



2016 US & Canada 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 89% of professionals in the US & Canada, 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. Over 1,500 professionals in the US and Canada shared their job seeking habits and over 500 professionals who recently changed jobs told us what drew them to their new opportunity.

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 89% of professionals in the US & Canada are interested in hearing about new job opportunities.

2

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

Candidates in North America say their biggest obstacle when changing jobs is not knowing enough about the company or roles.

3

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

Your employees make the best recruiters. The top way people first discover and finally land a new job is through an employee referral.

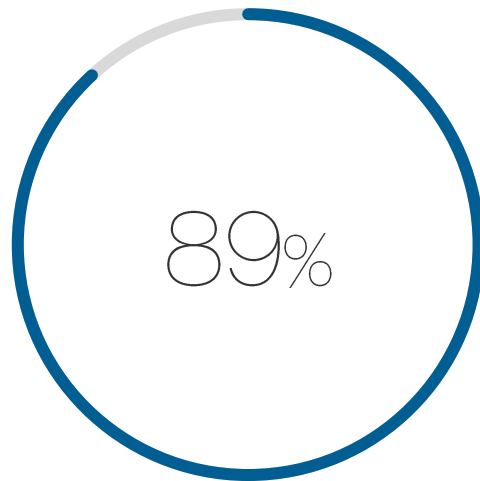


1

Almost everyone
wants to hear
from you

Nearly everyone is open to your opportunities

Whether someone is an active or passive candidate, they want to know about your open jobs.



of professionals in the US and Canada say they are interested in hearing about new job opportunities.

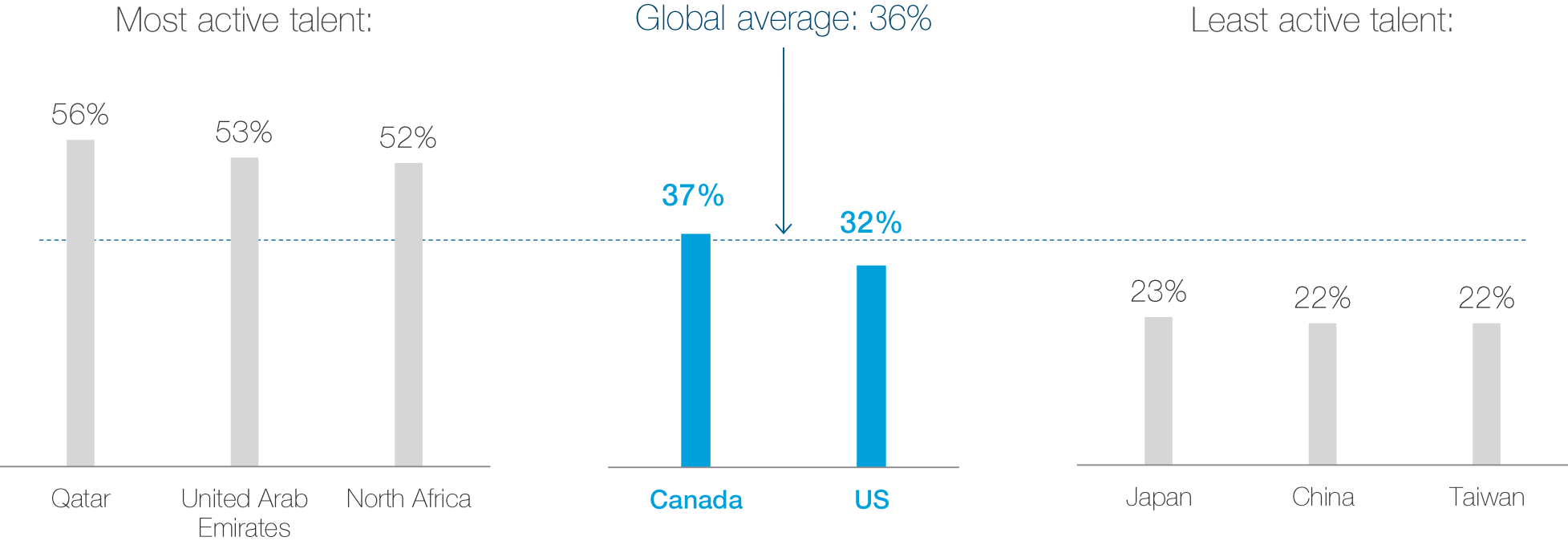
“ A recruiter reached out and said, ‘You have an interesting LinkedIn profile.’ He referred to my master’s thesis which was about the London Olympics. I ended up taking the job. ”



[Émilie Gauthier](#)

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

The US and Canada have average levels of active talent

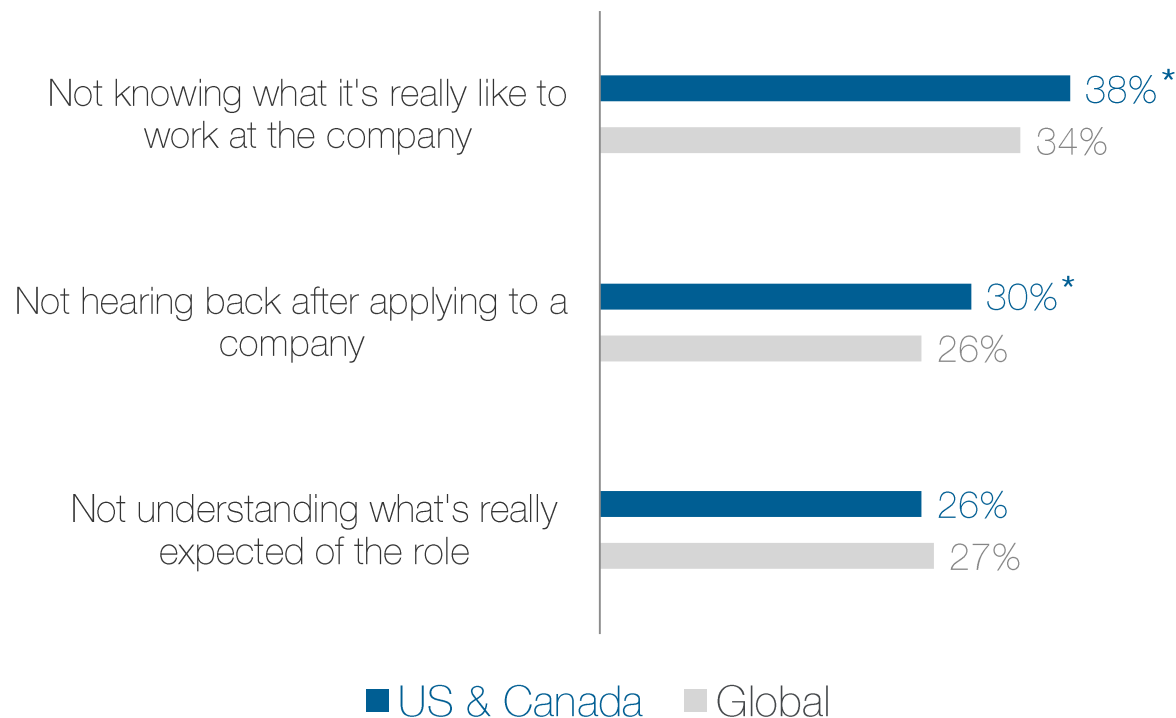


2

What candidates
want to know



The biggest roadblocks candidates face when changing jobs

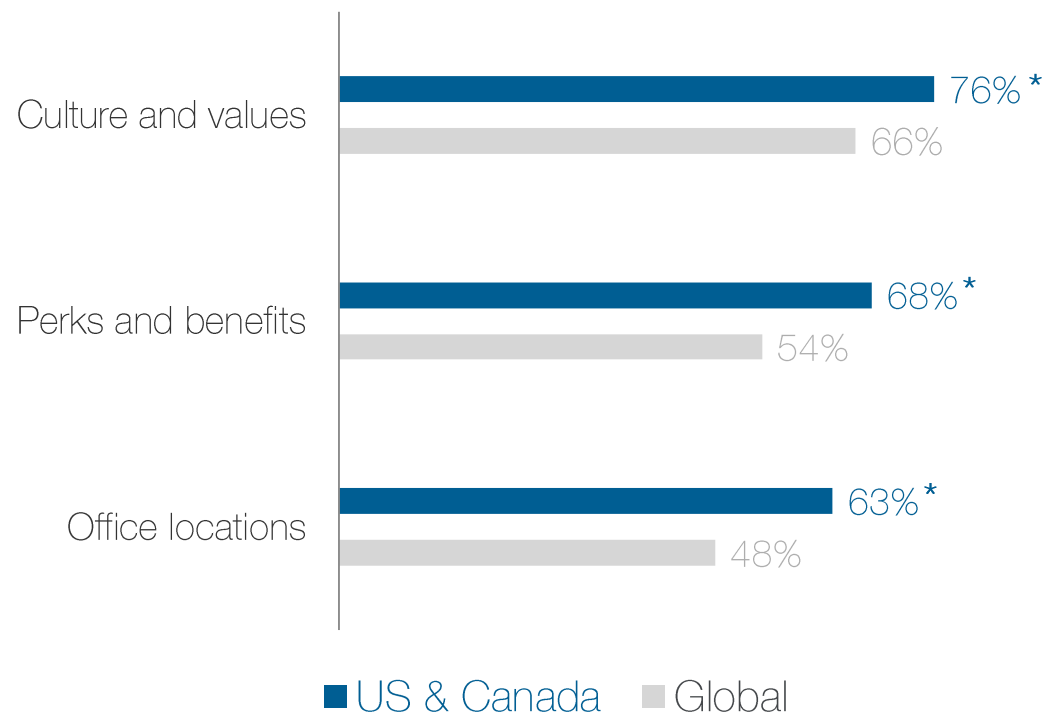


More professionals in the US and Canada struggle with not knowing enough about a company and applying for a job but not hearing back, compared to global professionals.

Let people know your company exists and get them excited about your company culture by refreshing your [employer branding strategy](#). And give candidates feedback on their job application, even if it means saying no.

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

What candidates want to know most about your company



Professionals in the US & Canada want more information about a company they're interested in, compared to global professionals.

When recruiting North American candidates, provide them with [plenty of information](#) about your company's culture, perks, and office locations.

*Statistically different from global professionals at the 95% 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.”

Detail 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 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.”

Professionals want more than a job, they want career growth

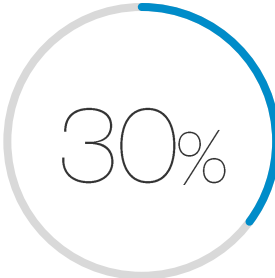
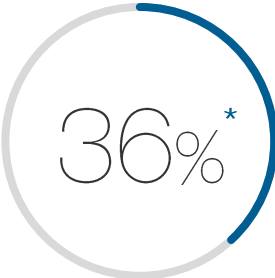
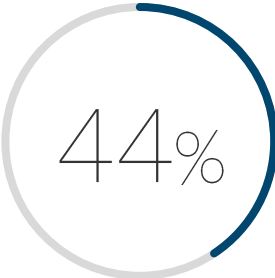
The most common reasons why people leave their job

Lack of career advancement opportunities

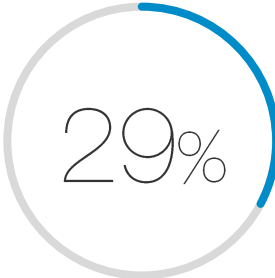
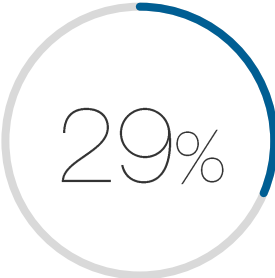
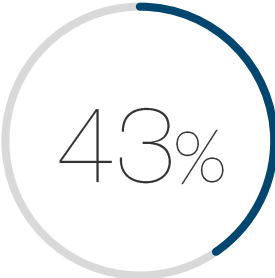
Unhappy with senior leadership

Unhappy with compensation or benefits

US & Canada



Global



Candidates in North America are more likely to leave because of senior leadership. Help candidates get to know executives at your company through [online content](#) so they are equipped to make good decisions.

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

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

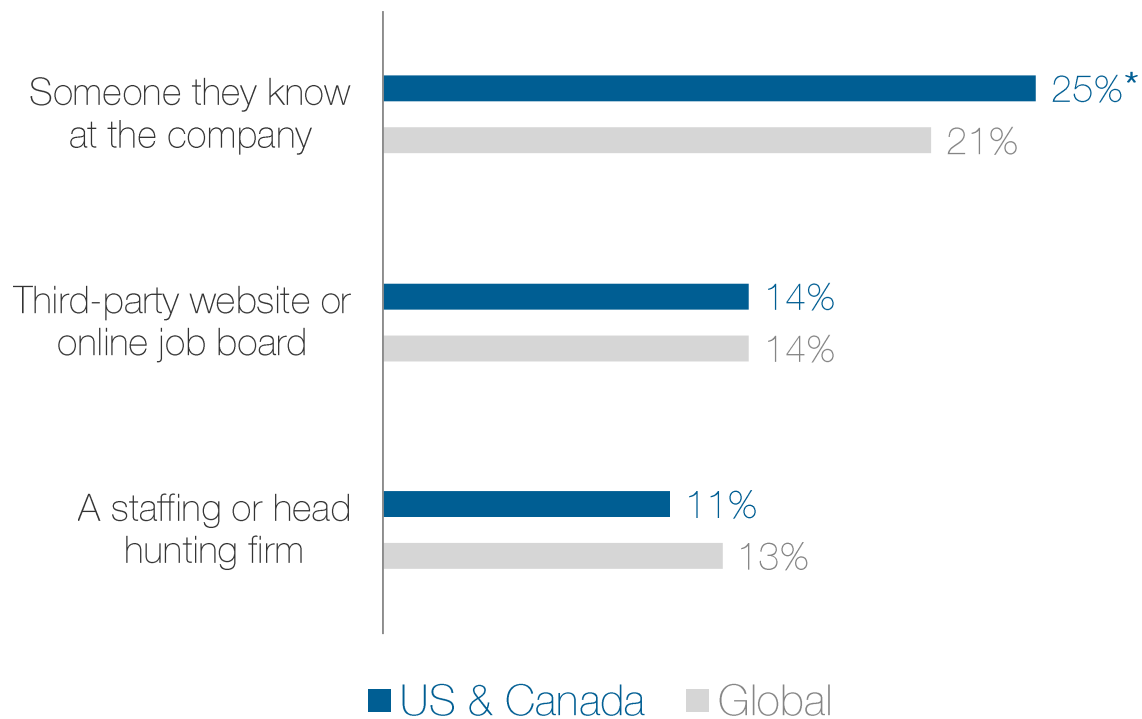
“Connect me with insiders – nothing like hearing straight from the horse's mouth.”



3

Where to
find candidates

People first hear about a new job through



US & Canadian professionals are more likely to hear about jobs through their personal connections, compared to global professionals.

Help your employees [refer people they know](#) and be [brand ambassadors](#) for your company.

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

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



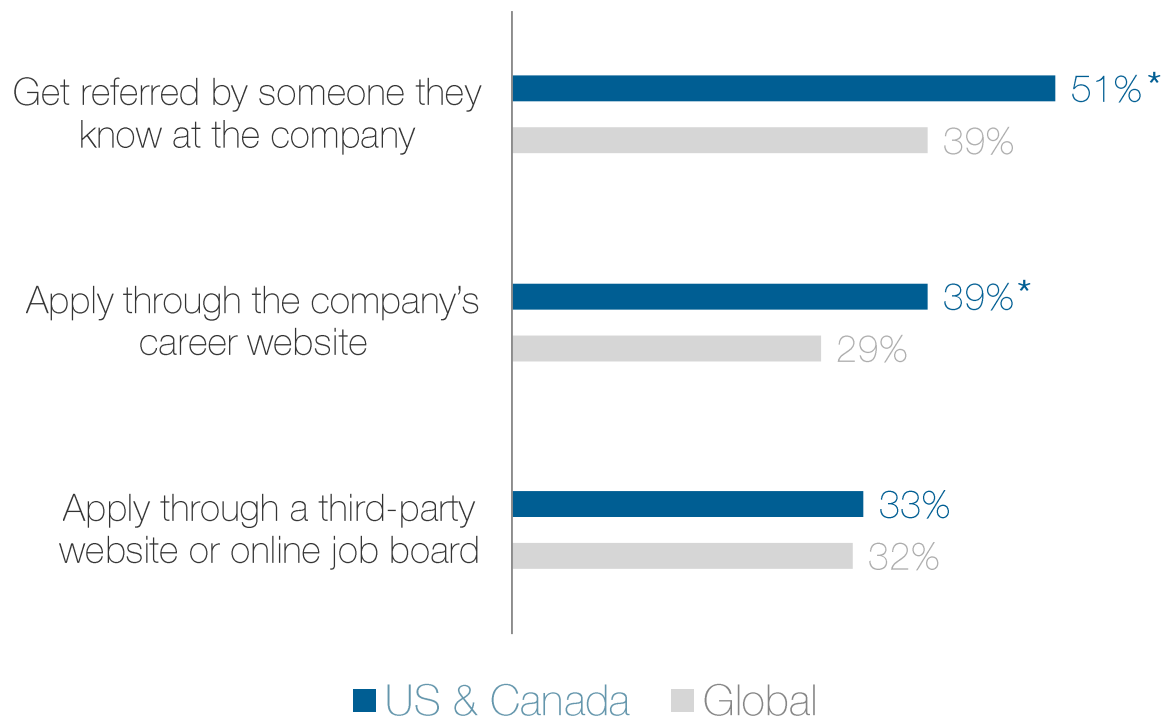
Compared to global professionals, North Americans are more likely to take action and do research after hearing about a job.

Provide plenty of [content about your company](#) online so candidates find the information they are craving.

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

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

The top ways people land a new job



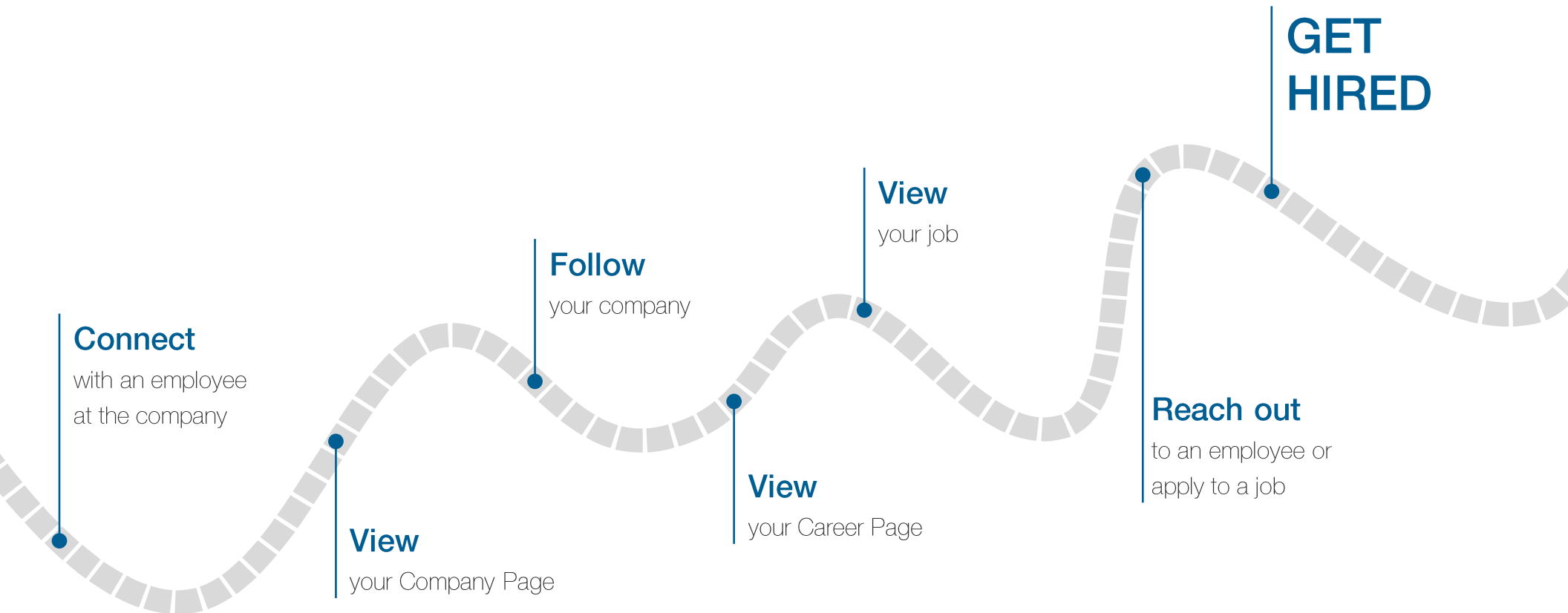
North American professionals are far more likely than global professionals to get referred to their new job.

Help your employees recruit people they know to the company by [sharing information about your referral program](#) often.

*Statistically different from global professionals at the 95% 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

Invest in [common channels](#) that candidates in the US and Canada 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

Employees are the first and last touch point in a candidate's journey to your company. Make employees aware of your open roles and how your referral program works. [Equip your employees to be brand ambassadors](#) for your company.

Get specific about your company's culture and careers

The number one thing candidates in the US and Canada want to know about a company is its culture. Create clear employer branding content about your [company's culture and values](#), and empower employees to share their stories. The top reason North American professionals leave their jobs is career advancement. Revamp your [job descriptions](#) so they include a thorough description of the work and 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 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 1,536 US and Canadian LinkedIn members 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. 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 578 US and Canadian LinkedIn members 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.



Authors



[Allison Schnidman](#)

Strategic Research Consultant, LinkedIn



[Lorraine Hester](#)

Senior Market Research Associate, LinkedIn



[Esther Lee Cruz](#)

Global Marketing Manager, LinkedIn



[Charlene Nee](#)

Content Marketing Specialist, LinkedIn



[Maria Ignatova](#)

Global Content Marketing Lead, LinkedIn



[Akansha Agrawal](#)

Research Associate, LinkedIn

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