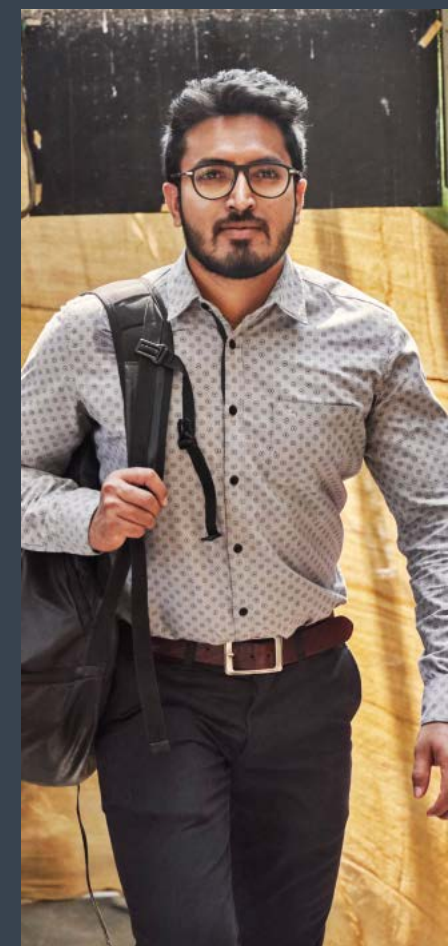
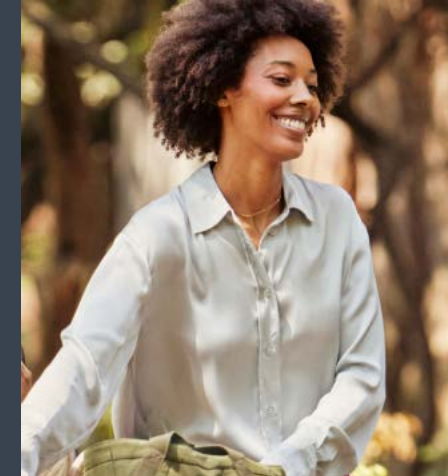
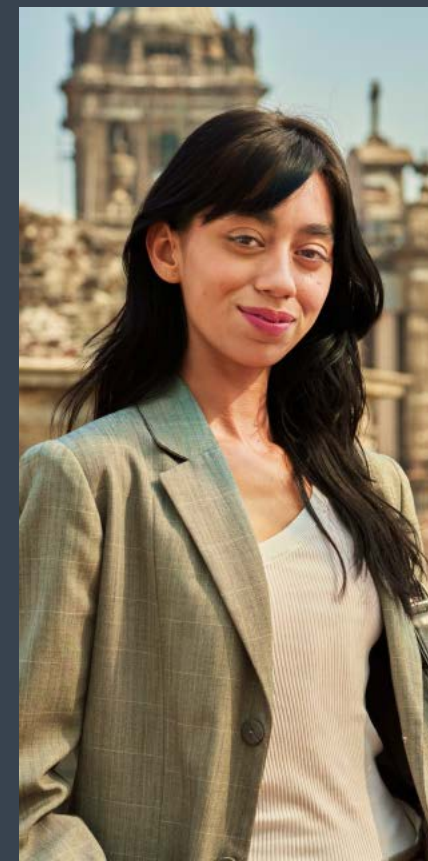
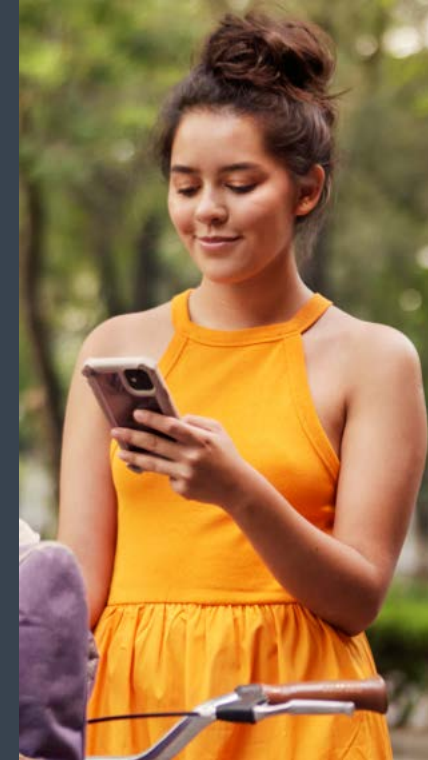


The Future of Recruiting 2023

Brazil Insights

LinkedIn Talent Solutions



Introduction

The Future of Recruiting 2023 – Brazil Insights

You can't foresee the future but you can help create it.

“Did you know that ‘clear goals from senior leadership’ and the ‘opportunity to learn new skills’ are the two fastest-growing candidate priorities year-over-year in Brazil, or that the best way to attract Gen-Z talent is to promote values and diversity?”

It's a challenging and pivotal time to be a recruiting leader. To help you prepare for the future, we've curated a selection of data-driven predictions we believe will most impact the recruitment industry in Brazil. These predictions are taken from our global Future of Recruiting Report, built on dozens of interviews with global talent leaders, surveys of thousands of recruiting professionals, and analysis of billions of data points generated on LinkedIn.

Read on to discover where the recruiting industry in Brazil is going and to find out how you and your organization can stay ahead.”

 **Milton Beck**, Country Manager at LinkedIn Latin America



Explore the report: [Role of recruiting](#) →

[Employer branding](#) →

[Internal mobility & upskilling](#) →

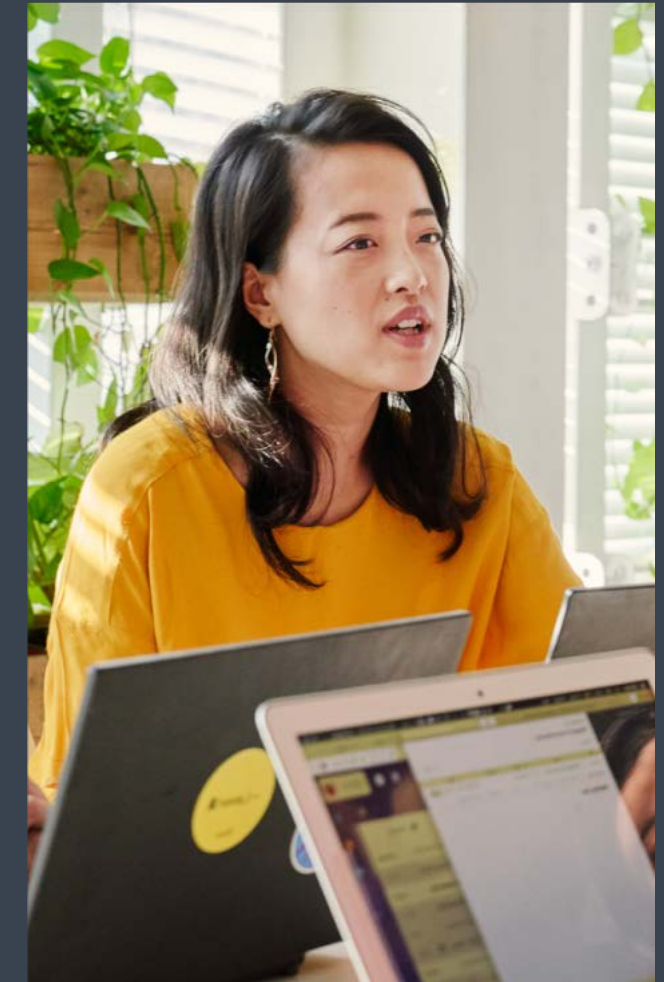
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Role of recruiting



Role of recruiting

Recruiting will have more say over pay

Rising inflation. Stagnating real wages. A stubbornly competitive labor market. With these three trends on a collision course — and **compensation ranked as the #1 top priority for candidates in Brazil** — something has got to give.

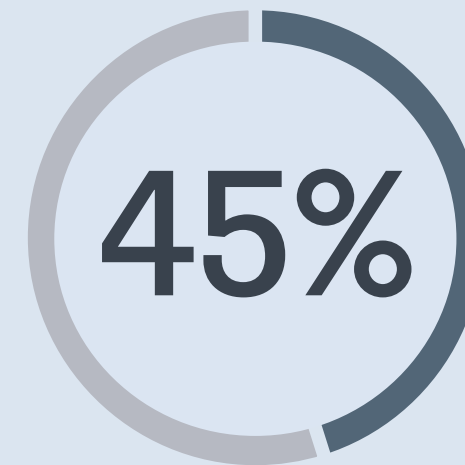
The feedback loop between recruiting, finance, and DEI on discussions of comp needs to be more agile than ever — particularly at a time when pay transparency is on the rise. Recruiting leaders can help their companies stay ahead of the curve by raising this conversation today.

As the leader with the clearest view of candidate priorities, labor market dynamics, and real-time recruiting performance at your company, you're in the best position to lead the conversation about pay and its business impact — from championing comp models that favor skills over pedigree, to retaining your top talent by pushing for pay increases that keep pace with inflation.

“

As a corporate recruiter, I used to be proud of closing a candidate for a less-than-market or less-than-approved offer — now I'm embarrassed that I did that. That new hire becomes an immediate flight risk who can be poached with a better offer. We owe it to the business to share that perspective as we collaborate and co-create our company's compensation and offer philosophy.”

 **John Vlastelica**, CEO at Recruiting Toolbox



Only 45% of recruiting professionals globally say their **companies increased salaries enough to keep pace with inflation.**



Employer branding



Employer branding

Companies will keep a closer eye on what candidates want most.

The labor market remains tight, and talent is expected to retain the upper hand over the next five years. To stay competitive, employers will have to re-examine their employer branding and make sure it aligns with what candidates are looking for today.

Every month, LinkedIn surveys over 20,000 members globally about the most important factors they weigh when considering a new job.

The top priority for candidates in Brazil today is excellent compensation, followed by work-life balance and flexible working arrangements. Clear goals from senior leadership and opportunity to learn new skills are the two fastest-growing priorities year-over-year.

There's much more to your employer brand than good pay and flexibility and offering them may not make you stand out — but be warned: If you don't provide them, talent will take notice.

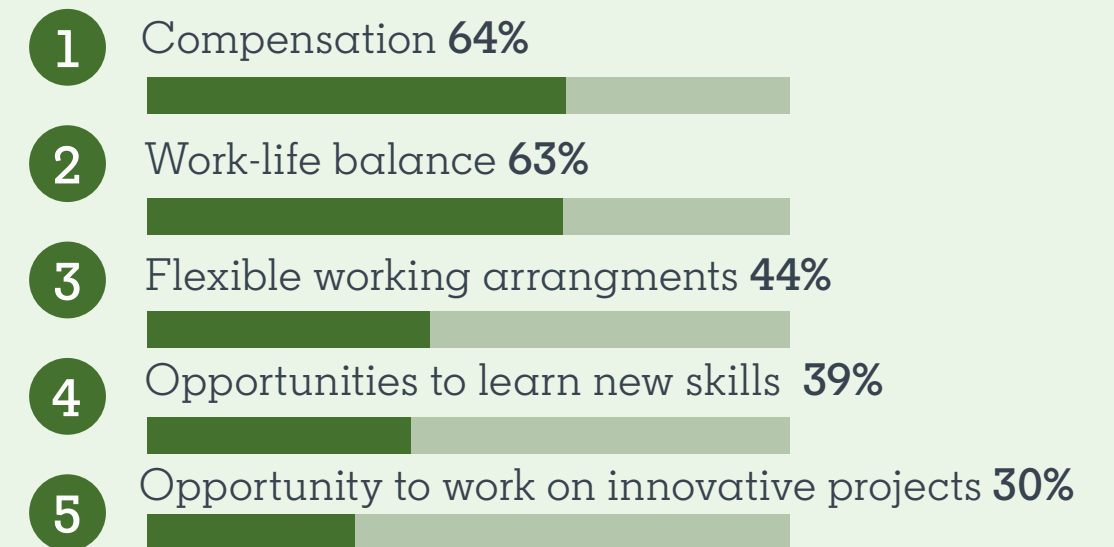


Good pay, balance, and flexibility — they're essential and we absolutely provide that. But honestly, it's not what makes us stand out. **In today's job market, offering those benefits is expected.** In our employer branding, we prefer to **emphasize what makes us unique.**"

 **Michaela Schütt**, Head of Global Talent Acquisition at Siemens



Most important priorities for candidates in Brazil overall:



Survey data: Talent Drivers, as of Dec 2022.

Fastest growing priorities for candidates in Brazil YoY:



Source: Global LinkedIn Talent Drivers survey, as of Jan 2023.

Employer branding


Gen Z will reward employers who value development and diversity.

Gen Z — professionals born later than 1996 — are already a major part of the workforce. Many are just getting their careers off the ground, and their priorities reflect that.

Gen Z's priorities are significantly different from their parents' generation, Gen X. Opportunities for career growth and flexible working arrangements are super important to younger workers: They're over 60% more likely to value moving up the ranks, compared to Gen X.



Gen Z is almost 50% of our workforce, and we've learned to respect and adapt to their ways of working. Gen Z doesn't live to work, they think corporate jargon is silly, and they expect to be paid fairly."

 **Ruben Santos**, HR Strategy & Program Lead for HR Europe & Indonesia at Ahold Delhaize



What's different about Gen Z's priorities in Brazil?

Opportunities for **career growth** within the company
+61% more likely to prioritize than Gen X

Gen Z  34%

Gen X  21%

Flexible work arrangements

+33% more likely to prioritize than Gen X

Gen Z  56%

Gen X  42%

Job security

+23% more likely to prioritize than Gen X

Gen Z  22%

Gen X  18%

Source: Global LinkedIn Talent Drivers survey, as of Jan 2023.

Internal mobility & upskilling



Internal mobility & upskilling

Business leaders will recognise the value of filling open roles with home-grown talent.

Your company's next great hire might already be on the payroll. The shaky economy is forcing companies to look within more frequently when filling open positions: **75% of global recruiting pros say internal recruiting will be an important factor shaping the future of recruiting over the next five years.**

Internal mobility provides big payoffs, starting with higher employee retention. LinkedIn data shows that employees stay at companies over **1.5x longer** if the employer is highly committed to internal hiring.

There's also a growing probability that you will be adding internal mobility to your responsibilities. As someone who understands your company's talent needs and is skilled at sourcing, assessing, and engaging with candidates, you're uniquely positioned to take on internal mobility.



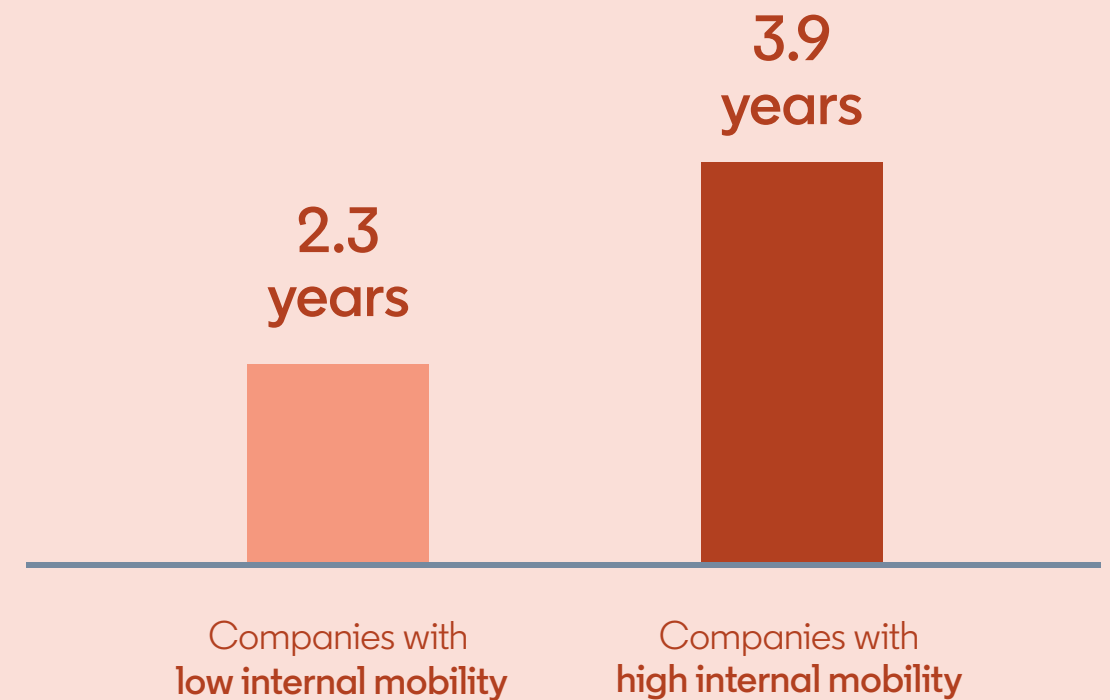
Internal mobility will be a multi-year journey for many companies, but you can also build shorter-term wins along the way. Looking at your internal policies to make sure they align with your vision for talent mobility — that's something organizations can do now."

 **Jennifer Shappley**, VP, Global Talent Acquisition at LinkedIn



Employees at companies with high internal mobility stay **66% longer**.

Median employee tenure for companies in the top and bottom quartile of internal mobility.



Source: Global LinkedIn data, as of Jan 2023.



Internal mobility & upskilling

Learning will be a compelling driver for candidates, not just employees.

If I join your company, will you help me develop new skills? Will you offer me a clear path to advancement? Will you help me grow, even if I only stay at your company for a couple of years?

These are the kinds of questions candidates are asking and they will only get louder in the future. In the years ahead, candidates won't just be thinking about a given job but whether that employer is the right career destination. This will be especially true for Gen Z but holds true across Brazil: Opportunity to learn new skills and work on innovative projects were the #4 and #5 top priorities for all candidates.

The bottom line: Creating a culture of learning and focusing on internal mobility is not just a must-have to engage and retain current employees, it will be critical to the success of your recruiting efforts. For more on the state of learning, [explore LinkedIn Learning's recent 2023 Workplace Learning Report](#).



Companies need to do more than provide a good workplace environment — they also need to help employees develop new skills.”

 **Jade Shiyu**, Employer Branding Manager at Alibaba



Most important priorities for candidates overall:

- 1 Compensation — 64%
- 2 Work-life balance — 63%
- 3 Flexible working arrangements — 44%
- 4 Opportunity to learn new skills — 39%
- 5 Opportunity to work on innovative projects — 30%

Source: Global LinkedIn Talent Drivers survey, as of Jan 2023.



Conclusion



Conclusion

While every prediction in this report may not bear out precisely as described, preparing today will leave you better equipped for whatever tomorrow holds.

Change is coming to the world of recruiting, but that doesn't mean you'll be a passive observer. As a talent leader, you're in a position to reshape the way the world works — and ensure it works for everyone.

Ultimately, the future of recruiting belongs to those willing to build it. And as a change-maker at your organization, the future of recruiting belongs to you.

Explore the regional report editions.

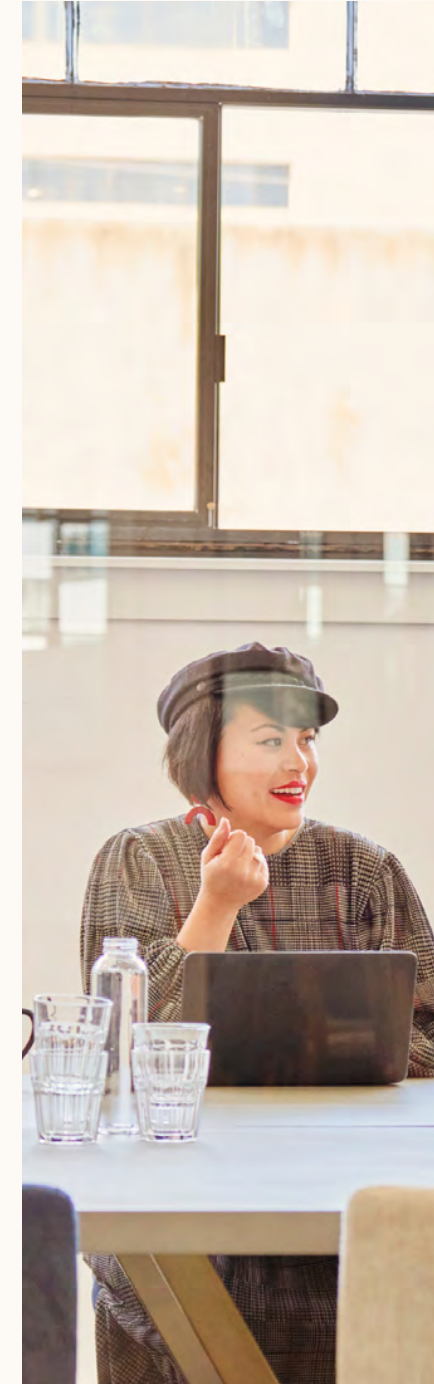
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Methodology

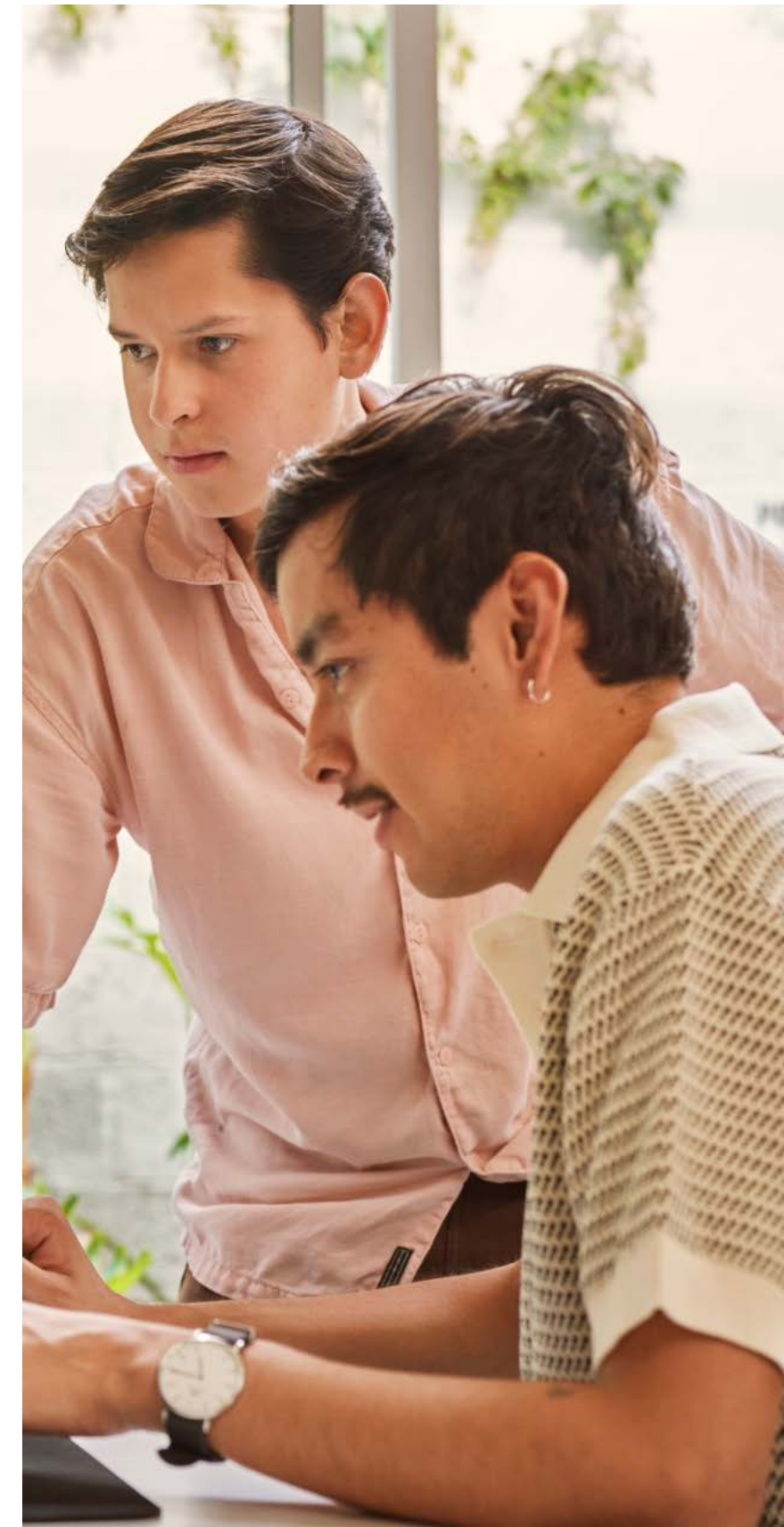
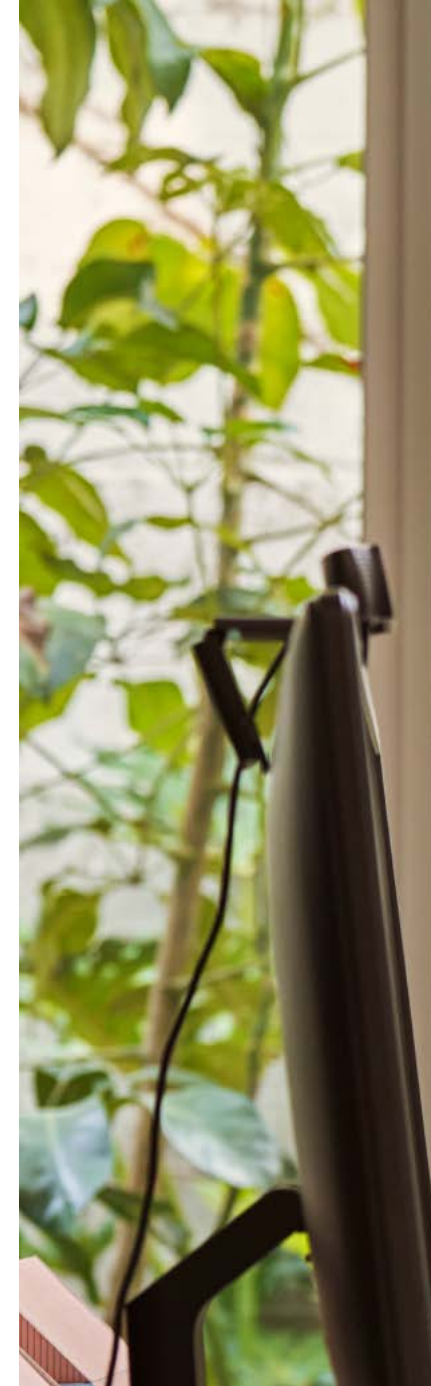
Survey data

LinkedIn Research surveyed 1,611 recruiting professionals in management seniority roles or higher (1,216 corporate recruiting professionals, 395 search and staffing professionals), in addition to 403 hiring managers. Survey respondents are LinkedIn members who were selected to participate based on information in their LinkedIn profile and qualified based on survey responses. This survey was conducted in six languages across 20 countries between October and November 2022.

Candidate priorities and inclusion preferences are based on LinkedIn's Talent Drivers monthly survey of global members, including 20,396 members surveyed in December 2022. To measure candidate priorities, respondents are asked to "select the most important factors when considering a job opportunity", and can select up to five of 15 employer value propositions. The fastest-growing candidate priorities are those with the greatest percentage increase between December 2021 and December 2022.

Insights data

Behavioral insights for this report were derived from the billions of data points generated by the 900 million members in over 200 countries on LinkedIn today. Unless otherwise noted, all data reflects aggregated LinkedIn member activity as of January 1, 2023. Demand for recruiters is measured by the number of paid job posts for recruiter positions on LinkedIn globally.



Acknowledgments

This report was informed by insightful interviews with several recruiting leaders around the world, to whom we owe our sincere thanks, including:

- **Naif AlGhamdi** at Almarai
- **Andrew Barnes** at 4 Day Week Global
- **Brett Baumoel** at Microsoft
- **Alex Fleming** at Adecco
- **Pragashini Fox** at Thomson Reuters
- **John Graham Jr.** at Shaker Recruitment Marketing
- **Andy Headworth**, at HMRC
- **Marc-Etienne Julien** at Randstad
- **Stephen Lochhead** at Expedia
- **Chris Louie** at Thomson Reuters
- **Bjorn Luijters** at Ahold Delhaize
- **Kelly Metcalf** at Fujitsu
- **Jennifer Paylor** at Capgemini
- **Gemma Leigh Roberts** at The Resilience Edge
- **Ruben Santos** at Ahold Delhaize
- **Dan Schawbel** at Workplace Intelligence
- **Lars Schmidt** at Amplify
- **Michaela Schütt** at Siemens
- **Clyde Seepersad** at The Linux Foundation
- **Tana M. Session** at TanaMSession.com
- **Jennifer Shappley** at LinkedIn
- **Jaishree Sharma** at Jubilant Pharmova Limited
- **Jade Shiyu** at Alibaba
- **John Vlastelica** at Recruiting Toolbox
- **Sophie Wade** at Flexcel Network
- **Andrew White** at Microsoft
- **Elsa Zambrano** at NXP Semiconductors

Survey data

- **Stephanie Scalise**
- **Meng Zhao**
- **Megan Leonard**

LinkedIn platform data

- **Cesar Zulaica**
- **Shonali Bose**
- **Jamila Smith-Dell**
- **Adriana Zurbano**
- **Caroline Liongosari**
- **Brian Xu**

Editorial and production

- **Greg Lewis**
- **Sheila Azadan**
- **Alia Cousins**
- **Phyllis Furman**
- **Melissa Mangini**
- **Grace Nurre**
- **Becki Murphy**

