

The 2024 Future of Recruiting Report

We surveyed thousands of recruiting professionals globally, spoke with top talent leaders, and analysed billions of LinkedIn data points to bring you 6 predictions that will help talent professionals usher in the new world of work.



Read the Global Report

1 AI will supercharge recruiting.

Talent leaders expect adoption to accelerate as recruiting teams gain a better understanding of how Gen AI can be [leveraged](#), from sourcing candidates, to [personalising outreach](#), to matching internal candidates with open positions.

65%

of EMEA recruiting professionals express optimism about Gen AI's impact on recruitment

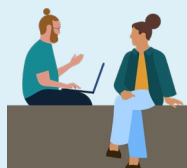
Tips:

- **Encourage recruiters to experiment** by offering [courses](#) on how to improve AI knowledge, but also their soft skills.
- **Use AI responsibly** by getting up to speed with your company's policies on the use of AI and creating your own set of guiding principles to ensure that you and your team are using AI in an ethical manner.
- **Stay on top of the evolving legal landscape** by reading up on the way in which governments around the world are [regulating AI](#) to ensure that your Gen AI-related recruitment tools comply with the law.

2 Recruiting will help build the skills-based workforce of the future.

As skills-based hiring is set to gain traction, LinkedIn data in EMEA shows that focusing on skills can [increase talent pools by 10.3x](#). Adopting this approach to hiring, your teams will identify the most qualified talent while opening the door to workers who they may have missed in the past.

of recruiting pros in EMEA say hiring based on skills is a priority



Tips:

- **Make a case for skills-based hiring** by convincing business leaders of the benefits through data and storytelling, and reconsidering unnecessary qualifications.
- **Search for candidates by skills**, using recruitment tools to your advantage. Thanks to advancements in Gen AI, you can more easily search and filter candidates who best match with skills requirements.
- **Champion upskilling and internal mobility programmes** so your organisation stays agile, and so your employees can move into jobs that were previously out of reach. This can only be achieved when TA and L&D work closely together with a shared goal.

3 Quality of hire will top the recruiting agenda.

While [hiring rates have seen a relative stabilisation in the Netherlands and Belgium](#), they remain in decline. With this in mind, employers will be increasingly focused on making sure the best talent is coming through the door.

87%

of EMEA-based recruiting pros say **quality of hire** will shape recruiting over the next 5 years

Tips:

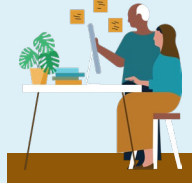
- **Implement evidence-based assessment processes** by creating a framework for candidate evaluation based on job requirements and providing structured interview training to counter biases.
- **Analyse your hiring process** by identifying gaps and shortcomings that might be leading you to make the wrong hires. Analyse interviewer scores and train managers to assess more critically.

4 Agility will be a must-have for recruiting teams.

The talent leaders we surveyed made it clear: recruiters should be able to transition between industries and apply their skills to different areas of the business. Successful recruiters will work across various functions and hiring stages, expanding their abilities and breaking down previous silos.



of recruiting pros in EMEA say they **focus on being agile** to adapt to hiring needs



Tips:

- **Tear down HR silos** by integrating talent acquisition with other HR functions.
- **Conduct scenario planning sessions** by collaborating with senior members of talent acquisition to plan for changes in hiring demands and create response strategies in scenario-based playbooks.
- **Stay on top of your company's business performance and strategic goals** by engaging in regular discussions with company leaders and understanding both your company's developments and financial performance.
- **Invest in building recruiter's skills** by offering recruiters training that will help them stay on top of shifting trends, support business goals, and advance in their careers.

5 Recruiting teams will advocate for flex work policies.

LinkedIn data shows job seekers in Benelux remain highly interested in remote roles. This trend suggests that while job seekers desire remote work, organisations are adjusting their remote work policies, potentially impacting their recruiting efforts. Companies who allow employees to choose their work location are seeing a larger talent pool and more job applicants.

Tips:

- **Present yourself as a talent advisor on flex work** by talking with industry leaders about the adverse recruitment consequences of return-to-work measures, and emphasising the positive influence of a flexible policy on company reputation and employer branding.
- **Use data to make your case:** track dropouts and declines due to a lack of remote or hybrid options, and share your examples with business leaders.

↑ **+115.1%**

increase in remote job applications in Benelux between 2022 and 2023

↓ **-60.5%**

decrease in remote job postings in Benelux between 2022 and 2023

6 Attracting Gen Z will require a new playbook.

Gen Z will account for more than 25% of the workforce by 2025. In fact, the No. 1 challenge over the next 5 years will be attracting and retaining this newest cohort. That's why 62% of EMEA recruiters predict their investment in employer branding in 2024 will increase in the coming year. Gen Z talent values working for companies that align with their beliefs, and in Benelux, they are 73% more likely to prioritise advancement opportunities and 103% more likely to prioritise skill development compared to other generations.

Tips:

- **Ensure your employer branding is authentic** by creating raw, employee-generated content that shows a day in the life of a worker. Make sure you understand what Gen Z values and highlight this in your employer branding efforts.
- **Aim for an efficient candidate experience** by providing a hiring process that's efficient and user-friendly, meeting the expectations of a digital native generation.
- **Help hiring managers understand Gen Z** so they can see the potential of this generation's unique behaviours and preferences without bias.
- **Strive for generational diversity** by forging ties between younger and older workers through mentorships, including reverse mentorship in which young workers mentor older ones.

One of the biggest challenges over the next 5 years will be **attracting and retaining**

Gen Z



Explore the Future of Recruiting Report

The Netherlands, Belgium, and Luxembourg (Benelux)
The 2024 Future of Recruiting Report

LinkedIn Talent Solutions