



2016 UK Talent Trends

Data on How Candidates Want to be Recruited





The data you need to hire top UK talent

Recruiters — good news. Almost everyone, an overwhelming 86% of professionals in the UK, 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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- 2 What candidates want to know
- 3 Where to find candidates

Executive summary

1

Almost everyone is open to your job opportunities.

A massive 86% of professionals in the United Kingdom are interested in hearing about new job opportunities.

2

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

Candidates say their biggest obstacle when changing jobs is not knowing enough about a company.

3

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

A top way people successfully land a new job in the UK is through an employee referral. Empower your employees to recruit.

About LinkedIn's Annual Talent Trends Report

Who we surveyed:

700

Professionals in the
United Kingdom

87%

Citizens of the
United Kingdom

281

People in the United
Kingdom who changed
jobs between February
and March 2016

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

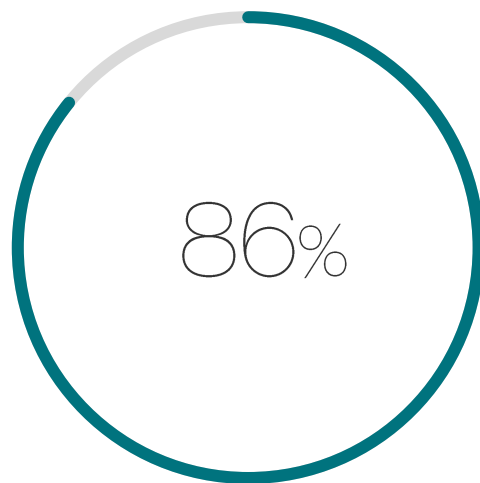


1

Almost everyone
wants to hear
from you

Nearly everyone is open to your opportunities

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



of professionals in the United Kingdom are interested in hearing about new job opportunities. However, they are still not the most active talent pool in Europe.

“ 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](#)

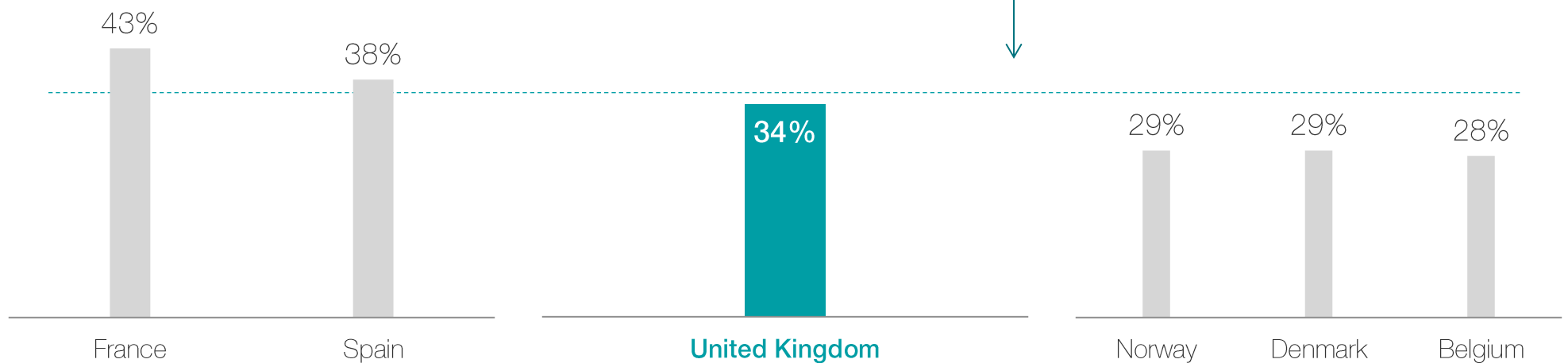
Former Assistant to the Executive Director of Sport, Canadian Olympic Committee

The United Kingdom has average levels of active talent

Most active talent in Europe:

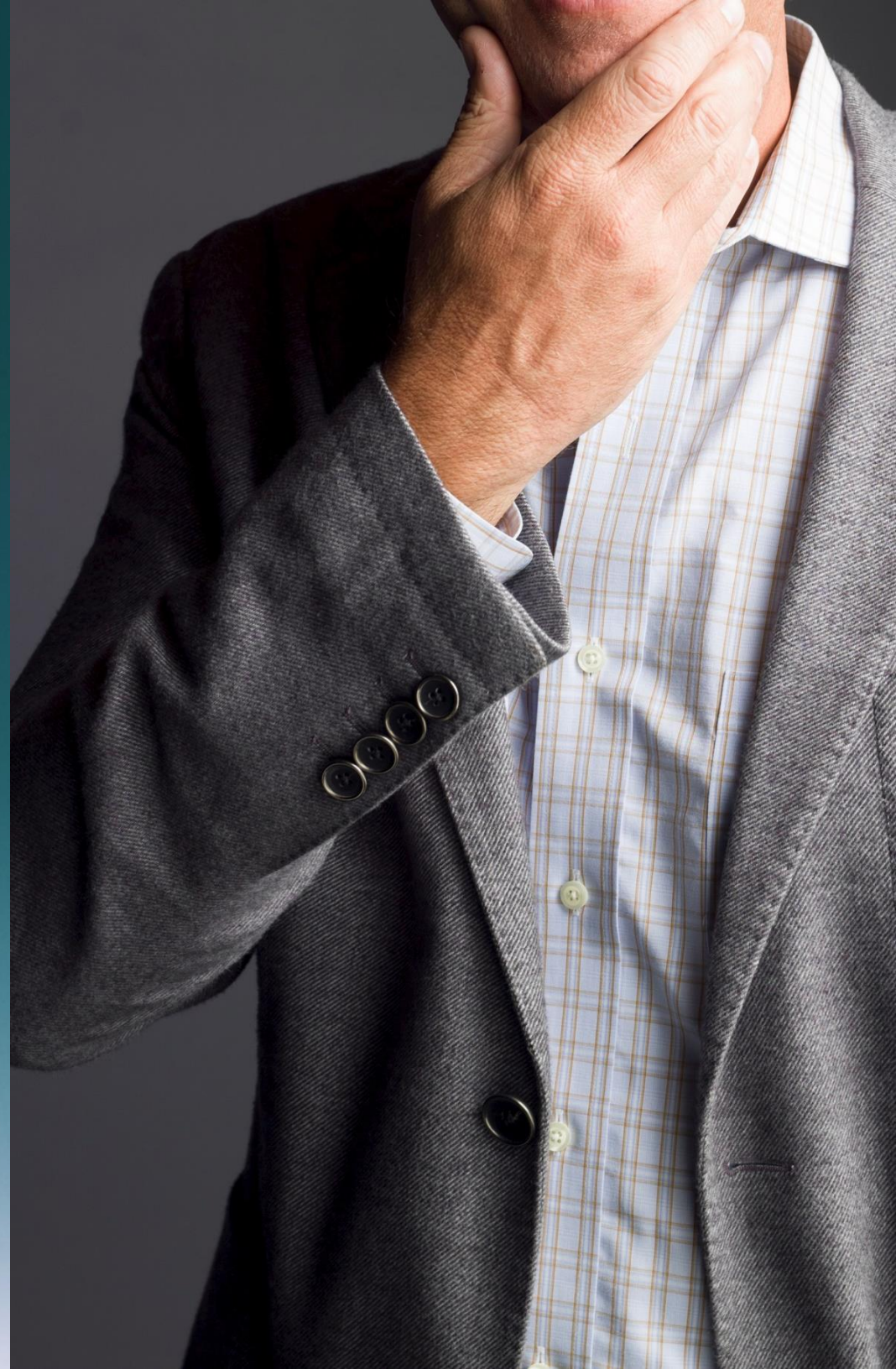
Global average: 36%

Least active talent in Europe:

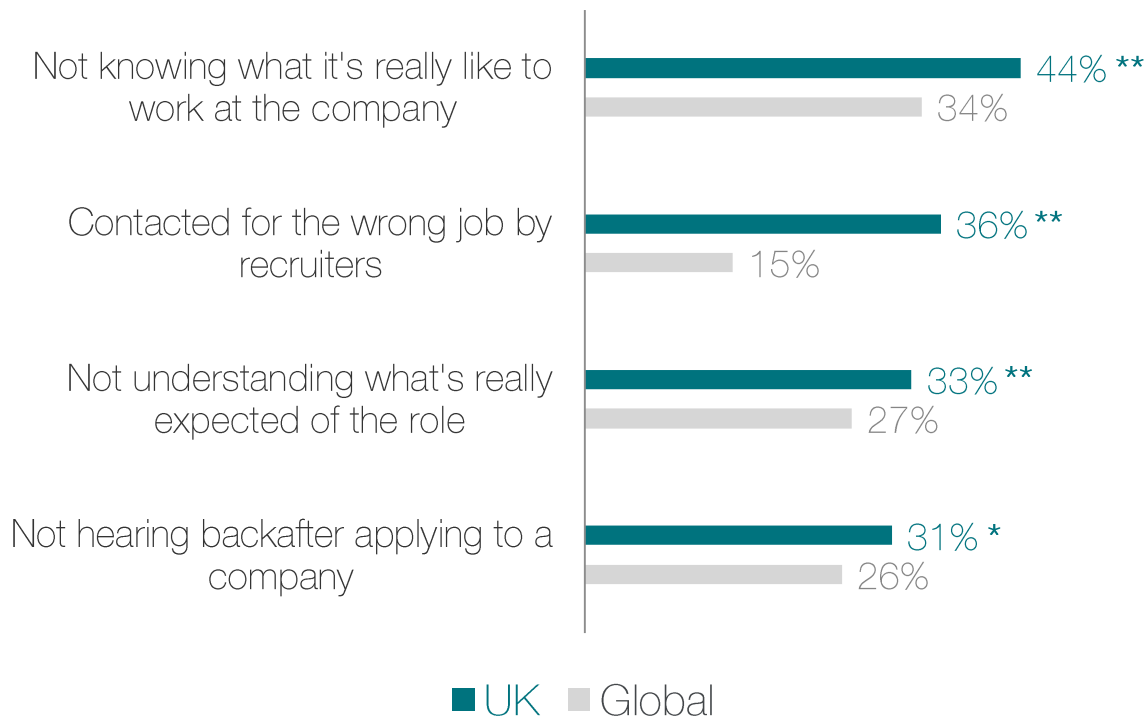


2

What candidates
want to know



The biggest roadblocks to candidates' changing jobs are

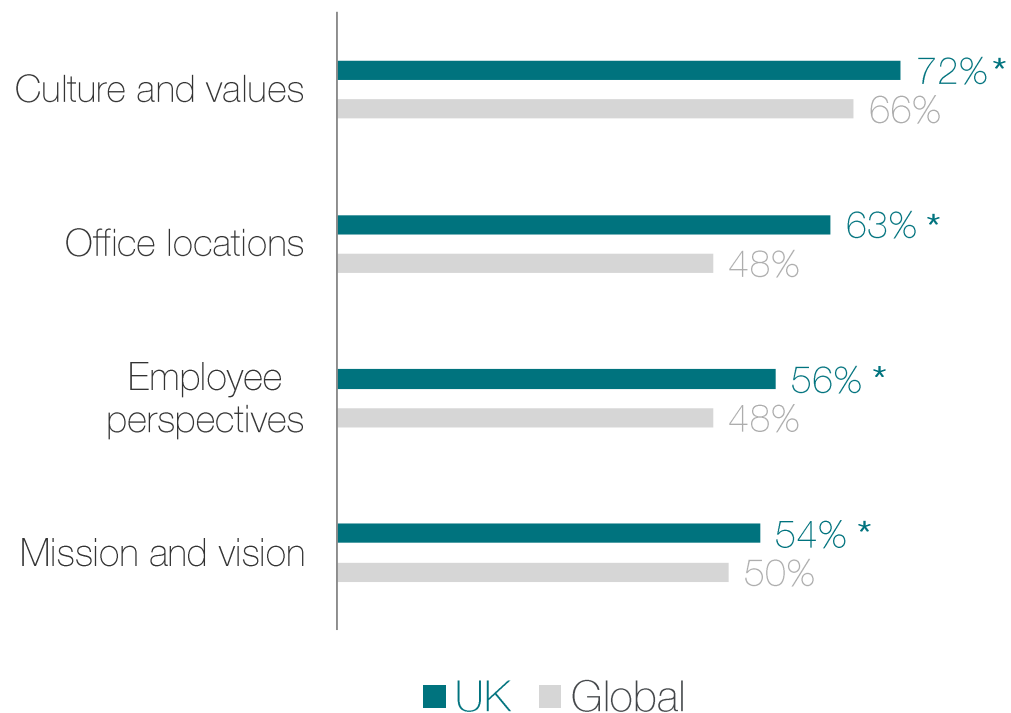


Professionals in the UK face more challenges when changing jobs, compared to global professionals. And they are over 2X more likely to be contacted for the wrong job by recruiters. Train your recruiting team to screen for [the right candidates](#),

**Statistically different from global professionals at the 95% confidence level.

*Statistically different from global professionals at the 95% confidence level.

What candidates want to know most about your company



UK candidates want more information about a new company than global professionals do

When recruiting in the UK, publish details about how your culture and mission differ from other companies'. Clarify where your office locations are. And connect interviewees with employees who can share what it's like to work for your company.

*Statistically different from global professionals at the 90% confidence level.

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.”

Give specifics about office locations

“People need to know what borough or county the job is in and whether parking is a problem or what rail services operate in that area. It’s the little things that make a difference.”

Professionals want more than a job, they want career growth

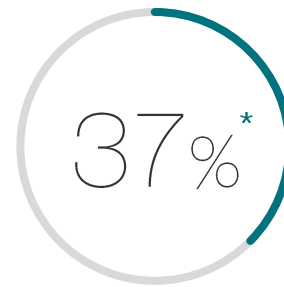
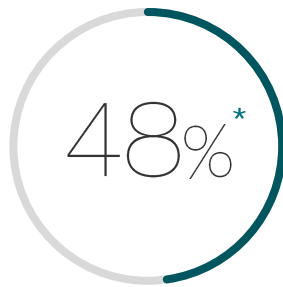
The most common reasons why people leave their job

Lack of career
advancement opportunities

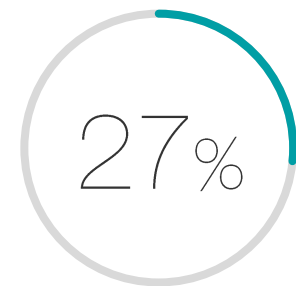
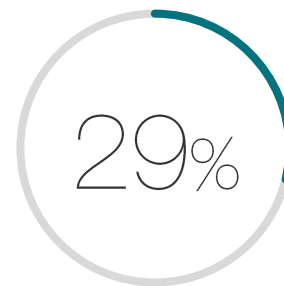
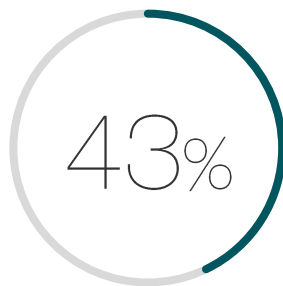
Unhappy with
senior leadership

Unsatisfied with the work
environment or culture

UK



Global



Compared to global professionals, UK professionals are more likely to leave their job because of lack of advancement opportunities, senior leadership, and the culture. UK professionals are less worried about compensation and benefits. Ensure you communicate early on what makes your company's [career development opportunities](#) and [culture](#) different, so that candidates know what to expect. Help candidates get to know your company's senior leadership by encouraging your executives to [share their perspectives on the company](#).

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.”

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

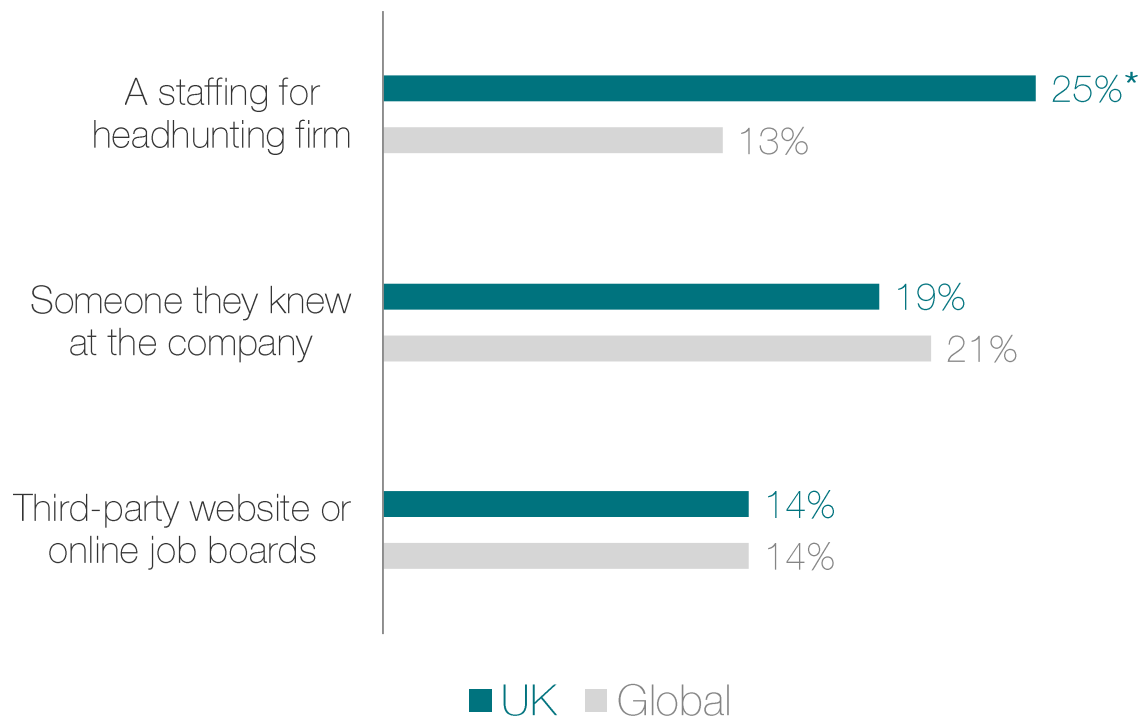
“Connect me with insiders — nothing like hearing straight from the horse's mouth.”



3

Where to
find candidates

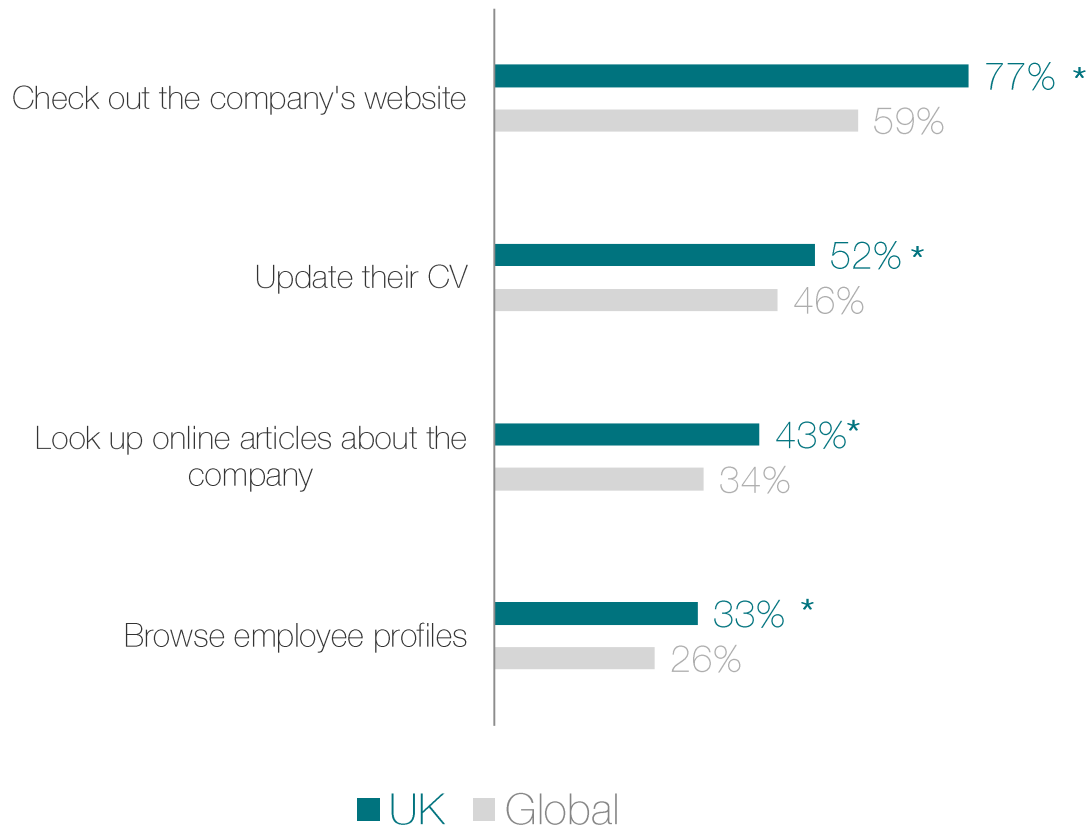
People first learn about a new job through



Professionals in the United Kingdom are much more likely to learn about a new job through an agency, compared to global professionals. Build robust relationships with staffing agencies to increase your access to talent in the UK.

*Statistically different from global professionals at the 90% confidence level.

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

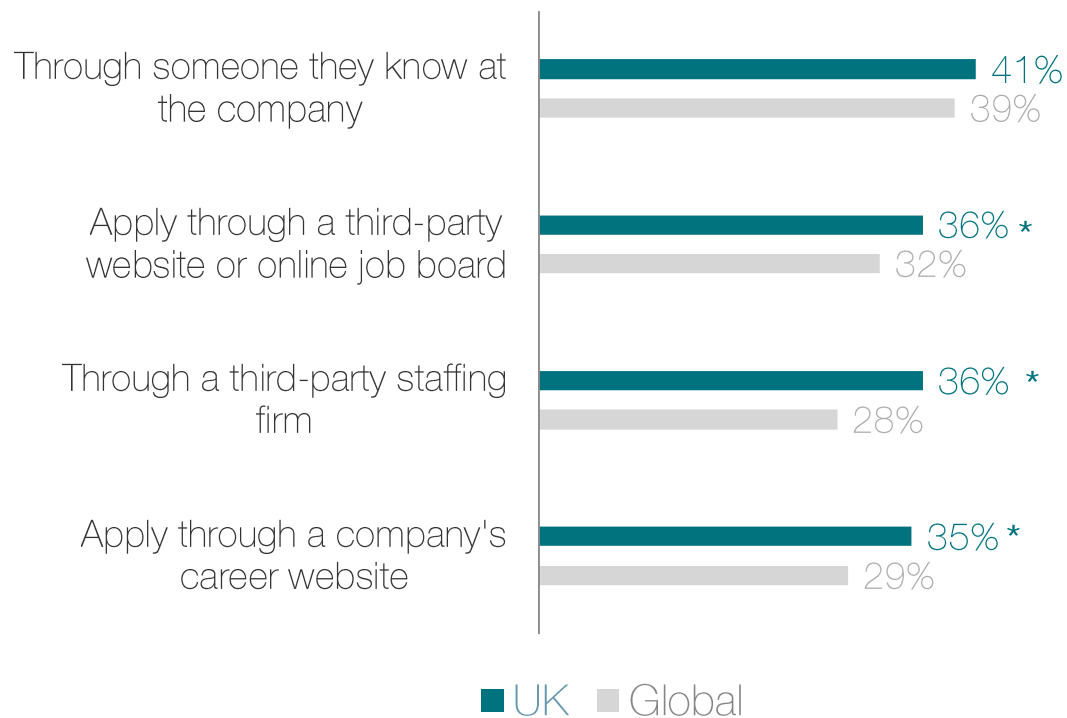


Professionals in the UK are far more likely than global professionals, to research your company and employees online after they first hear about a job.

Make sure your [company website and online content say](#) how your company culture, products, and services are different. Empower your employees to be [brand ambassadors](#) for your company. It could be as simple as having a 1-hour LinkedIn profile makeover session for new hires.

*Statistically different from global professionals at the 90% confidence level.

The top ways people land a new job



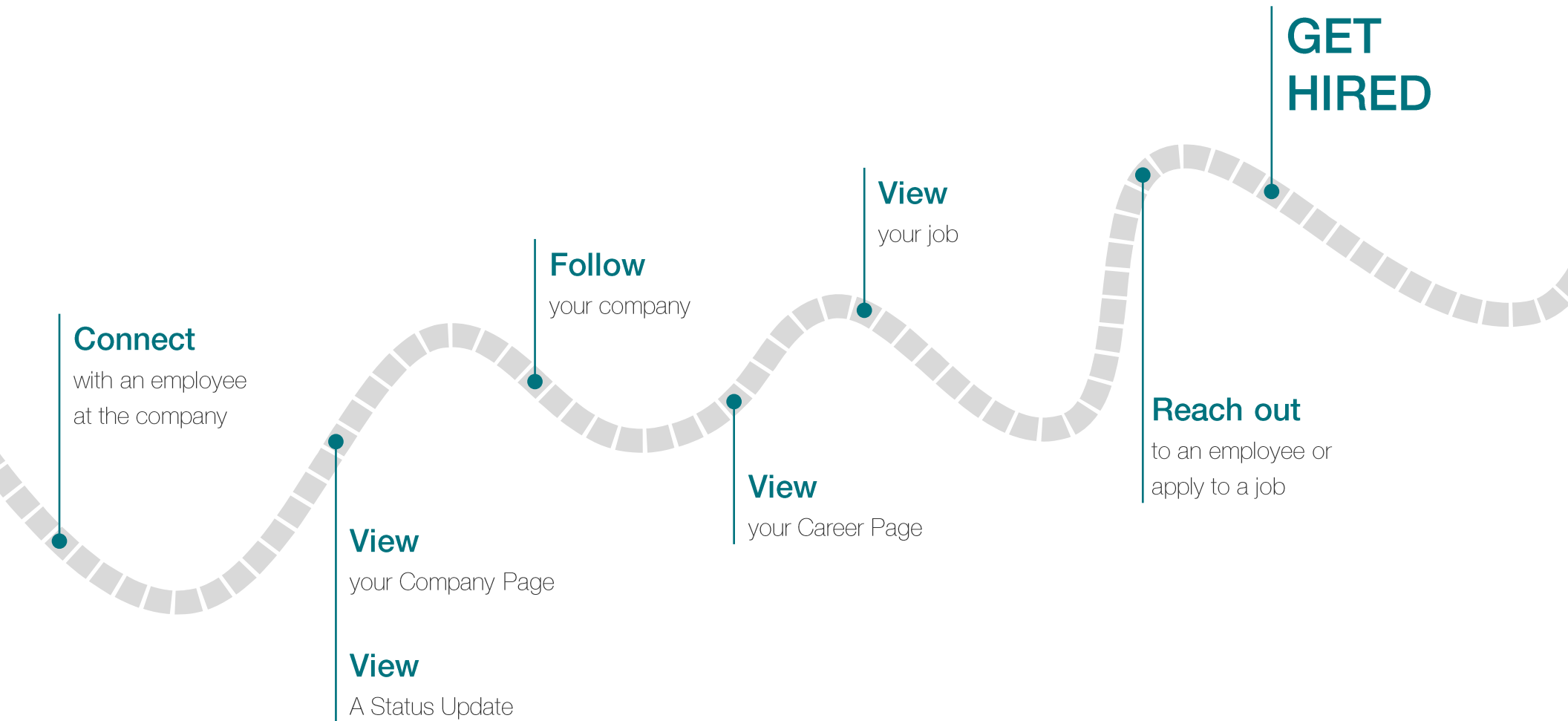
The top way UK candidates get a job is through an employee referral. Help your employees [refer people they know](#) and be [brand ambassadors](#) for your company.

Compared to global professionals, people in the UK have more success landing a new job through online job boards, recruitment firms, and company career sites. Make sure your company invests in these channels and in building your brand on LinkedIn, since most UK professionals get information about your company from online sources, whether being approached directly or through agencies.

*Statistically different from global professionals at the 90% confidence level.

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

Remember, 44% of UK professionals say that the biggest roadblock to changing jobs is now knowing enough about the company. Invest in [common channels](#) that candidates use before they apply to your jobs — your company and career site, online articles, and your own employees, just to name a few.

Empower your employees to recruit

41% of UK professionals have seen success getting jobs through they know someone at the company. Employees are a key part of the candidate's journey to your company. Make employees aware how your [referral program](#) works. And equip your employees to be [brand ambassadors](#) for your company.

Get specific about your company's culture and careers

72% of UK professionals say culture and values are the most important thing they want to know about a company. And the #1 reason they change jobs is for career advancement. Refresh your [job descriptions](#) so they include a thorough description your company's culture as well as the potential career path — not just a checklist of required experiences and pedigrees.

Learn how talent around the world is changing

Now that you've read the UK 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 700 LinkedIn members in the United Kingdom 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 281 LinkedIn members in the United Kingdom who changed companies 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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