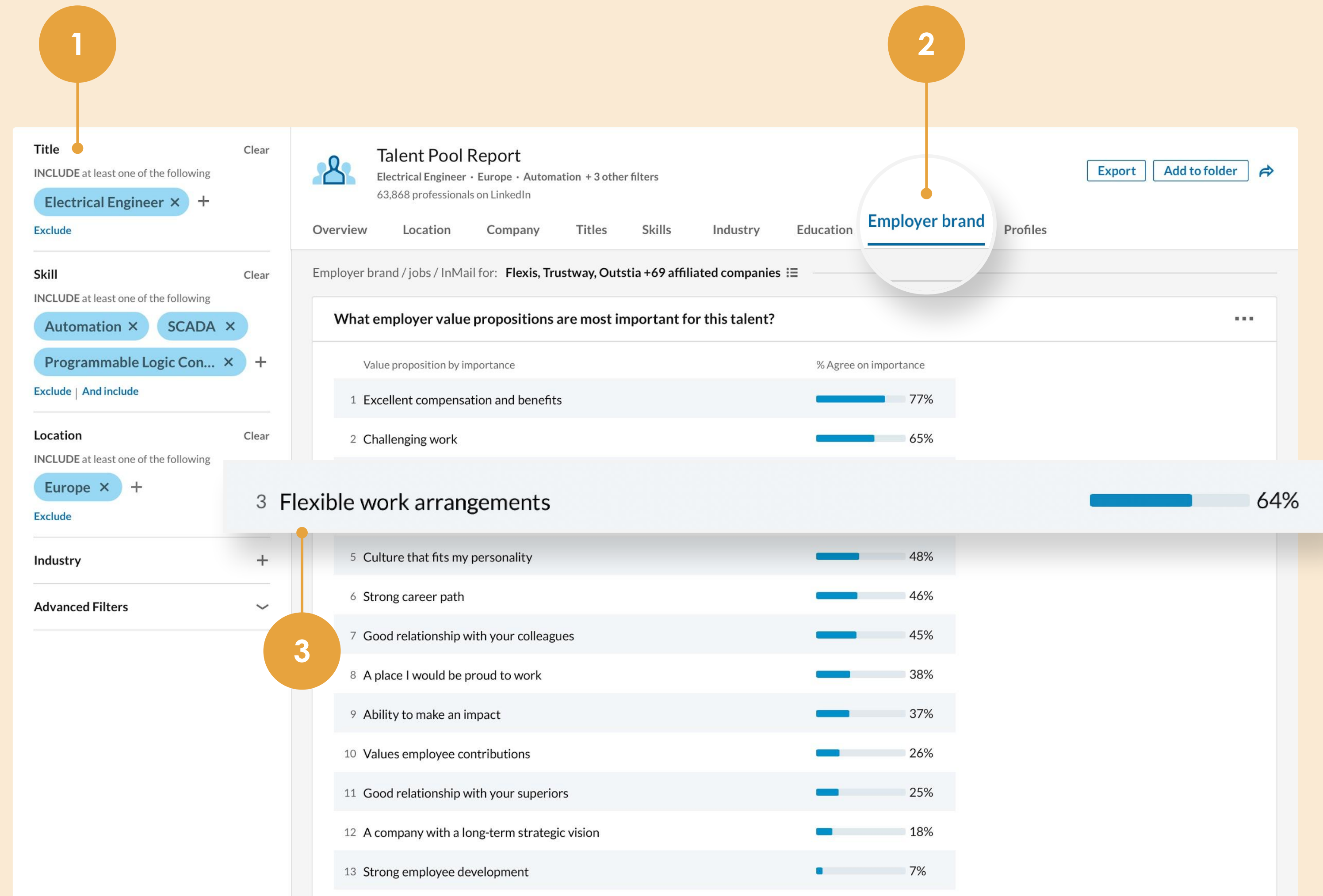
Step
2

Understand key talent pools

Step-by-step Talent Insights instructions

Determine how **valued** flexible work is to your key talent pools.

1. Run a Talent Pool Report and search by top titles found in your Company report
2. View the Employer brand tab
3. Compare how valued “flexible work” is to your key talent pools



Note: Data is representational and for demonstration purposes only.

Step
2

Understand key talent pools

Template

Talent Preferences presentation template

This is a sample template. Fill out the blank template on the following slide to present your insights.

Sample data shown here

LinkedIn Talent Insights

Remote work flexibility matters most to software engineers and customer success managers.

	Software engineer 22% of LinkedIn employees	Relationship manager 12% of LinkedIn employees	Customer success manager 5% of LinkedIn employees	Data scientist 2% of LinkedIn employees	
Employee values by priority level	1	Excellent compensation and benefits	Excellent compensation and benefits	Excellent compensation and benefits	
	2	Good work-life balance	Good work-life balance	Good work-life balance	
	3	Challenging work	Colleagues and culture that inspire employees to do their best	Colleagues and culture that inspire employees to do their best	Challenging work
	4	Colleagues and culture that inspire employees to do their best	Open and effective management	Flexible work arrangements	Role that meaningfully impacts company's success
	5	Flexible work arrangements	Role that meaningfully impacts company's success	Open and effective management	Colleagues and culture that inspire employees to do their best
	6	Convenient commute to work	Flexible work arrangements	Role that meaningfully impacts company's success	A company with a purposeful mission
	7	Open and effective management	Convenient commute to work	Convenient commute to work	Flexible work arrangements
	8	Employees have influence over their tasks and priorities	Job security	A company with a purposeful mission	Employees have influence over their tasks and priorities



[Insert a statement here about how much flexible work matters to your key talent pools.]

	[Talent pool #1] [X]% of [Your Company] employees	[Talent pool #2] [X]% of [Your Company] employees	[Talent pool #3] [X]% of [Your Company] employees	[Talent pool #4] [X]% of [Your Company] employees
1				
2				
3				
4				
5				
6				
7				
8				

Employee values by priority level

Step 3

Identify and evaluate new markets

Key questions to ask yourself:

- What new locations would make it easier to source candidates for hard-to-fill roles?
- Are there locations where it would be less expensive to hire?
- For these new markets, who are the top employers we'd be competing with for talent?
- Can adding new locations help me reach my gender diversity hiring goals more easily?



What's on the following pages:

This screenshot shows the 'Supply and demand' section of the Talent Insights tool. It includes a list of five numbered steps: 1. In the Talent Pool Report, go to the location tab. 2. Compare across locations. 3. Assess professional count, jobs, and hiring demand, noting higher supply and relatively low demand for talent. 4. Look for gender-diverse locations. 5. Identify locations where talent is 'less expensive!'. A note at the bottom states: 'Note: Now you can also find this data under the Talent Insights tab in New Recruiter & Job. See Page 19 for details.' The background shows a blurred interface of the tool.

Page 15: (3a) Step-by-step Talent Insights instructions for supply and demand

This screenshot shows the 'Competition' section of the Talent Insights tool. It includes a list of four numbered steps: 1. Once you've identified promising new locations, search for key talent in these new locations by using the Talent Pool Report. 2. Go to the Company tab to view top companies hiring key talent in that location. 3. Sort by % growth to view fastest growing companies and use the number of open jobs to assess how aggressively they're hiring. 4. Repeat this for each new location you're evaluating. The background shows a blurred interface of the tool.

Page 16: (3b) Step-by-step Talent Insights instructions for competition

This screenshot shows a 'Market Evaluation presentation template' with a table of data. The table has columns for Location, Professionals, Open jobs, Hiring demand, Avg. Salary, and % Growth. The data rows are: London (1.41K, 6K, 100%, \$188K, 24%), New York (70K, 3K, 100%, \$145K, 22%), Chicago (25K, 1K, 100%, \$110K, 19%), and Boston (13K, 568, 100%, \$99K, 19%). The background shows a blurred interface of the tool.

Page 17: Market Evaluation presentation template

Step
3a

Identify and evaluate new markets

Step-by-step Talent Insights instructions

Supply and demand

Identify new, hidden gem markets and **evaluate** them for potential advantages.

1. In the Talent Pool Report, go to the Location tab
2. Compare across locations
3. Assess professional count, jobs, and hiring demand, noting higher supply and relatively low demand for talent
4. Look for gender-diverse locations
5. Identify locations where talent is less expensive*

Note: Now you can also find this data under the Talent Insights tab in New Recruiter & Jobs. [See Page 19 for details.](#)

Pro tip: “Hidden gems” are locations where the supply of talent is high relative to hiring demand.

The screenshot shows the 'Talent Pool Report' interface. On the left, there are filter sections for Title (Electrical Engineer), Skill (Automation, SCADA, Programmable Logic Con...), Location (United Kingdom), and Industry. The main area features a map of the UK with bubbles of varying sizes and colors representing hiring demand. A callout box titled 'HIDDEN GEMS LOCATIONS' lists 'West Midlands' (1,322 professionals) and 'Greater Glasgow Area' (1,286 professionals). Below the map is a table with columns for Location, Professionals, Jobs, Hiring demand, Gender, Compensation, and Top employers.

Location (88)	Professionals	Jobs	Hiring demand	Gender	Compensation	Top employers
London, England Metropolitan Area	1,904 ▼ 2%	1,232	Very high		£102,000	
Manchester Metropolitan Area	1,685 ▼ 3%	989	Very high		£109,000	
West Midlands	1,322 ▲ 8%	998	High		£101,000	
Greater Glasgow Area	1,286 ▼ 9%	512	Moderate		£102,000	

Note: Data is representational and for demonstration purposes only.
*Compensation data is only available in the US, the UK, and Canada.



Step 3b

Identify and evaluate new markets

Step-by-step Talent Insights instructions

Competition

Understand the **competitive landscape** in your new markets.

1. Once you've identified promising new locations, search for key talent in these new locations by using the Talent Pool Report
2. Go to the Company tab to view top companies hiring key talent in that location
3. Sort by 1y growth to view fastest-growing companies and use the number of open jobs to assess how aggressively they're hiring
4. Repeat this for each new location you're evaluating

Talent Pool Report
Electrical Engineer + 3 other filters
63,868 professionals

Export Add to folder

Overview Location **Company** Titles Skills Industry Education Employer brand Profiles

What companies are employing this talent?

Companies (32)	Professionals	Jobs	Compensation	Attrition
Flexis	High to low	205	£122,000	9%
Zoomjax	High to low	187	£120,000	13%
Mintome	Low to high	109	£110,000	4%
Itkix	1y growth High to low	119	£101,000	15%
Techcore	1y growth Low to high	128	£101,000	7%
Codelane		95	£100,000	8%
Fixdex	218 ▲5%	87	£98,000	6%
Golden Phase	211 ▲8%	103	£98,000	5%
Outstia	209 ▼1%	87	£95,000	13%
Runity	194 0	76	£90,000	9%

< Previous 1 2 3 4 5 6 7 8 9 10 Next >

Note: Data is representational and for demonstration purposes only.

Step
3

Identify and evaluate new markets

Template

Market Evaluation presentation template

This is a sample template. Fill out the blank template on the following slide to present your insights.

Sample data shown here

LinkedIn Talent Insights

Adding remote roles for software engineers could unlock new talent pools and reduce labor costs.

Talent Pool: **Software engineers**

	Location	Professionals	Open Jobs	Hiring Demand	Avg. Salary	% Female	Top Competitors / Fast-Growing Competitors
Current strategy: Our top markets	San Francisco	141K	6K	Very High	\$186K	24%	Google, Apple, Facebook AWS/Amazon, DoorDash, Roblox, Waymo
	New York	70K	3K	Very High	\$143K	22%	Google, Bloomberg, IBM AWS/Amazon, American Express, Facebook
	Chicago	25K	1K	Very High	\$110K	19%	Motorola Mobility, Discover, Motorola Solutions Discover, JP Morgan, Tata Consultancy
Remote work opportunity: Hidden gem top markets	Detroit	13K	568	Moderate	\$99K	19%	Ford, GM, QL AWS/Amazon, Fiat Chrysler, Nexient
	Portland, OR	12K	419	Moderate	\$115K	17%	Intel, Nike, New Relic AWS, Microsoft, Salesforce
	Houston	10K	6K	Low	\$114K	22%	JP Morgan, Hewlett Packard, Schlumberger Amazon, Chevron, Google

See attached Talent Insights report for further details and metric definitions.



[Insert a statement here about how remote roles for key talent pools could benefit your organization.]

Talent Pool: [Insert Talent Pool Name]

	Location	Professionals	Open Jobs	Hiring Demand	Avg. Salary	% Female	Top Competitors / Fast-Growing Competitors
Current strategy: Our top markets	Location 1	#	#	High, Med, Low	\$#K	#%	Company 1, Company 2, Company 3 Company 1, Company 2, Company 3
	Location 2	#	#	High, Med, Low	\$#K	#%	Company 1, Company 2, Company 3 Company 1, Company 2, Company 3
	Location 3	#	#	High, Med, Low	\$#K	#%	Company 1, Company 2, Company 3 Company 1, Company 2, Company 3
 Remote work opportunity: Hidden gem top markets	Location 1	#	#	High, Med, Low	\$#K	#%	Company 1, Company 2, Company 3 Company 1, Company 2, Company 3
	Location 2	#	#	High, Med, Low	\$#K	#%	Company 1, Company 2, Company 3 Company 1, Company 2, Company 3
	Location 3	#	#	High, Med, Low	\$#K	#%	Company 1, Company 2, Company 3 Company 1, Company 2, Company 3

See attached Talent Insights report for further details and metric definitions.

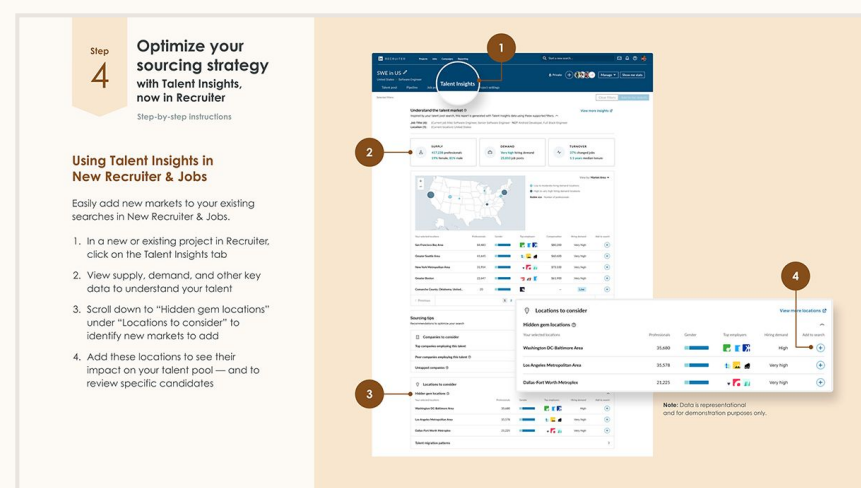
Step
4

Optimize your sourcing strategy with Talent Insights, now in Recruiter

Key questions to ask yourself:

- How much of an impact does adding new markets have on expanding the talent pool for my hard-to-fill roles?
- If I decide to expand my sourcing, what new markets should I start with?

What's on the following page:



Page 20: Step-by-step instructions



Step 4

Optimize your sourcing strategy with Talent Insights, now in Recruiter

Step-by-step instructions

Using Talent Insights in New Recruiter & Jobs

Easily add new markets to your existing searches in New Recruiter & Jobs.

1. In a new or existing project in Recruiter, click on the Talent Insights tab
2. View supply, demand, and other key data to understand your talent
3. Scroll down to “Hidden gem locations” under “Locations to consider” to identify new markets to add
4. Add these locations to see their impact on your talent pool — and to review specific candidates

The screenshot shows the Recruiter Talent Insights interface. Callout 1 points to the 'Talent Insights' tab in the top navigation bar. Callout 2 points to the 'SUPPLY' and 'DEMAND' summary cards. Callout 3 points to the 'Hidden gem locations' section under 'Locations to consider'. Callout 4 points to the 'Add to search' button for the 'Washington DC-Baltimore Area' location in the 'Hidden gem locations' table.

1 Talent Insights

2 SUPPLY: 417,238 professionals (19% female, 81% male); DEMAND: Very high hiring demand (25,810 job posts); TURNOVER: 37% changed jobs (1.1 years median tenure)

3 Locations to consider

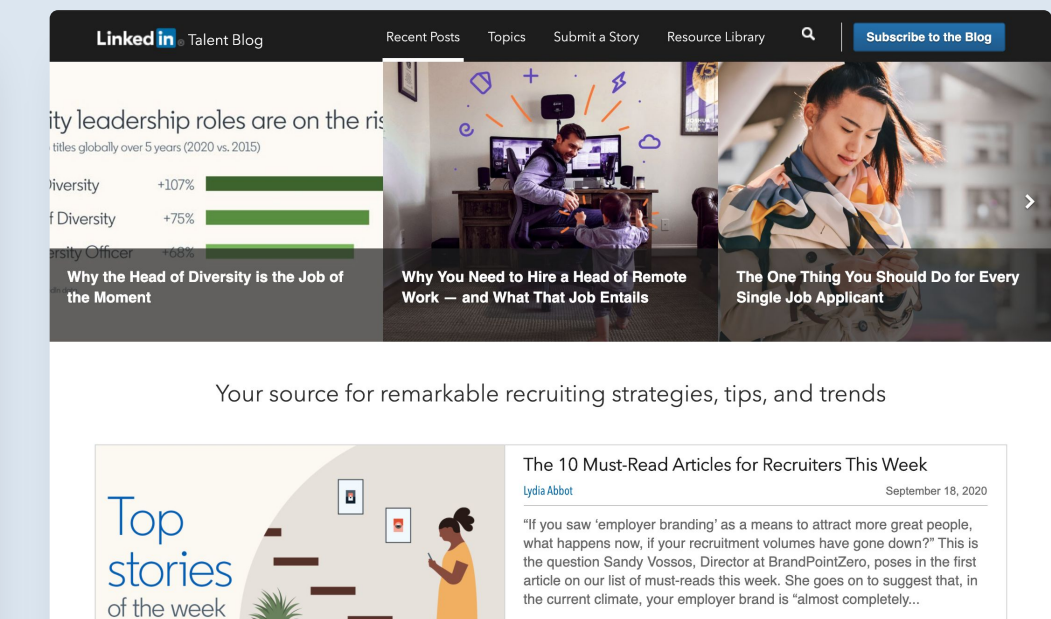
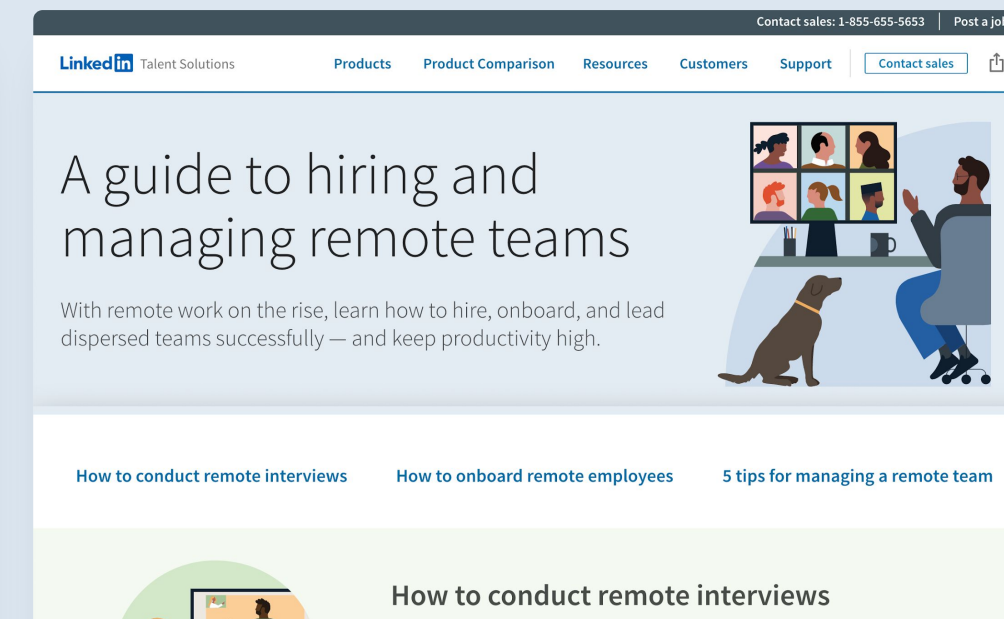
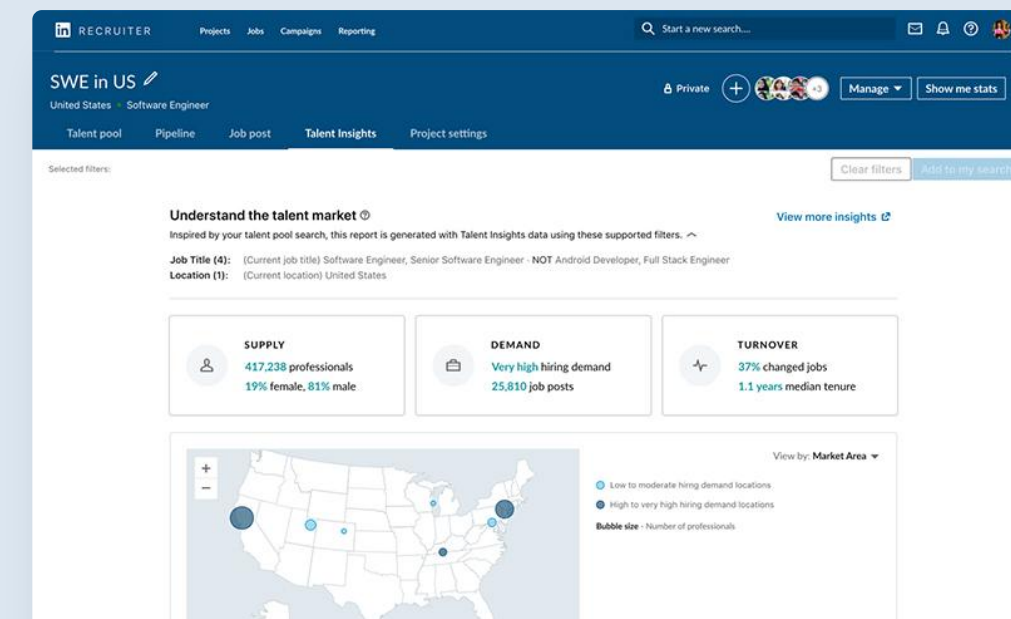
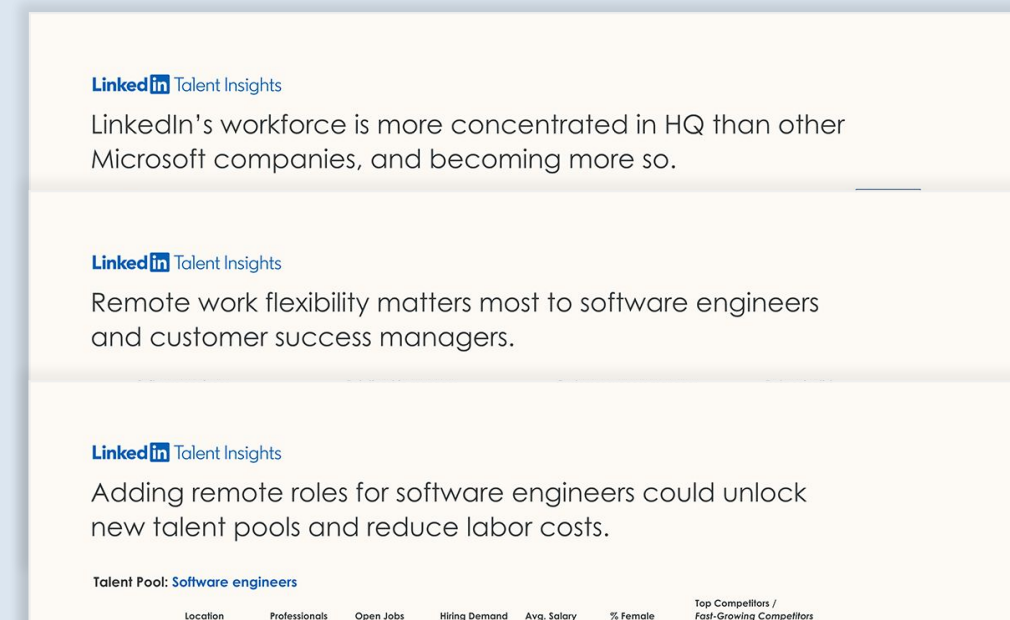
Your selected locations	Professionals	Gender	Top employers	Compensation	Hiring demand	Add to search
San Francisco Bay Area	84,483	[Gender bar]	[Logos]	\$80,200	Very high	[+]
Greater Seattle Area	41,645	[Gender bar]	[Logos]	\$60,600	Very high	[+]
New York Metropolitan Area	31,954	[Gender bar]	[Logos]	\$73,100	Very high	[+]
Greater Boston	22,647	[Gender bar]	[Logos]	\$61,900	Very high	[+]
Comanche County, Oklahoma, United...	20	[Gender bar]	[Logos]	-	Low	[+]

4 Locations to consider

Your selected locations	Professionals	Gender	Top employers	Hiring demand	Add to search
Washington DC-Baltimore Area	35,680	[Gender bar]	[Logos]	High	[+]
Los Angeles Metropolitan Area	35,578	[Gender bar]	[Logos]	Very high	[+]
Dallas-Fort Worth Metroplex	21,225	[Gender bar]	[Logos]	Very high	[+]

Note: Data is representational and for demonstration purposes only.

Next steps: Put your insights to work.



Make smart recommendations.

Use your completed presentation templates to recommend new markets for key talent.



Keep your sourcing strategy updated.

Inform your sourcing efforts with your new strategy. Easily add hidden gem markets to your searches from the Talent Insights tab in New Recruiter & Jobs.



Prepare for implementation.

Use our [guide to hiring and managing remote teams](#) to make sure you're ready to successfully lead remote employees.



Plan to periodically revisit your strategy.

In a changing landscape, find work flexibility articles on the [LinkedIn Talent Blog](#) to stay informed. Regularly repeat your LinkedIn Talent Insights analysis to stay on top of market trends and continue evolving your strategies.

Thank you