

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.

 74%

of MENA professionals agree that AI tools can help them do their job better

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.

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.

“ I believe Gen AI will be a game changer in the **recruiting space**, enabling efficient candidate screening, improved candidate matching, bias reduction, and enhanced candidate experience.”



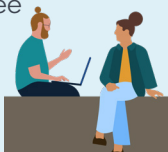
Hassan Mohammed Kamal
Staffing Director at [Aramco](#)

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. Talent leaders will serve as talent advisors to their organisations, ensuring employers have the right upskilling and internal mobility programmes in place to fill critical skill gaps and boost retention.

 80%

of MENA professionals agree that highlighting skills over degrees is a priority when searching for a new role

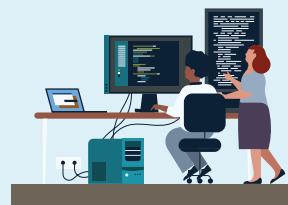


Tips:

- **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.

Most In Demand Skills

- | | | |
|----------------------|--------------------|--------------|
| 1 Communication | 2 Customer Service | 3 Leadership |
| 4 Project Management | 5 Management | |



3 Quality of hire will top the recruiting agenda.

Hiring rates across the MENA region continue to decline, albeit at a slower pace, indicating signs of stabilisation and even showing bright spots in specific countries such as the United Arab Emirates. The UAE has experienced hiring increases in several industries in January. These include Real Estate and Equipment Rental Services (up 28.1% YoY), Utilities (up 20.3%), Construction (up 12.8%), Administrative and Support Services (up 5.8%), and Financial Services (up 3.0%). Despite these positive trends, one principle remains paramount for all employers: ensuring that every hire is the right fit for their business.



of recruiting pros across the globe 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.

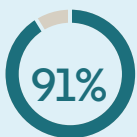
“Quality of hire plays a pivotal role in shaping the dynamics of a company. At our organisation, we define it as the ability of a new hire not only to meet but also exceed job expectations.”



Noor Alhashmi
VP Group Talent Acquisition & Internal Mobility at [e&](#)

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

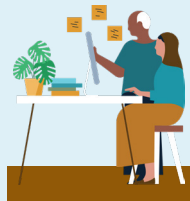
The talent leaders we surveyed made it clear: recruiters should be able to transition between industries and apply their skills to different areas of the business. Successful recruiters will work across various functions and hiring stages, expanding their abilities and breaking down previous silos.



of recruiting pros around the world say they focus on being agile to adapt to hiring needs



increase in skills similarity across all recruiting roles over the last 5 years



💡 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.

“Every recruiter needs to be able to be flexible and deploy into hotspots versus specialising in specific domains. We didn't do that a year ago, two years ago, or three years ago. But it's critical for staying agile.”



Erin Scruggs
VP, Head of Global Talent Acquisition at [LinkedIn](#)

5 Recruiting teams will advocate for flex work policies.

LinkedIn data shows job seekers in MENA 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. In fact, 74% of professionals in MENA agree that flex work is a must-have when pursuing a new position.

 **+165.8%** increase in remote job applications in MENA between 2022 and 2023

 **-55.1%** decrease in remote job postings last year in MENA between 2022 and 2023

“Advocating for **flexible work policies** is a crucial role that TA can play, not only to **enhance employee satisfaction** but also to **attract and retain top talent in a highly competitive job market.**”



Noor Alhashmi
VP Group Talent Acquisition & Internal Mobility at e&

6 Attracting Gen Z will require a new playbook.

In the next two years, Gen Z will account for more than 25% of the global workforce, so engaging with them now is essential. In fact, it's this year's biggest challenge. Gen Z talent values working for companies that align with their beliefs, and in MENA, they are 32% more likely to prioritise advancement opportunities and 8% more likely to prioritise skill development compared to other generations.

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

Gen Z



“We know that Gen Z really **values learning and development opportunities**. If you're not investing in their growth, you're not going to be able to hold onto them.”



Nicky Vallely
Talent Acquisition Leader at [Google Deepmind](#)

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.

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.



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