



2016 Talent Trends for Small to Mid-Sized Businesses

Data on How Candidates Want to be Recruited





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

Hiring this year? Well, there's good news for you.

Almost everyone, a whopping 87% of professionals are interested in working at a small or mid-sized business.

But the biggest challenge is not knowing enough about your company. As a small business, it's hard to make people aware your company exists, and that you are a great place to work.

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 as a small to mid-sized business (SMB).

Read on for the exciting results. Happy recruiting.

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- 1 Almost everyone wants to hear from you
- 2 What candidates want to know
- 3 Where to find candidates

Executive summary

1

Almost everyone is open to your job opportunities.

A massive 87% of global professionals are interested in working at a small to mid-sized organization.

2

But people don't know much about your company.

Candidates' biggest obstacle is not knowing enough about your company, especially for those who recently switched to work for a small to mid-sized business.

3

The friends and family network is key for SMBs looking to recruit.

The top way candidates interested in SMBs first discover a job and the most common way they land a job is through a referral from someone they know.

About LinkedIn's Annual Talent Trends Report

Who we surveyed:

21,000+

Global professionals
interested in working
at an SMB

700+

People who changed jobs to
work at an SMB between
February and March 2016

39

Countries around
the world

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

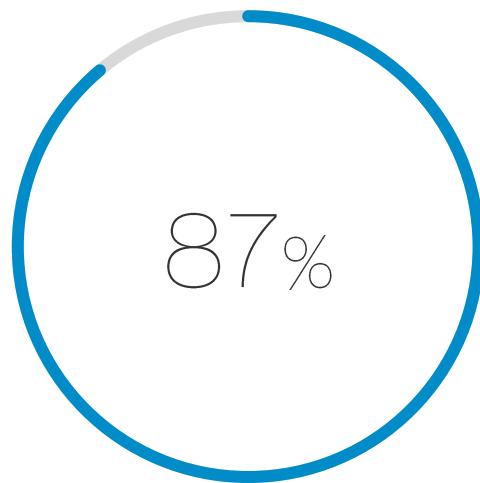


1

Almost everyone
wants to hear
from you

Nearly everyone is open to working for a small to mid-sized business

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



of professionals want to hear about new jobs from a small to mid-sized business

“ 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

Compared to professionals who aren't interested in working at an SMB, those who are tend to

1

Currently work at an SMB

and want to work for one again

2

Be more junior

<5 years full-time working experience

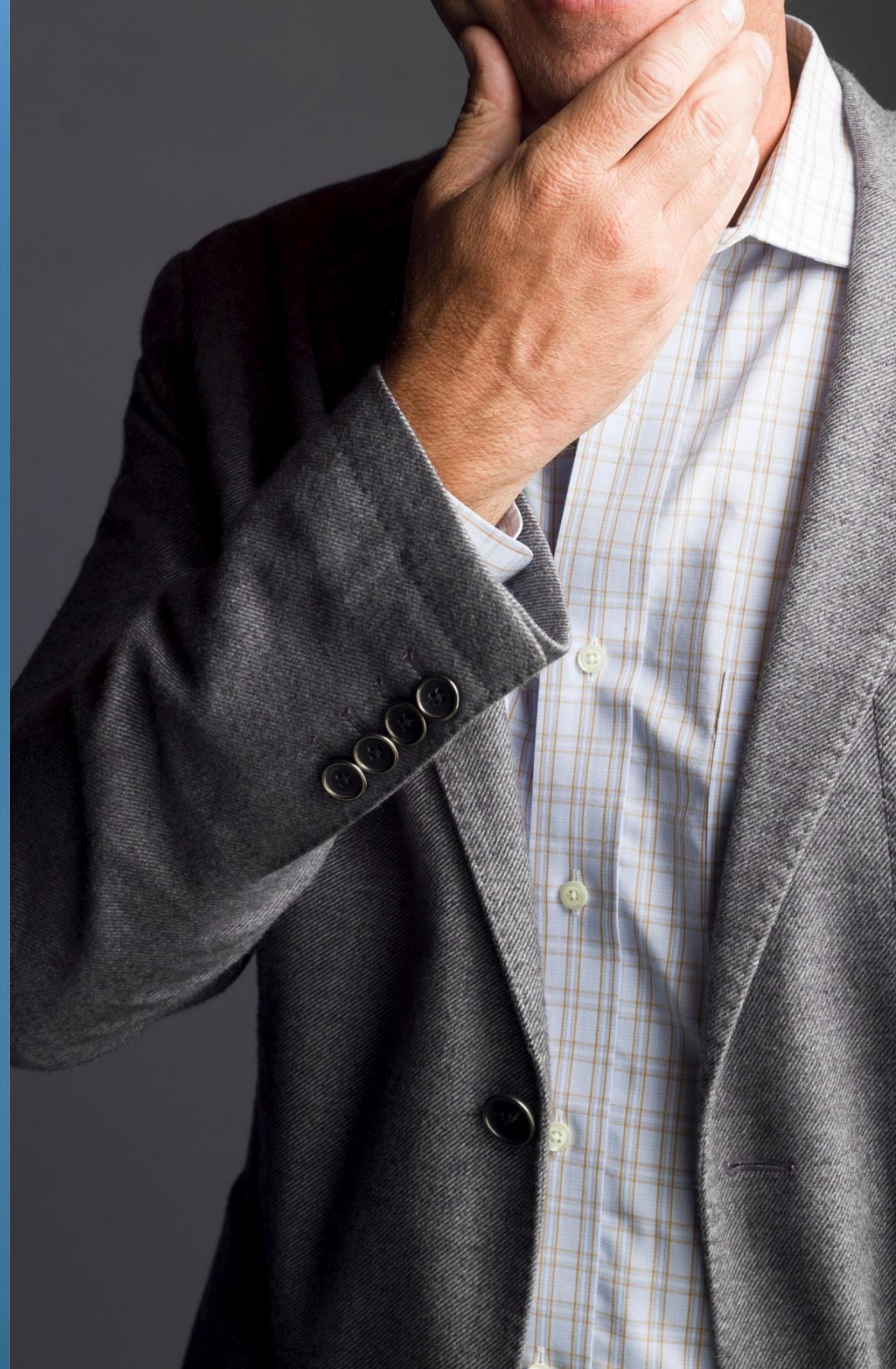
3

Be a millennial

18-35 years old

2

What candidates
want to know



Candidates who recently changed jobs to work at an SMB faced these roadblocks



“ There are recruiters who don't run a great process. Candidates take that as a sign of how things work at that company. If there are communication lapses that can be a real turnoff for candidates. ”

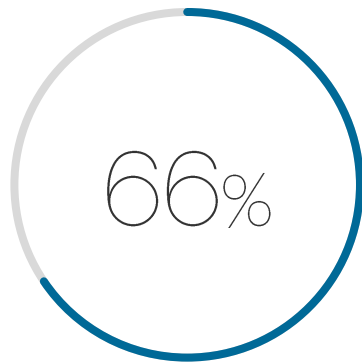


[Yoni Lateiner](#)

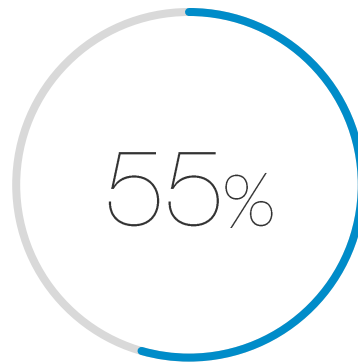
Recruiter, NerdWallet

*Statistically higher than global professionals at the 90% confidence level.

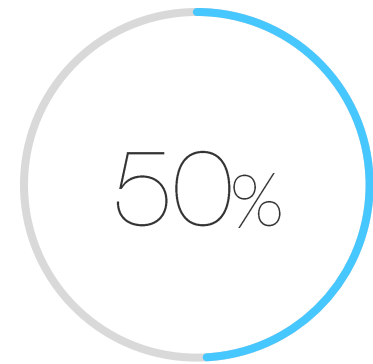
Those who would consider working for an SMB are most interested in learning about the company's



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 working environment, not the usual made-in-heaven company profile."

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."

Explain what makes you different

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

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."

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 who move to an SMB not only want to be challenged professionally, they want to make a bigger impact

Why people accepted their new job at an SMB

- 1 **Challenge***
The work sounded more challenging
- 2 **Career**
More opportunities to advance their career
- 3 **Pay**
Better compensation and benefits
- 4 **Impact***
More ability to make an impact
- 4 **Skills & interests**
Better fit for skills and interests

“ I was looking for a startup opportunity to build a new business. It was a recruiter that ultimately found the role that aligned to both my professional goals and my personal motivations. ”



[Dave Vasen](#)

Founder, Brightwheel

*Statistically higher than global professionals at the 90% confidence level.

What they want to know about careers at your company, in their own words

Career trajectory

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

Expectations and workload

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

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."

Employee perspectives

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

Openness to non-traditional backgrounds

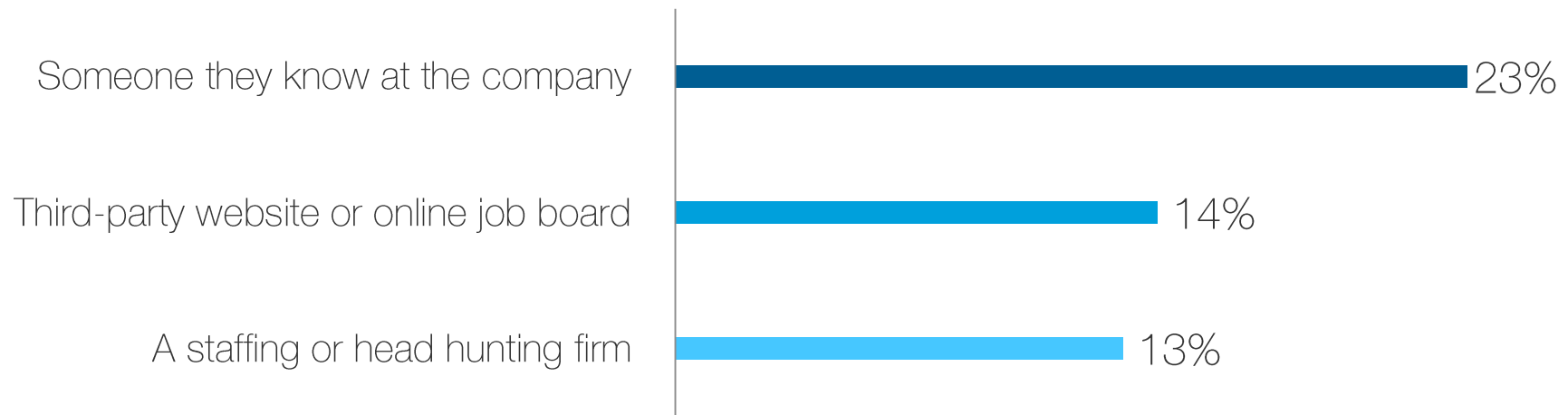
"Be open to diverse CV's and experience that don't necessarily fit into a box. Creative thinking instead of generic putting people into holes."



3

Where to find
candidates

Those who recently switched into an SMB heard about the new job through



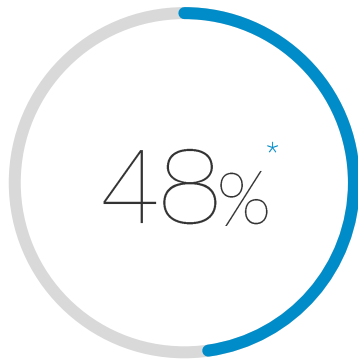
“ It is helpful to be connected to people who are currently in that role or a similar role that I'm applying to or am interested in. ”



[Damien McCreath](#)

Senior Assistant Brand Manager
P&G

Unfortunately, many candidates don't know about your organization when they first hear from you



Almost half the professionals who accepted an offer at an SMB weren't aware of the company when they first heard about the job. This is higher than the 34% of global professionals who weren't aware.

3 quick ways to build awareness

1

Use social media reach candidates

Use online channels — your social media channels, blog, company website and marketing campaigns — to communicate what your company is about, and what it's like to work there.

2

Use your online brand to communicate your company culture

Let your company culture shine through your LinkedIn profile by highlighting core values in your summary, embedding videos, or sharing relevant news.

3

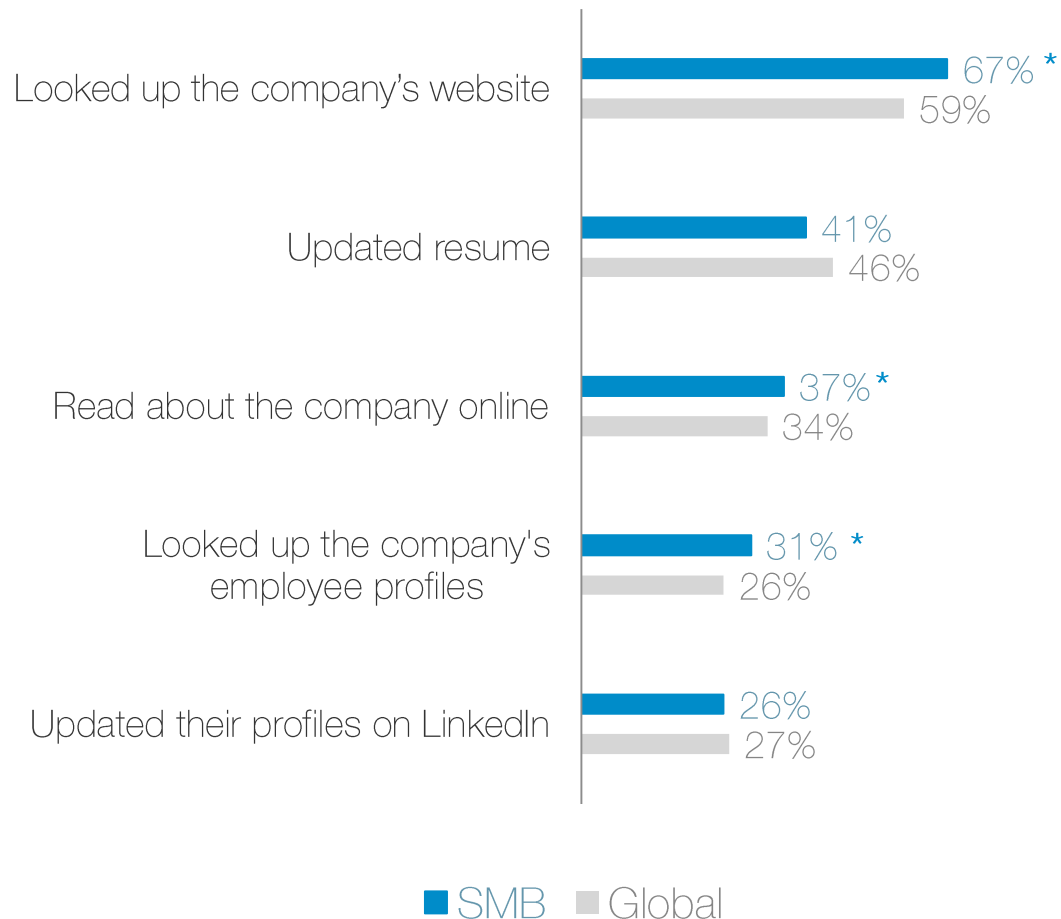
Help your coworkers be brand ambassadors

Empower the hiring managers and their teams to share their employee experience and open jobs across their social networks.

[Try these tips/tricks](#)

*Statistically higher than global professionals at the 90% confidence level.

Those who recently switched to an SMB are more likely to do their research after hearing about a job



“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.”

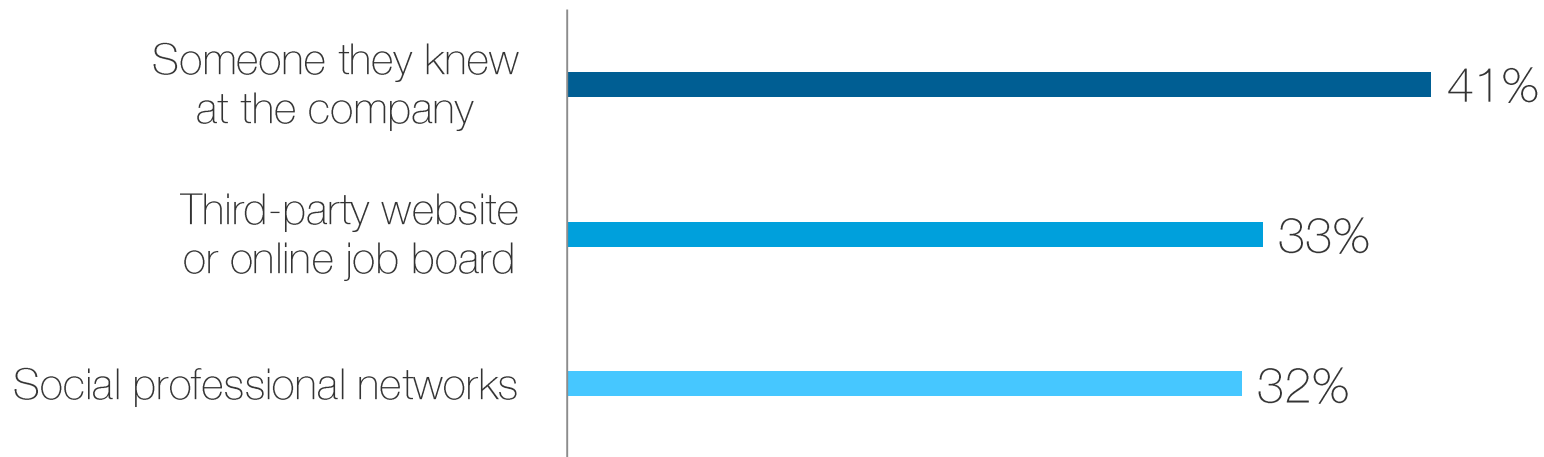


[Alex Caiola](#)

Manager of Corporate Recruiting,
SoulCycle

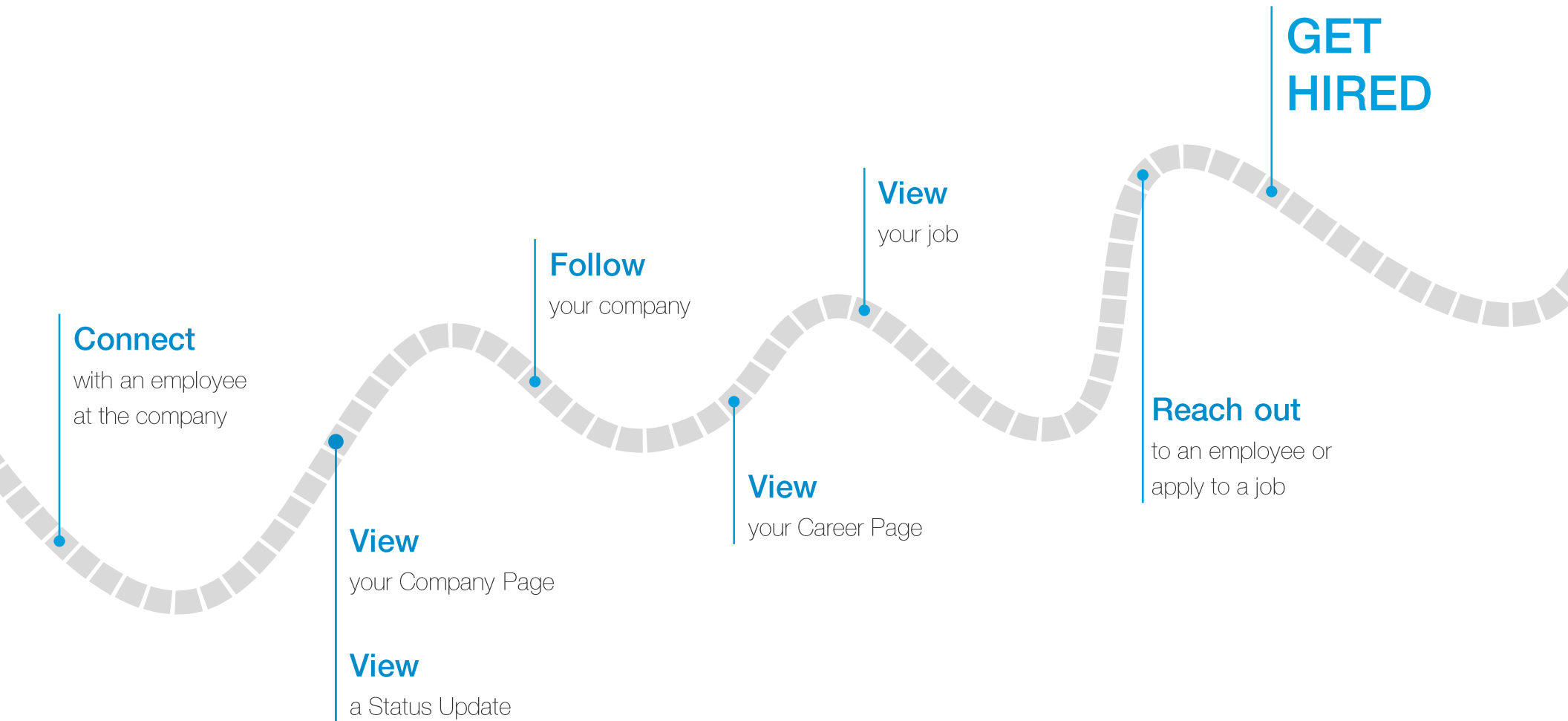
* Statistically higher than global professionals at the 95% confidence level.

Those interested in working at an SMB have landed a new job through these channels



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

Help candidates discover you well before they apply

The number one roadblock candidates interested in SMBs face is not knowing what it's like to work at a company. Invest in [common channels](#) candidates use to get new jobs — including employee referrals, job boards, and social professional networks.

Empower your employees to recruit

Employee referrals are the number one way professionals interested in working at an SMB get a new job. [Make employees aware](#) of your open roles and equip them to be [brand ambassadors](#) for your company.

Communicate your company's culture and careers

Almost half the professionals who accepted an offer at an SMB weren't aware of the company when they first heard about the job. Highlight the unique qualities that makes your company a great place to work. For example, show what a typical day looks like through your social networks. Revamp your [job descriptions](#) by giving a thorough description of the work and how it aligns to the company values.

Learn how talent in your country wants to be recruited

Now that you've read the global talent trends report for small to medium-sized businesses, learn how to tailor your messages and recruiting tactics to different countries. Download 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 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 21,489 LinkedIn members worldwide interested in working for SMBs 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 797 LinkedIn members globally who switched companies to work for a small to mid-sized business between February and March of 2016, as self-reported on their LinkedIn profiles and confirmed in the survey. We offered the survey in English only without incentives and did not weight the data. The confidence level for this survey is 90% to 95% and is higher for subgroups.



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