



2016 Colombia Talent Trends

Data on How Candidates Want to be Recruited





The data you needed to help you hire top talent

Recruiters - great news! With an overwhelming 93% is shown that nearly all professionals in Colombia want to hear from you. All you need to do is send the right message through the right places to pique their interest.

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.

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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.

More than 93% of the professionals in Colombia are interested in hearing new career opportunities.

2

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

Candidates say the biggest obstacle of changing jobs is knowing little about the company and the functions required in the jobs available. Specifically they want to know the culture, values and the potential for the course of their careers.

3

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

Employees of your company are the best professionals for selection of personnel. The main form that people in Colombia find a new job, and get that job successfully is through the recommendation of a current employee.

About LinkedIn's Annual Trends Report

Who we surveyed:

631

professionals in Colombia shared their job seeking habits

206

people in Colombia who recently changed jobs between February and March 2016

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What we asked:

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How open they were to a new job

?

What they wanted to know about a new company or job

?

What resources they used to change jobs

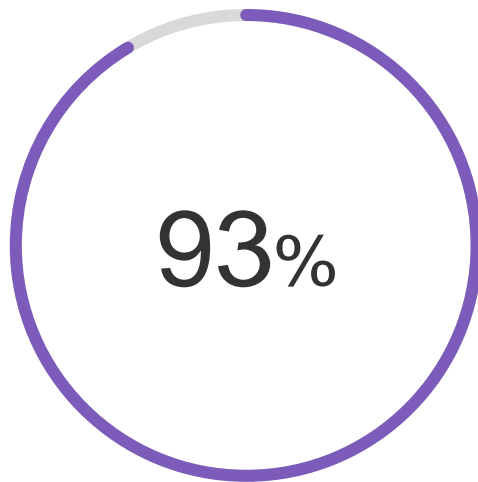


1

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 open jobs.



of the professionals in Colombia
are interested in hearing about
new job opportunities

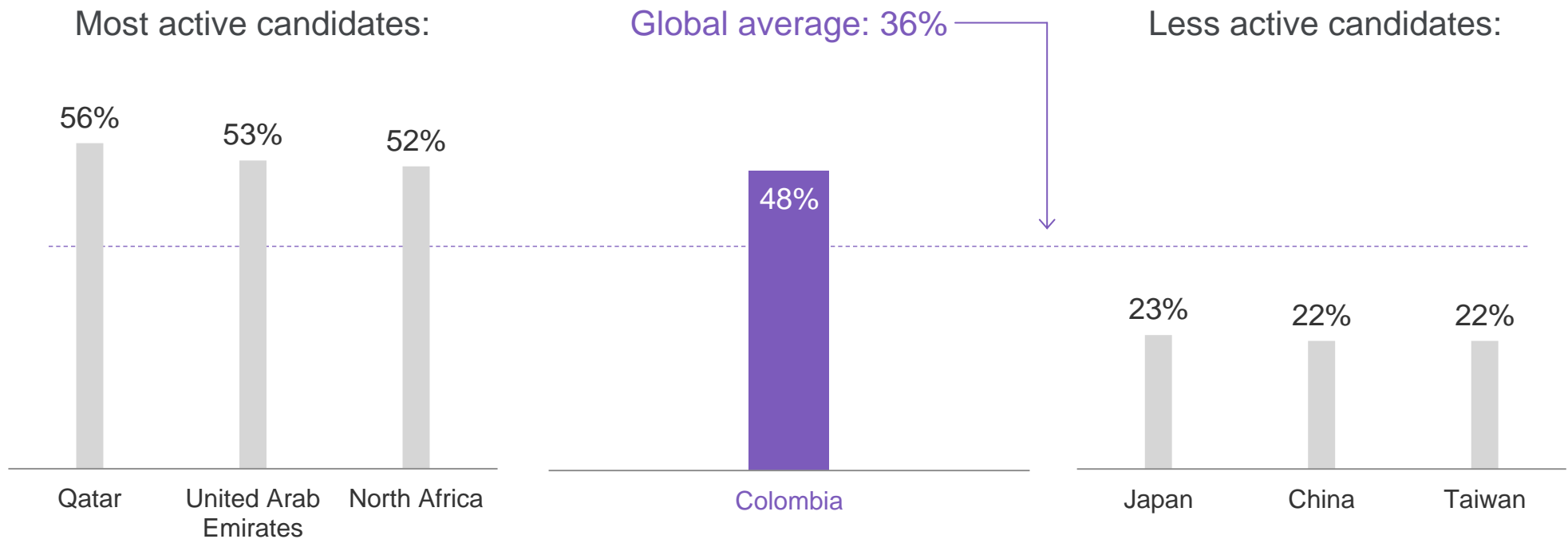
“ A recruiter reached out and said. ‘You have an interesting LinkedIn profile.’ He referred to my master’s Thesis which was about the London Olympics. I ended up taking the job. ”



[Émilie Gauthier](#)

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

Colombia has levels above the average of active talent



Due to the recent economic decline in Colombia in GDP growth and increasing unemployment rate, people are less satisfied with their present jobs compared to the world average (59% vs. 67% Q4 TT).

2

What candidates
want to know



The biggest roadblocks candidates face when changing jobs



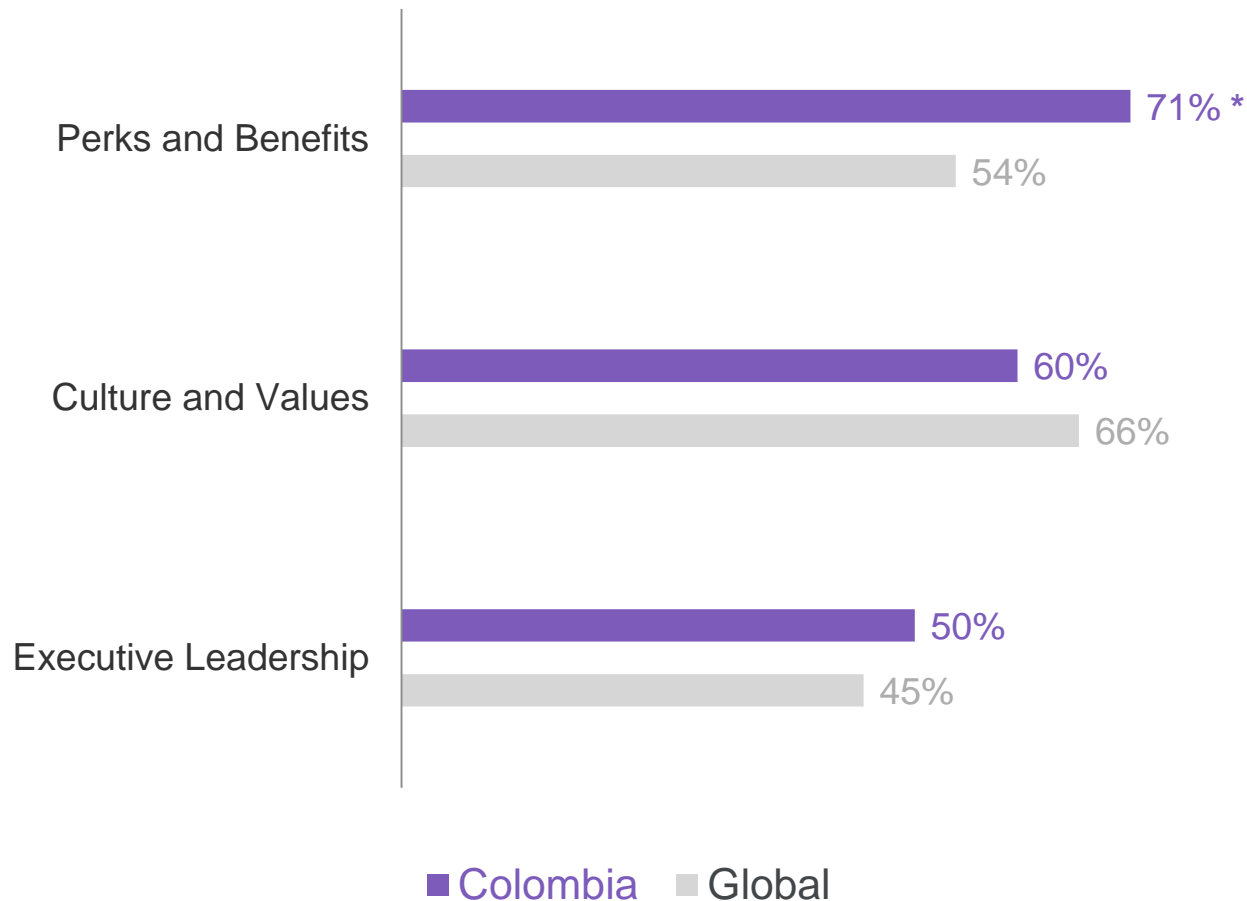
Compared to the global average, it is more likely that Colombian professionals face more obstacles when negotiating the salary and position, as well as having some [communication problems](#) during the recruitment process.

Make sure your [job descriptions](#) clearly indicate the purpose and objectives of the position.

Learn to make offers that cannot be rejected or broken, negotiate with the applicant before sending the job offer.

Make [timely feedback](#) to applicants so that everyone has a positive experience.

What candidates want to know most about your company



Compared to their global peers, professionals in Colombia are more interested in knowing about a company's [perks and benefits](#).

Make sure your online [employer brand materials](#) provide plenty of information about your [company's perks, culture, and perspectives](#) of senior leaders.

Direct advice from candidates on what to share about your company

Give an honest perspective

"Besides knowing the benefits of the position, it is also necessary to know the human side of the company and how the work has relevance in the lives of others."

Share employee views

"It would be interesting to know the life experiences from company members, to have a reference of how it is to work there. »

Talk about the company vision and strategy

"I consider it is important to verify the possibility of growth at a professional level, the interest of the directors in human resources and consistency between the vision, mission and business objectives with daily work, as well as flexibility in terms of use of current technological resources. "

To be open for retention

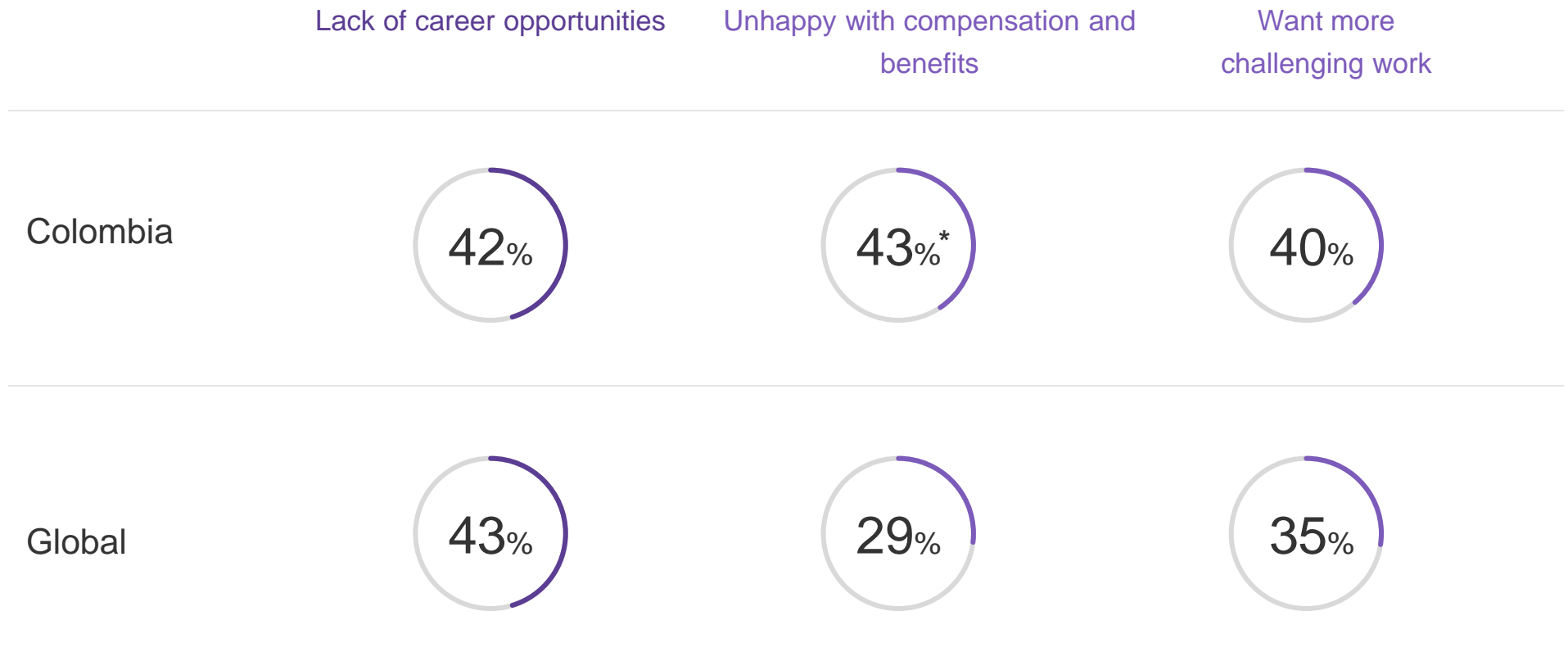
"It is fundamental to make known the opportunities for career development in the company, the training provided, non-wage compensation and all those factors that contribute to a good work environment that make people want to stay, despite better economic options . "

Give specifics about office locations

"If the company has several offices around the world, share how people work in those places."

Professionals want more than a job, they want career growth

The most common reasons why people leave their jobs:



Compared to the global average, Colombian professionals are more likely to leave their jobs because they are not satisfied with the compensation and benefits offered. Be sure to attract good candidates to effectively communicate the [benefits of your company](#) and the major challenges will face the candidate.

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

What candidates want to know about a new job

Career trajectory

"It is essential to know the commitment of the company in the development of personal and professional growth of its employees."

Expectations and workload

"The company must establish conditions and define workloads in a clear manner."

Day in the life

"I would like to make a dive in the company. Visiting it, see how the workplace is, know what is done in a normal work day, know the company policies and management between managers and employees."

Employees perspectives

"The company that offers jobs should have documents containing opinions about it, from current employees so that the candidate gets an idea of how it is working there."

Open to not so traditional profiles

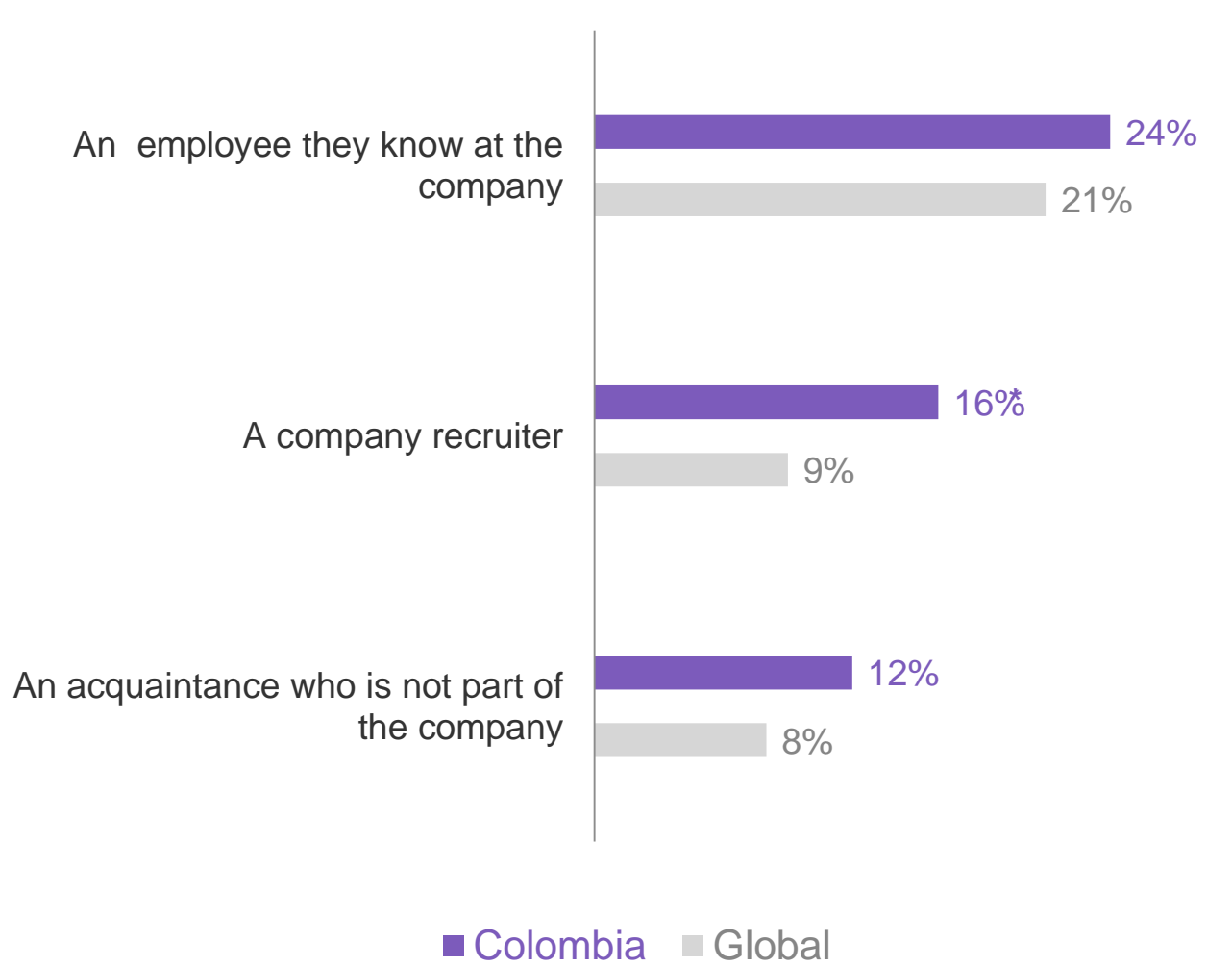
"It is important that the company verifies all the skills of the candidate, and based not on a simple list of requirements."



3

Where to find
candidates

People first learn about a new job through

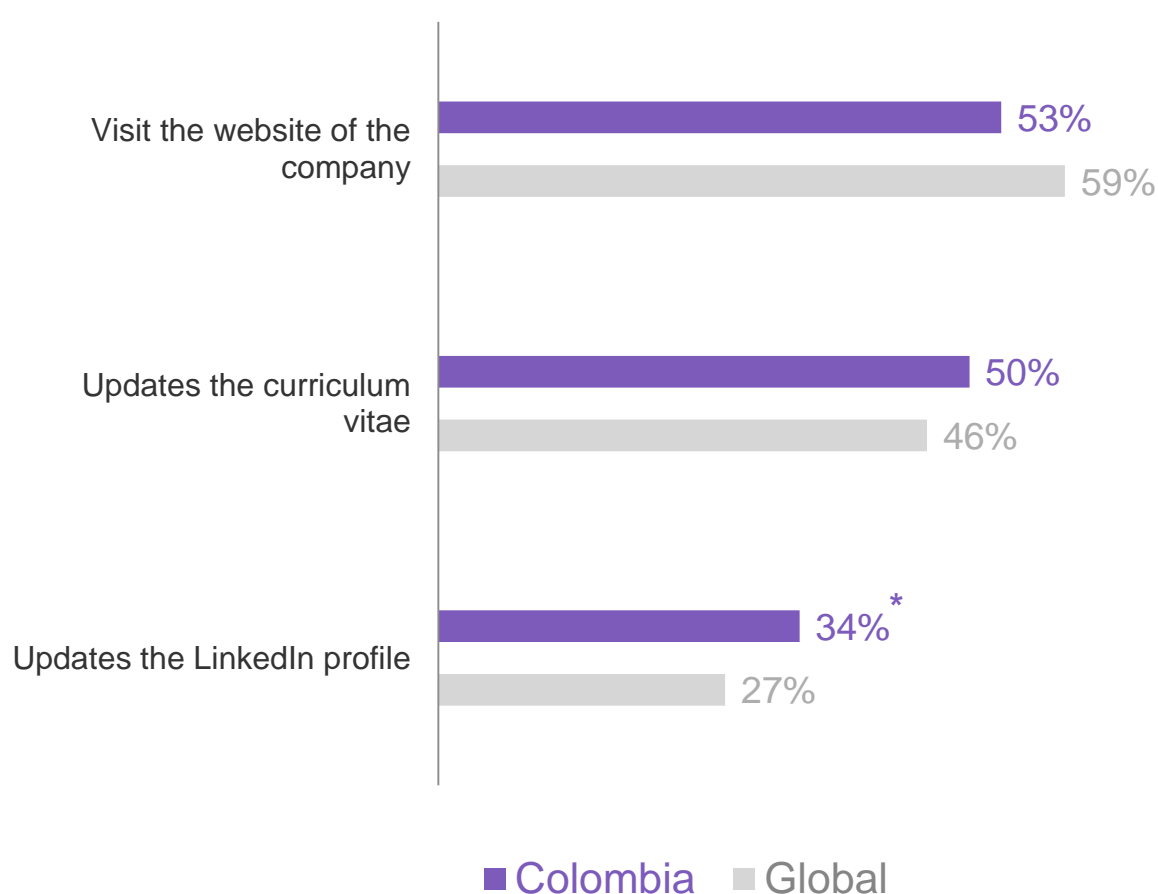


Professionals in Colombia are more likely to learn about new jobs directly from [corporate recruiters](#), compared to global professionals.

As a recruiter, make sure you can share an [irresistible job description](#) that will entice the right candidates to apply.

Once they hear about a new job, they do not apply immediately.

Instead:

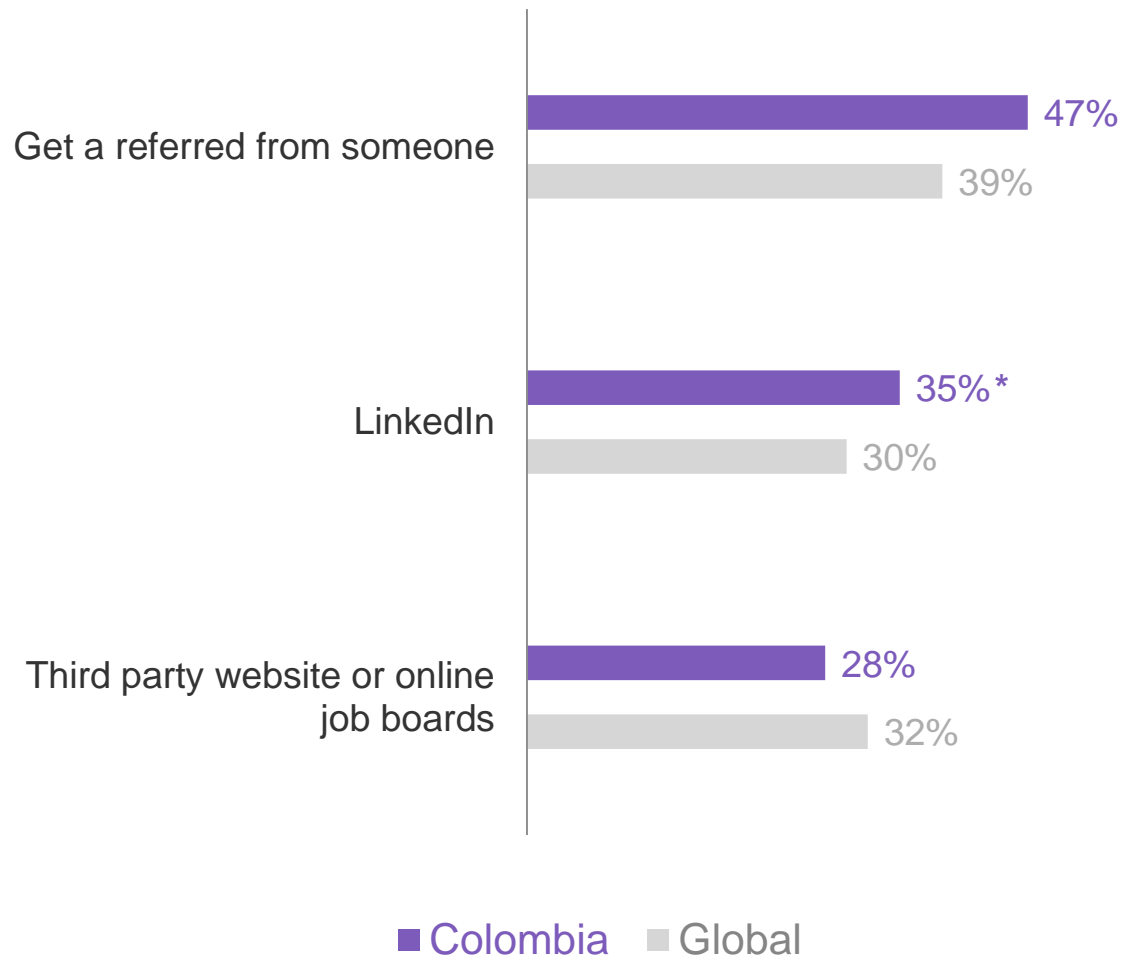


Compared to their global peers, professionals in Colombia are more likely to update their LinkedIn profiles after hearing about a new job.

Make sure you are taking advantage of [LinkedIn's recruitment tools](#) to find the right candidates.

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

The top ways people land a new job

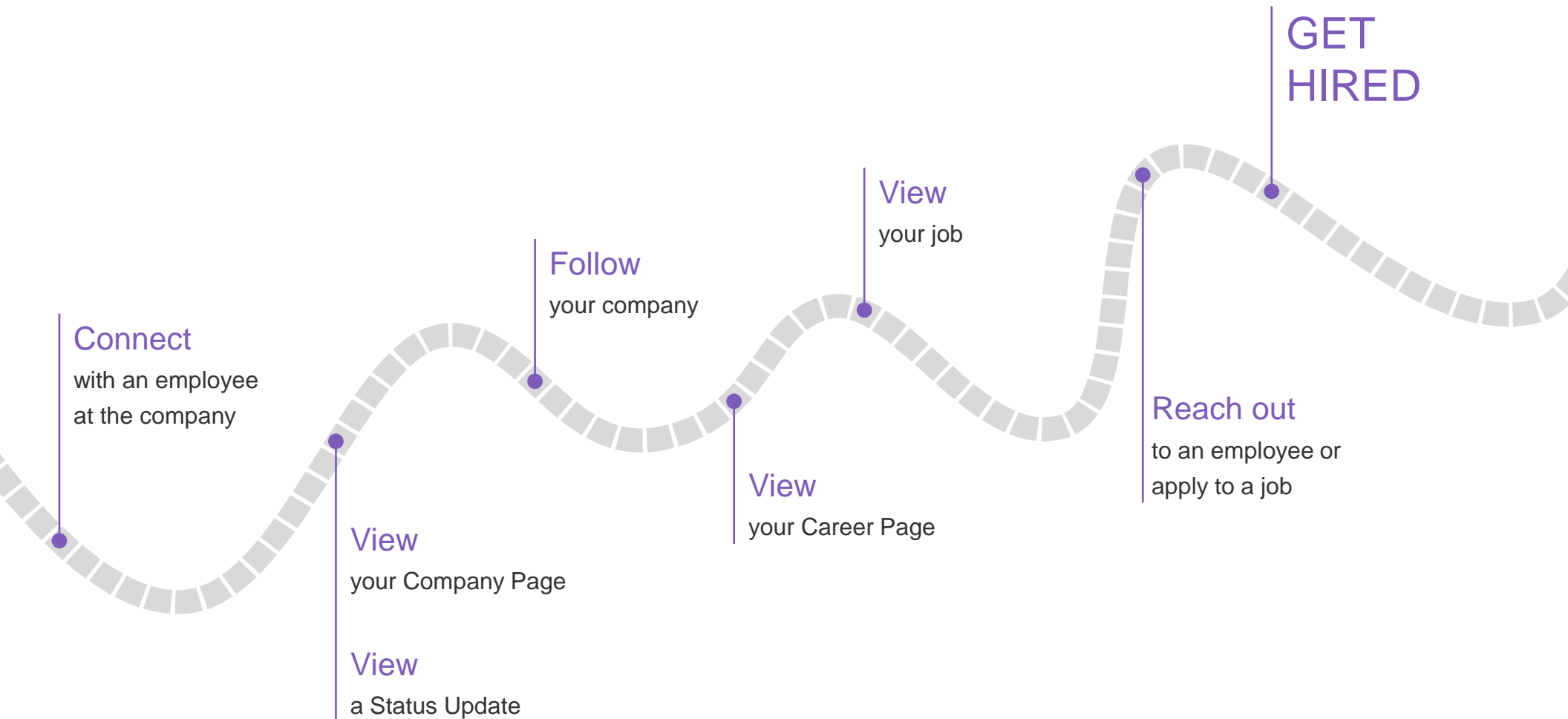


Professionals in Colombia are more likely to land a new job through LinkedIn, compared to global professionals.

Make sure you have a presence on [LinkedIn](#) to get access to the best talent.

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

Employees, company recruiters, and hiring managers are the most common ways candidates in Colombia first discover a new job. Make the most of [these channels](#) to get the word out about your company and jobs.

Empower your employees to recruit

Employee referrals are the number one way professionals in Colombia discover and land a new job. Make employees aware of your open roles and how your [employees referral program](#) works. Equip your employees to be [brand ambassadors](#) for your company.

Get specific about your company's perks and culture

Your perks and culture are the top things candidates in Colombia want to know about your company. Refresh your [job descriptions](#) so they bring to life your company's culture and unique perks.

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 users choose to use the site, which can vary based on professional, social, and regional culture.

We surveyed 631 LinkedIn users in Colombia between January and March 2016. The majority were employed full or part time, when answering the survey. The poll was promoted on multiple languages without incentives and unweight data.

The confidence level of this survey is between 90% and 93%, and is higher for subgroups.

Also we surveyed 206 users from LinkedIn Colombia who changed company between February and March 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.



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