



# The Little Book of Big Recruitment Trends

An executive summary of Global Recruitment Trends 2016

**LinkedIn** Talent Solutions

Welcome to

## The Little Book of Big Recruitment Trends

To help talent professionals like you grow your teams with innovative recruitment strategies, we've compiled this cheat sheet of recruitment trends and statistics based on findings within the Global Recruiting Trends 2016 report.

Use this executive summary to:

- See how your hiring strategy compares with other company strategies around the world
- Understand how your peers are planning to compete for top talent this year
- Get inspiration from proven hiring channels and tactics that work
- Learn about the most common hiring challenges that could impact your business

### Top 5

## Recruiting Priorities

- 1 Recruiting high-skilled talent
- 2 Improving employee retention
- 3 Boosting quality of hire
- 4 Pipelining new talent
- 5 Improving sourcing techniques

### TIP:

Based on surveyed results, companies rank these 5 areas as top priorities in 2016.

To ensure your company has a healthy and comprehensive hiring engine, develop strategies to address these top 5 areas.

### Top 5

## Recruiting Challenges

- 1 Finding talent in high-demand pools
- 2 Compensation
- 3 Competition
- 4 Lack of awareness in employer brand
- 5 Job location

### TIP:

Respondents said these are the top 5 challenges they expect to face in 2016.

Align with your team and compare your company's top hiring challenges against this these top 5. Make sure your hiring strategy addresses any challenges on this list that you may face.

## Top 5

# Channels to Attract Great Candidates

- 1 Social professional networks
- 2 Internet job boards
- 3 Employee referral programs
- 4 Company career website
- 5 Internal hiring programs

### TIP:

Respondents use these top 5 channels to source quality hires.

If you're not sure what channels to prioritize, test each of these 5 and measure the return on your investment (ROI). Next, focus your time and energy on those few top performing channels if time/resources are limited.

## Top 5

# Employer Branding Tools

- 1 Company website
- 2 Online professional networks (LinkedIn)
- 3 Social media (Facebook, Twitter)
- 4 Friends/family, word of mouth
- 5 Public recognition ('Best Places to Work')

### TIP:

Respondents use these top 5 tools and resources to build a strong employer brand.

Promoting your open positions and building an employer brand can go hand-in-hand. Focus on building a strong branding strategy first (or in parallel with promoting your open jobs). Your efforts will help you successfully attract qualified candidates to your organization.

## Top 3

# Hiring Metrics to Measure Quality Hires

- 1 New hire performance evaluation
- 2 Turnover/retention rates
- 3 Hiring manager satisfaction

### TIP:

Most respondents measure quality of hire with feedback methodologies (such as new hire evaluations) or long-term methodologies (employee retention).

You can leverage hire evaluations to also ask hiring managers about their satisfaction with the recruitment process and collect feedback.

Your employees and your business benefit when you hire for quality.

# We can help you find top talent

Companies around the world partner with LinkedIn to find, attract, and hire quality candidates, fast. Learn how LinkedIn Talent Solutions can help your company engage the talent you need to fuel your teams.

## About LinkedIn Talent Solutions:

[LinkedIn Talent Solutions](#) offers a full range of recruiting solutions to help organizations find, attract, and engage the best talent. It can support you in finding the candidates you need, making direct contact, building and maintaining relationships, and converting those relationships into long-lasting hires.

Find out how LinkedIn Talent Solutions can help you engage top talent at each stage of the candidate journey.

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