



# 2016 Global 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, a whopping 90% of professionals, 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 report, we get to the bottom of how candidates want to be recruited and how can you grab their attention. Over 26,000 professionals shared their job seeking habits and nearly 7,000 people who recently changed jobs told us what drew them to their new opportunity.

Read on for the exciting results. Happy recruiting.

# Contents

- 1 Almost everyone wants to hear from you
- 2 What candidates want to know
- 3 Where to find candidates
- 4 How to recruit those who will stay

# Executive summary

1

## **Almost everyone is open to your job opportunities.**

A massive 90% of global professionals are interested in hearing about new job opportunities.

2

## **But people don't know much about your company or jobs.**

Candidates' biggest obstacle when changing jobs is not knowing enough about your company or roles.

3

## **Once you have the right message, you need to share it in the right ways.**

66% of people who recently change jobs are aware of the company by the time they first hear about the job. The number one way candidates first discover and land a new job is through an employee referral.

4

## **People don't see themselves at one company for long.**

Over 2 in 5 people see themselves at their current company for less than 2 years. Recruit those who are more likely to stay by looking for candidates who are motivated by purpose rather than status or money.



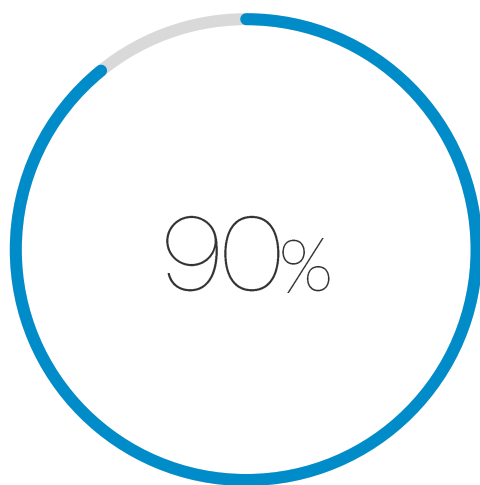


1

Almost everyone  
wants to hear  
from you

# Almost everyone is open to your opportunities

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



of global professionals are interested in hearing about new job opportunities.

“ 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. ”

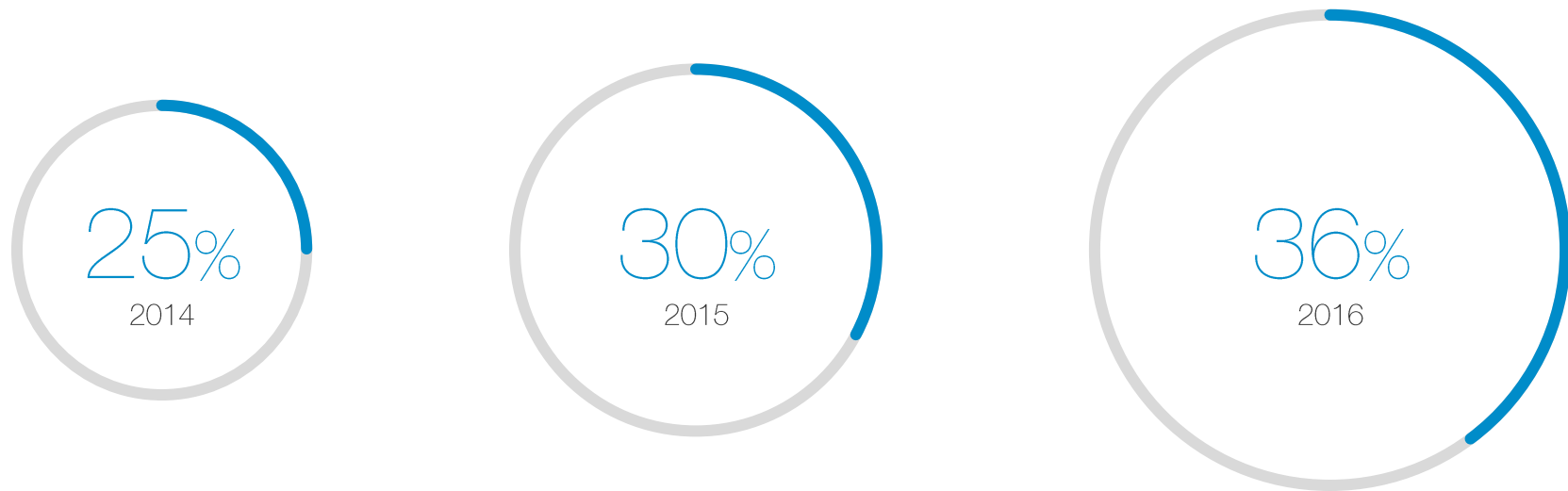


[Émilie Gauthier](#)

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

# Most professionals are passive, but the number of active candidates is steadily increasing

Active means someone is actively looking for a new job or casually looking to see what's out there. Passive means someone is thinking of changing jobs, not looking but would be open to discussing one, or not interested in chatting about any new jobs.

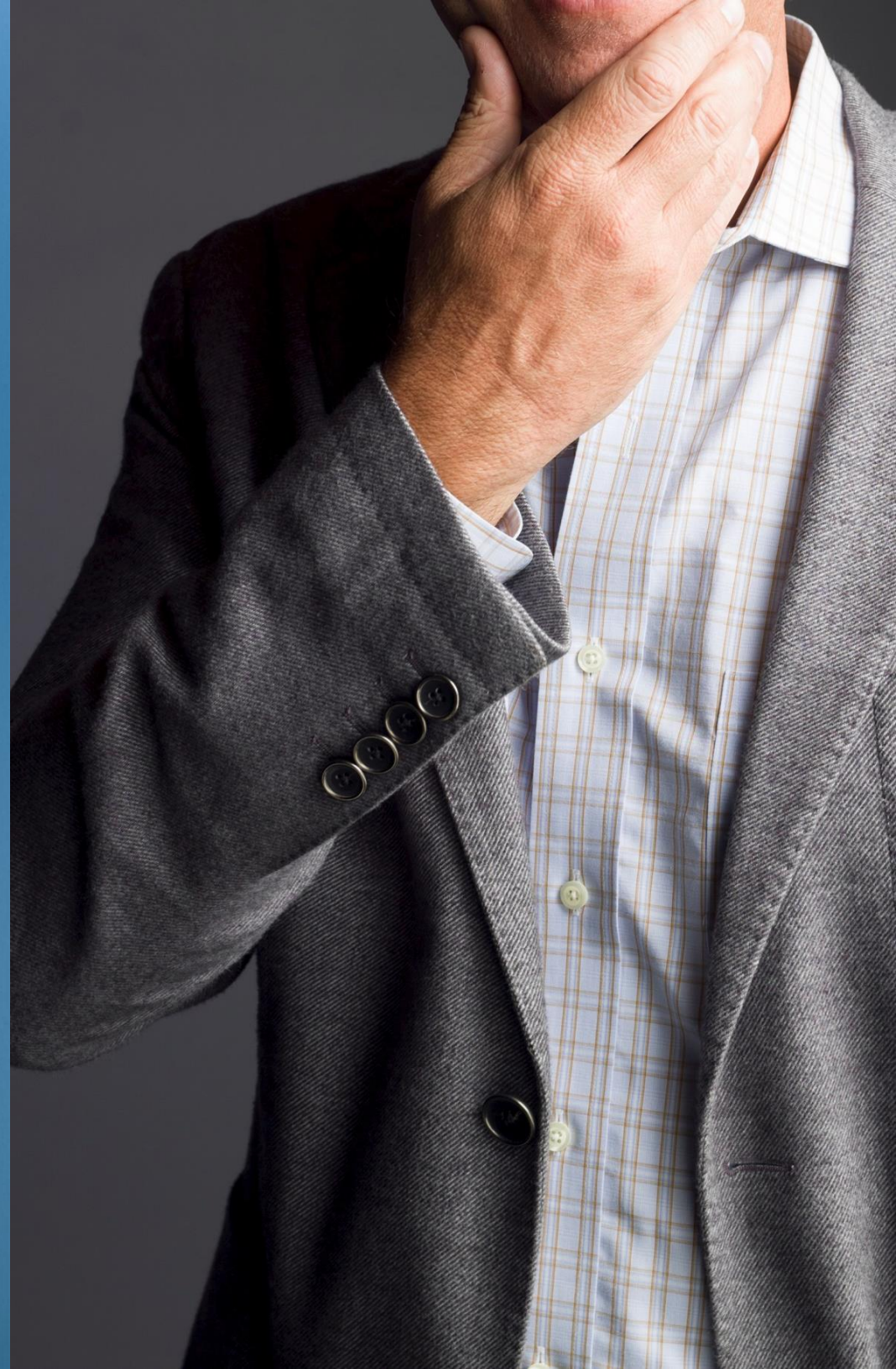


- Active talent
- Passive talent



# 2

What candidates  
want to know





# The biggest roadblocks candidates face when changing jobs

1

## **Not knowing**

what it's really like to work at the company

2

## **Not understanding**

what's expected of the role

3

## **Not hearing back**

after applying to a company

4

## **Difficulty negotiating**

salary, title, role, etc.

5

## **Unclear communication**

during the recruiting process

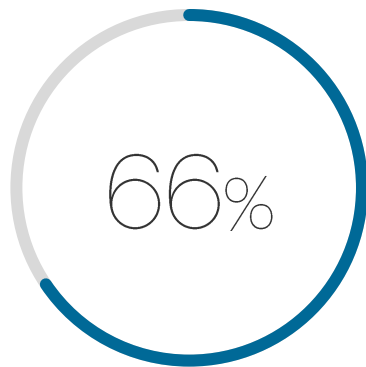
“ It's hard to know what exactly [companies] are looking for and how they differentiate between candidates and opportunities. ”



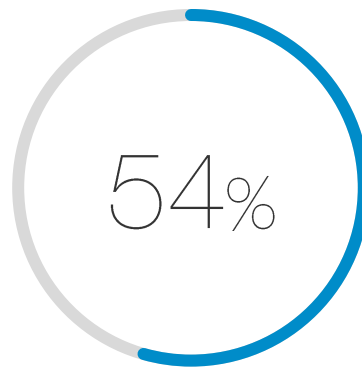
[Sung Kim](#)

Financial Planning & Analysis  
Manager, The Honest Company

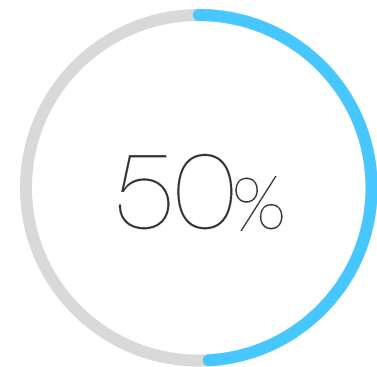
# What candidates want to know most about your company



Culture and values



Perks and benefits



Mission and vision

“ *The mission of a company matters to me. I know many companies have aspirations, but Gilead actually delivers on theirs. They aren't just satisfied with a drug that makes people better, they are going for a drug that cures disease.* ”



[Wendy Goretski](#)

Associate Director Business IT – R&D  
Gilead Sciences

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

## **Give an honest perspective**

"Give a real picture of the company's 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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## **Clarify the 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."

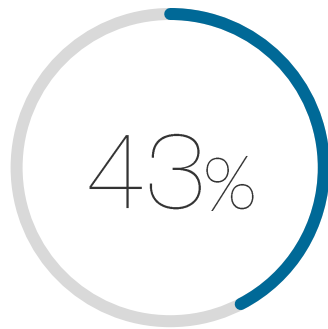
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## **Be open about retention**

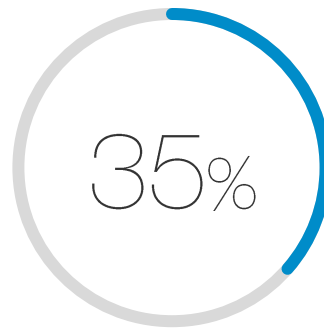
"Be honest — What's your turnover rate? Why is this position available (expansion or firing/quitting)? Why did the person in this position leave?"

# Professionals want more than a job, they want career growth

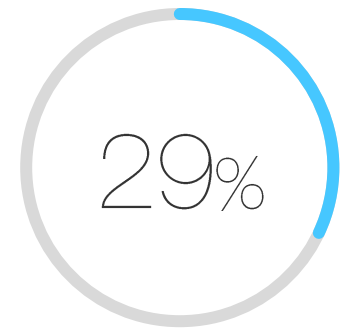
The most common reasons why people leave their jobs:



Lack career opportunities  
and advancement



Need more  
challenging work



Unhappy with  
compensation and benefits

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“ It was a recruiter that ultimately found the role that aligned to both  
my professional goals and my personal motivations. ”



[Dave Vasen](#)

Founder, Brightwheel



# 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**

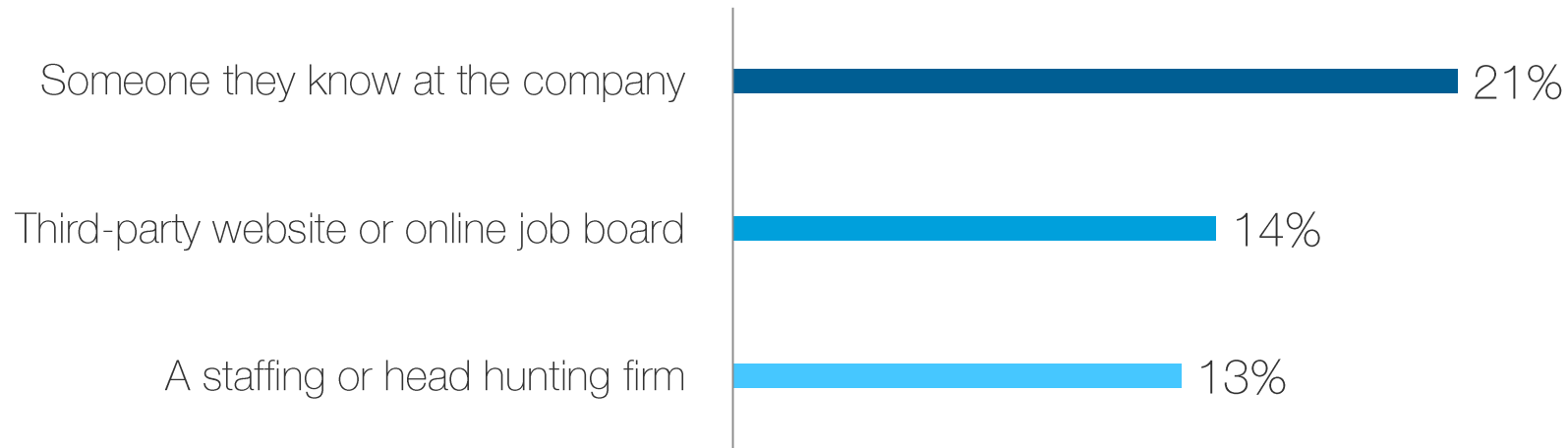
“Connect me with insiders — nothing like hearing straight from the horse's mouth.”



# 3

Where to  
find candidates

# People who recently changed jobs first heard about their new job through



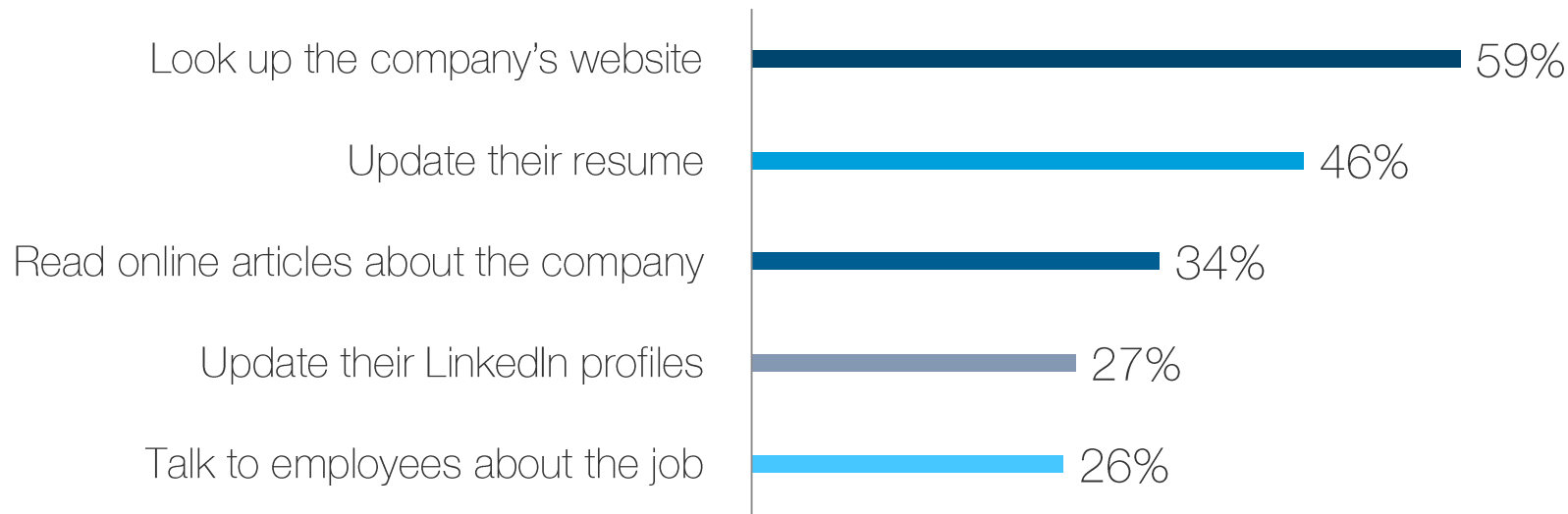
“ It is helpful to be connected to people who are currently in that role or a similar role that I'm applying to or am interested in. ”



[Damien McCreath](#)

Senior Assistant Brand Manager  
P&G

After hearing about the job, they don't apply right away. Instead, they



“ It's great if people do their research online about SoulCycle and what we're all about. There are plenty of interviews to watch and read. [The CEOs] Julie and Elizabeth do a great job of conveying our core mission. ”

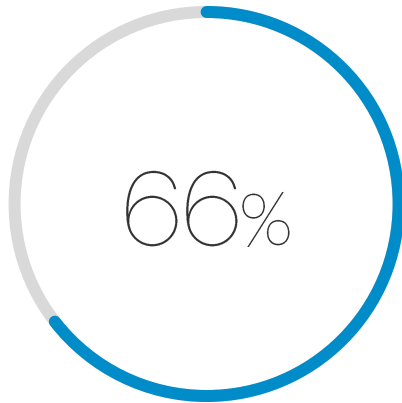


[Alex Caiola](#)

Manager of Corporate Recruiting,  
SoulCycle

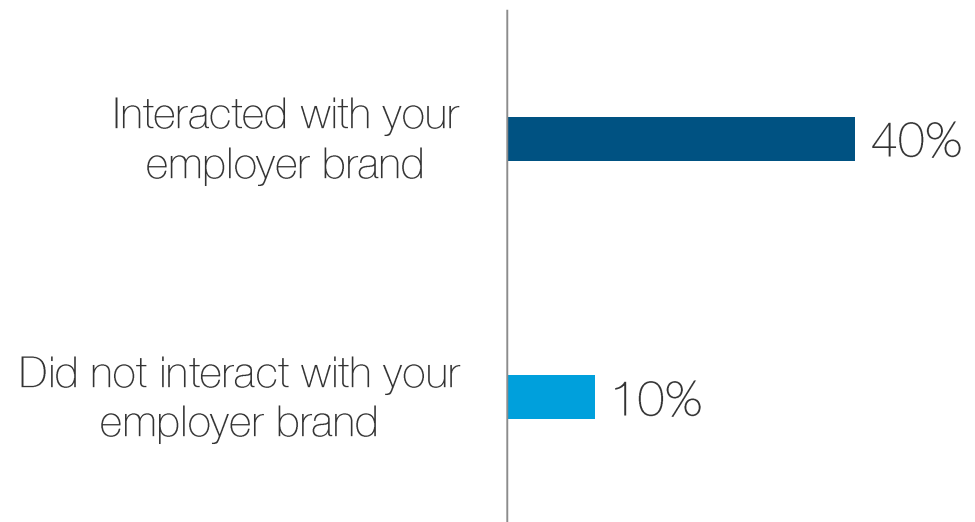


# When people interact with your employer brand, they're more likely to be interested in your roles

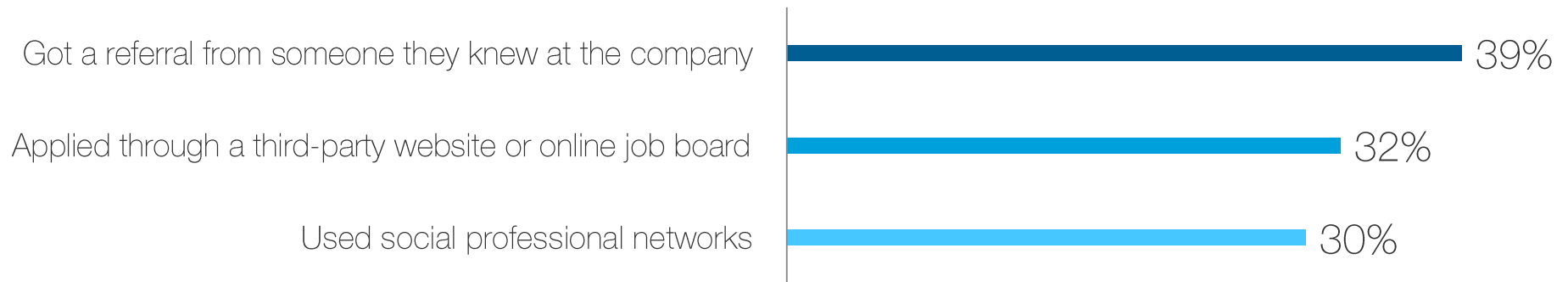


of people who recently changed jobs knew about your company when they first heard about the job.

Likelihood that prospects will respond to an InMail



# The top ways people land their new job

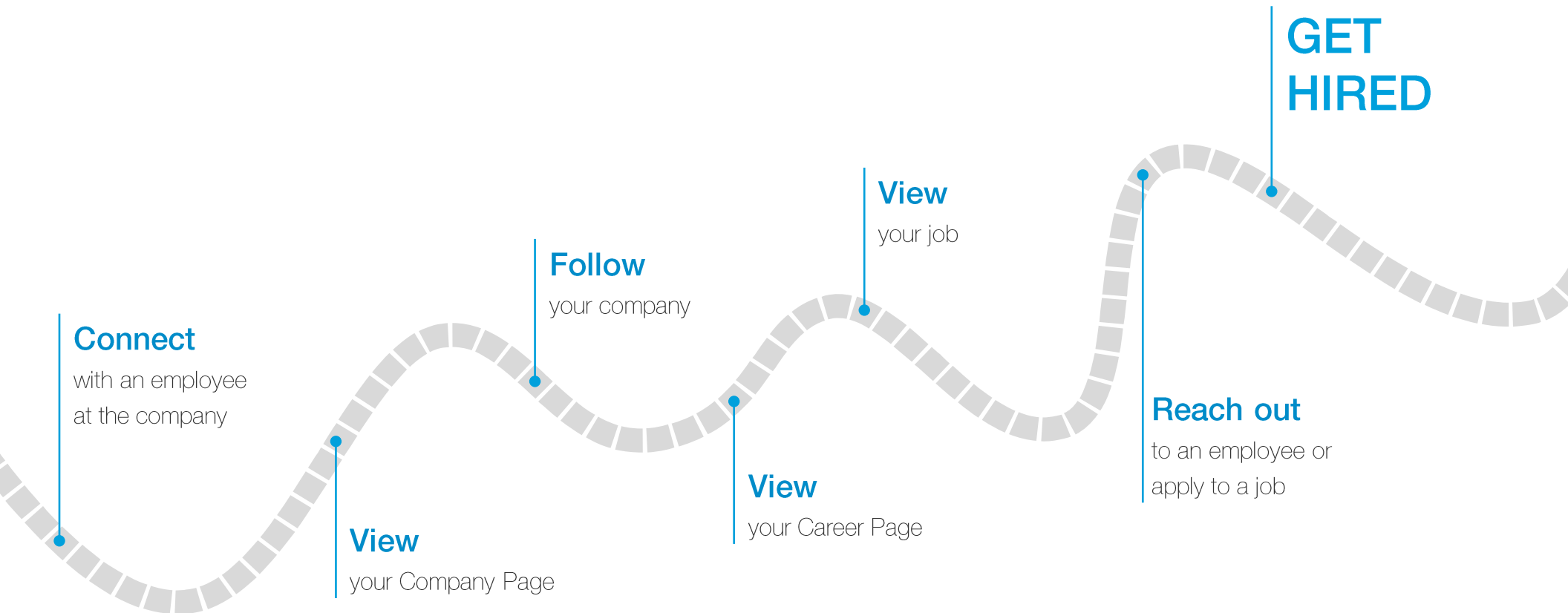


## Interesting facts:

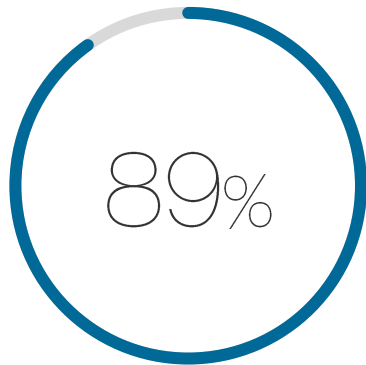
- The first and last thing most candidates do is interact with your employees
- Successful job seekers are 9X more likely to research current employees\*

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

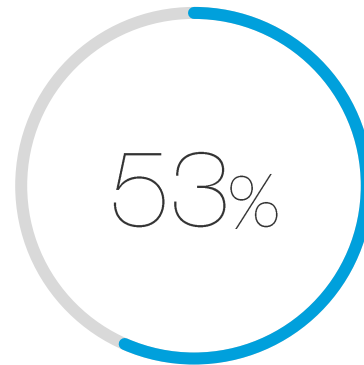
We looked at the behaviors of millions of LinkedIn members, and discovered that the most common path from candidate to hired looks like this:



# One thing stands out: Your employees play a big role in hiring



of job seekers network while  
seeking their current job\*



of those who network say it  
helps them secure the job\*

“ I did what a lot of people do, I networked. I had three separate, unrelated connections to this company. There is an element of risk with any new job, but having conversations with the hiring manager and another employee outside of the formal interview process made me feel like I knew what I was getting into. ”



[Danna Klein](#)

Senior Product Marketing Manager  
Mixpo



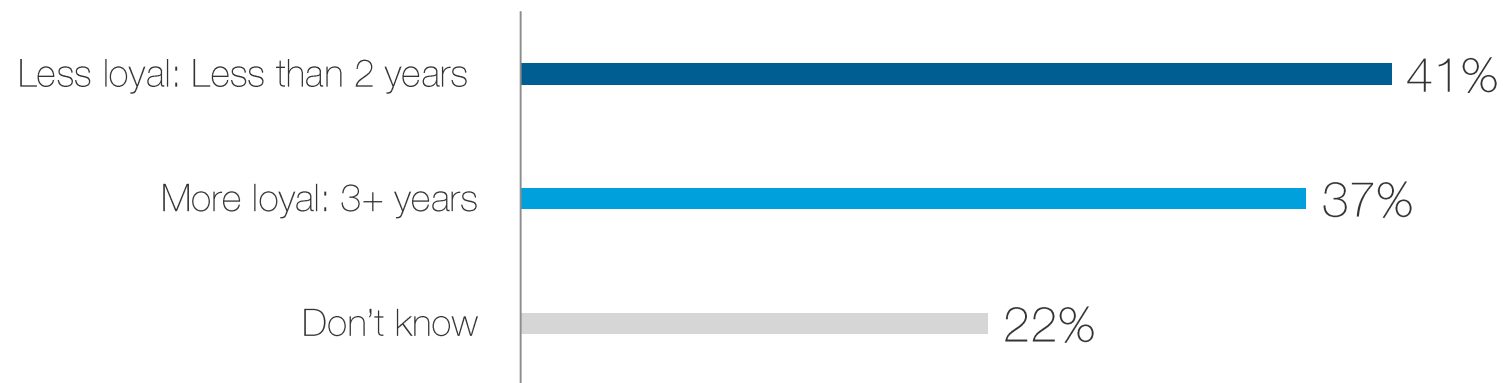
# 4

How to recruit  
those who will  
stay



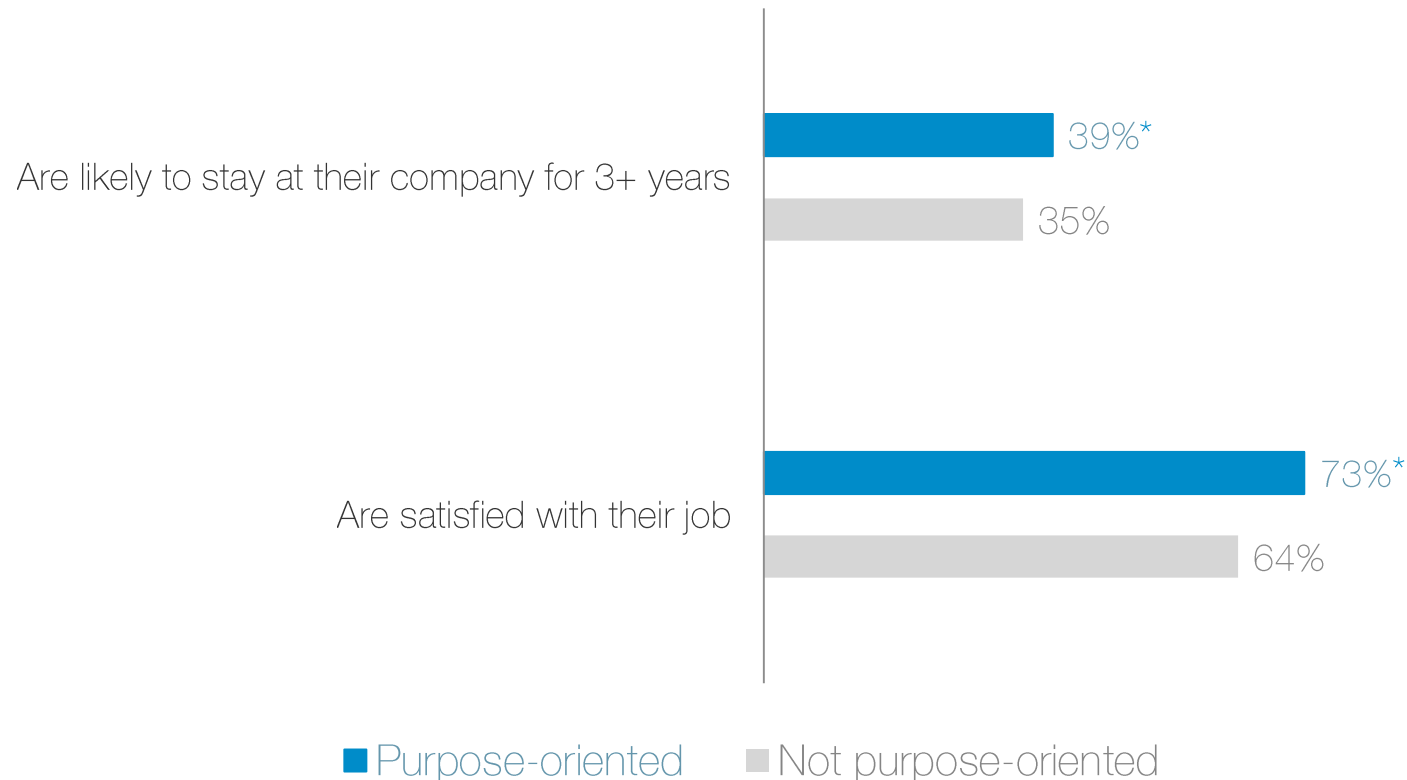
# Many don't see themselves staying at your company for long

How many years people want to remain at their current company



# To find loyal employees, consider recruiting professionals motivated by purpose

These are professionals who find personal fulfillment in their work and want it to have an impact on the world. They are less motivated by status or money, and tend to accept a job because of your company's culture, vision, and products.\*\*



\*Statistically higher at the 95% confidence level

\*\*Featuring ©Imperative Purpose Segmentation. Source: <https://lnkd.in/purpose>

# 4 ways to apply these trends to your recruiting strategy

## **Help candidates discover you well before they apply**

The candidate journey starts early and has many steps. Invest in common channels that candidates use before they apply to your jobs — your company and careers site, online articles, social media pages, and your own employees, just to name a few.

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## **Empower your employees to recruit**

Employee referrals are the most common channel through which candidates discover and land their new job. Make employees aware of your open roles and how your employee referral program works. Equip employees to be brand ambassadors for your company.

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## **Get specific about your culture, values, and careers**

Empower employees to create content about your company's culture and values, and what their typical day looks like. Revamp your job postings so they include a thorough description of the work and culture— not just a checklist of required experiences and pedigrees. Share the full picture of what a career at the company could look like on your career site, your company or career page on LinkedIn, and other channels.

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## **Recruit those who are most likely to stay and succeed**

Gone are the days when an employee stays at one company for their entire career. Recruit purpose-oriented professionals who will likely stick around longer. These are people who find personal fulfillment in their work and want it to have a greater impact on the world. They are less motivated by status or money.



# Learn how talent in your country wants to be recruited

Now that you've read this global report, get your country's Talent Trends Report so you know how to get candidates in your country to say "yes."

[Download country reports](#)

# Methodology

The results of this analysis represent the world as 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 26,151 LinkedIn members worldwide between January and March of 2016. The majority were employed full-time or part-time when they took the survey. We offered the survey in multiple languages without incentives and did not weight the data.

The confidence level for this survey is 90% to 95% and is higher for subgroups.

We also surveyed 6,745 LinkedIn members globally who changed companies between February and March of 2016, as self-reported on their LinkedIn profiles and confirmed in the survey. The confidence level for this survey is 90% to 95% and is higher for subgroups.



# Authors



[Allison Schnidman](#)

Strategic Research Consultant, LinkedIn



[Lorraine Hester](#)

Senior Market Research Associate, LinkedIn



[Esther Lee Cruz](#)

Global Marketing Manager, LinkedIn



[Akansha Agrawal](#)

Research Associate, LinkedIn



[Maria Ignatova](#)

Global Content Marketing Lead, LinkedIn



[Sabrina Fruehauf](#)

Global Insights Analyst

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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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