

Search & Staffing

The Future of Recruiting 2024

LinkedIn



Introduction

The Future of Recruiting 2024

A new recruiting playbook

The workplace is changing in ways we couldn't have imagined just one year ago. The rise of Gen AI, the marked increase in return-to-office mandates, macroeconomic uncertainty, and the increasingly competitive market for talent with in-demand skills are reshaping the talent landscape.

Recruiters will be at the forefront of helping employers navigate these and other challenges, but the recruitment playbooks of the past will no longer apply. As employer priorities shift, recruiters will need new skills, new tools, and agility to attract and place the best talent.

To gain deeper insights into what's ahead for the recruitment industry, we surveyed thousands of recruiting professionals, spoke with top talent leaders, and analyzed billions of data points generated on the LinkedIn platform. The following are six predictions that will help recruitment professionals usher in the new world of work.



Contents

| | | |
|--------------|--|----|
| Prediction 1 | AI will supercharge recruiting. | 4 |
| Prediction 2 | Recruiters will help build the skills-based workforce of the future. | 10 |
| Prediction 3 | Quality of hire will top the recruiting agenda. | 15 |
| Prediction 4 | Agility will be a must-have for recruiters. | 20 |
| Prediction 5 | Recruiting teams will advocate for flex work policies. | 25 |
| Prediction 6 | Attracting Gen Z will require a new playbook. | 30 |
| Conclusion | Methodology | 38 |
| | Acknowledgements | 39 |



Prediction 1

AI will
supercharge
recruiting.

Prediction 1 | AI will supercharge recruiting.

When we asked talent leaders to predict some of the biggest trends that will influence recruiting in the coming year, many had the same answer: Generative AI.

While just 27% of the talent professionals surveyed by LinkedIn say that they're using or experimenting with Gen AI, six out of 10 are optimistic about AI in recruitment, and the number of recruiters who added AI skills to their profiles jumped 14% last year.

“

We want to be in a place where a significant base of our people **understand and are excited about the disruptive potential** of partnering with AI.”



Michael Smith

Chief Executive at Randstad Enterprise

62%



of recruiting pros **express optimism about AI's impact** on recruitment.

+14%



increase in recruiters adding AI skills to their LinkedIn profiles in 2023.

Source: Global LinkedIn data, 2022 vs. 2023

Gen AI helps streamline recruiting tasks and boost productivity.

Among recruiting pros who are using Gen AI, the biggest benefit they cite is the ability to write job descriptions faster and more easily. By automating some of these more mundane tasks, AI tools are also freeing up recruiters' time for more fulfilling work, boosting their productivity, and allowing them to engage and communicate more easily with candidates.

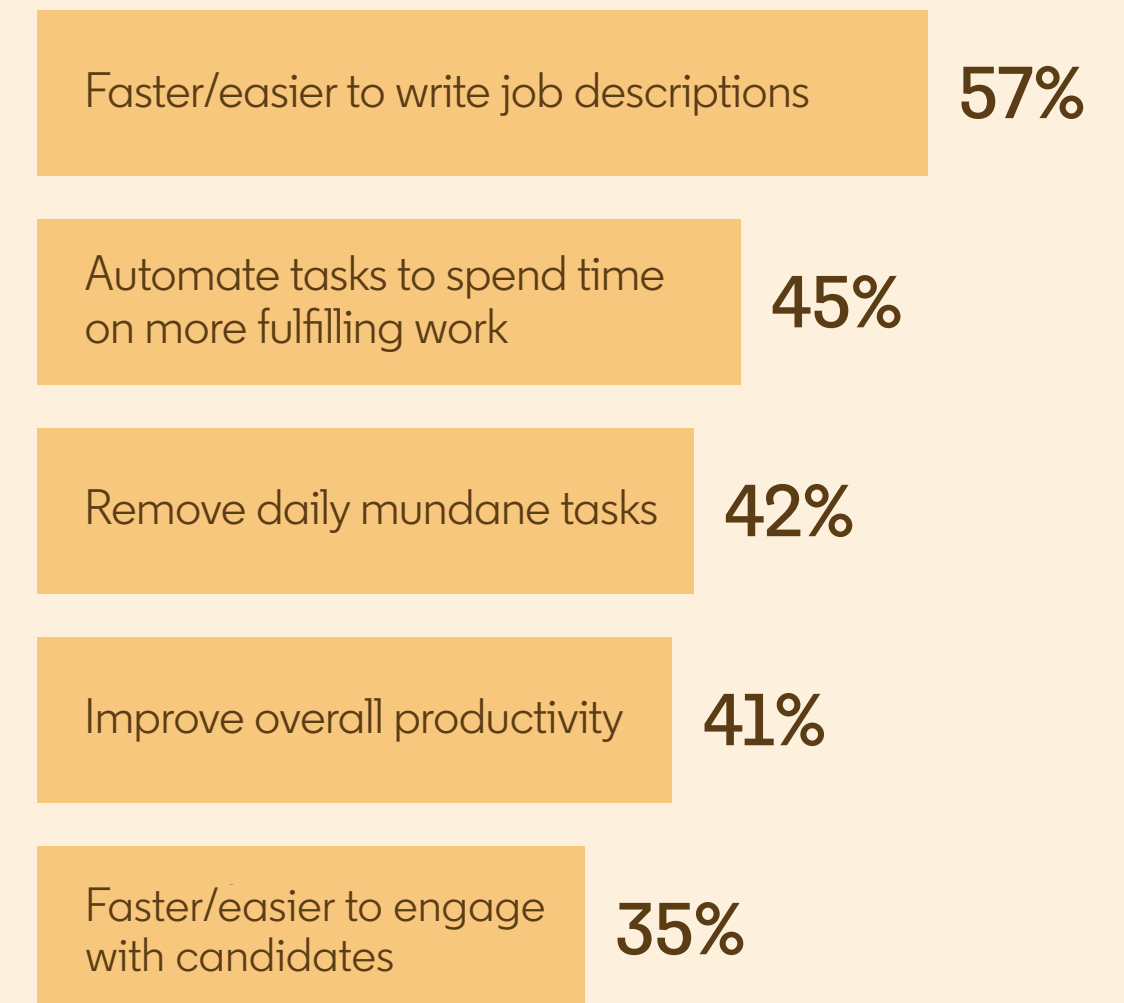
Recruitment leaders expect adoption to accelerate in the coming year and beyond as recruiters gain a better understanding of how Gen AI can be **leveraged in multiple ways**, from sourcing candidates to **personalizing outreach**.

"AI is poised to revolutionize how we innovate, operate, and work," says **Jude James**, head of talent acquisition and contingent workforce strategies, Americas and Europe at **UST**.

Staffing company **Randstad**, for instance, has launched training programs to teach its recruiters how to use Gen AI effectively, says **Michael Smith**, chief executive of Randstad Enterprise. "We're trying to upskill our people to move thoughtfully and experiment," Michael says.

Top benefits of Gen AI tools for recruiters

Percentage of recruiting pros reporting outcomes from using Gen AI tools.

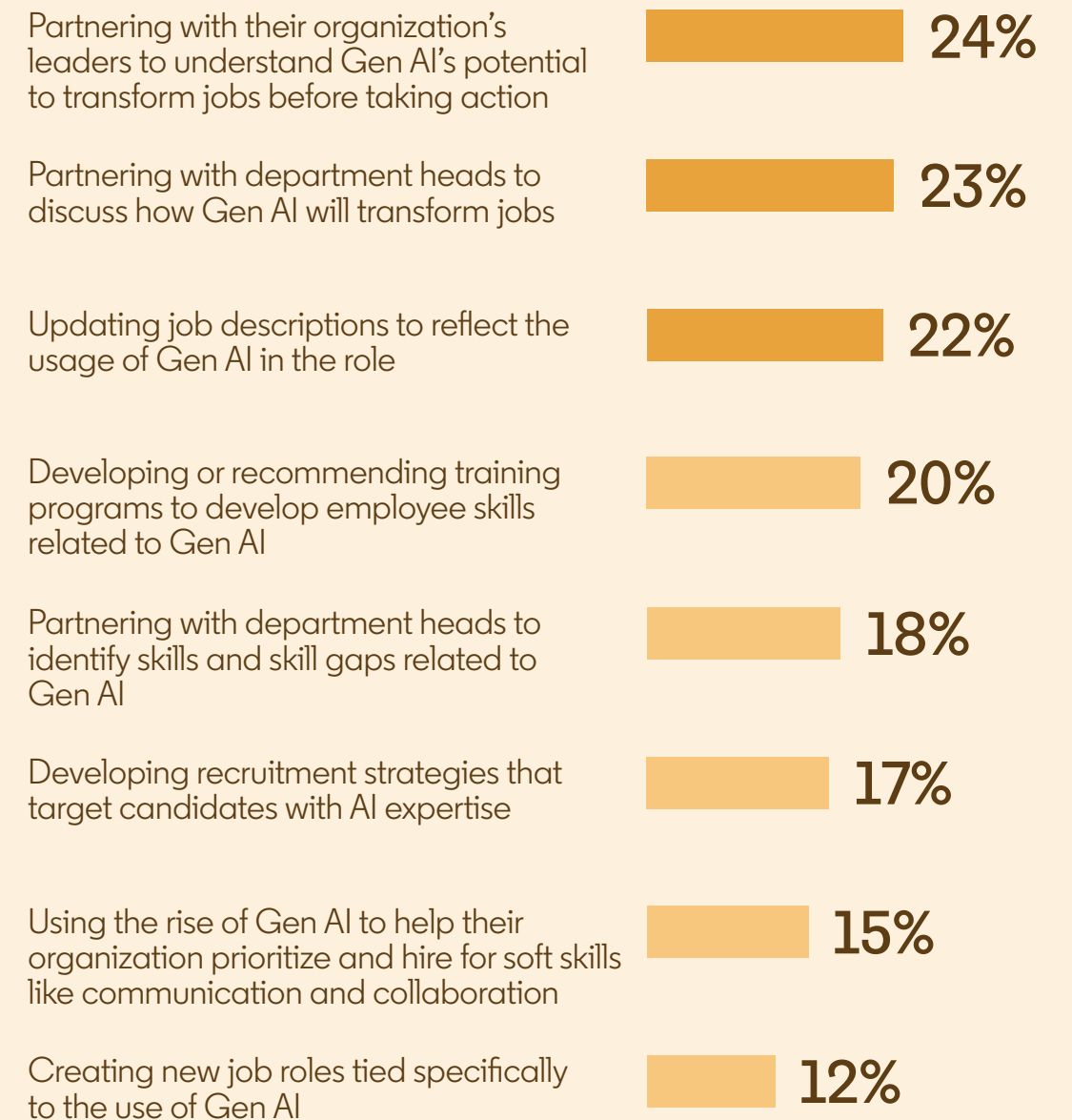


Elevating the role of recruiters

Over time, the rise of Gen AI will not only transform the recruiting process, but it will also give recruiters the opportunity to assume more advisory roles. Recruiters have the opportunity to help their clients understand how to better integrate AI skills into the workforce, to clarify Gen AI's impact on jobs, and to recommend training programs to develop employee skills related to Gen AI.

When external recruiters lend their expertise to incorporating Gen AI into their clients' workflows, internal recruitment leaders will have more time to focus on other strategic issues, such as developing skills-based approaches to talent and DEI initiatives. "The way that we're doing work is literally going to change, which means that the recruiter moves up in the value chain," says [Gregory Karanastasis](#), global head of talent acquisition, onboarding and career transitions at [Accenture](#).

How organizations' talent acquisition leaders are integrating GAI skills into their workforce



Prediction 1 | AI will supercharge recruiting.

Human skills set great recruiters apart.

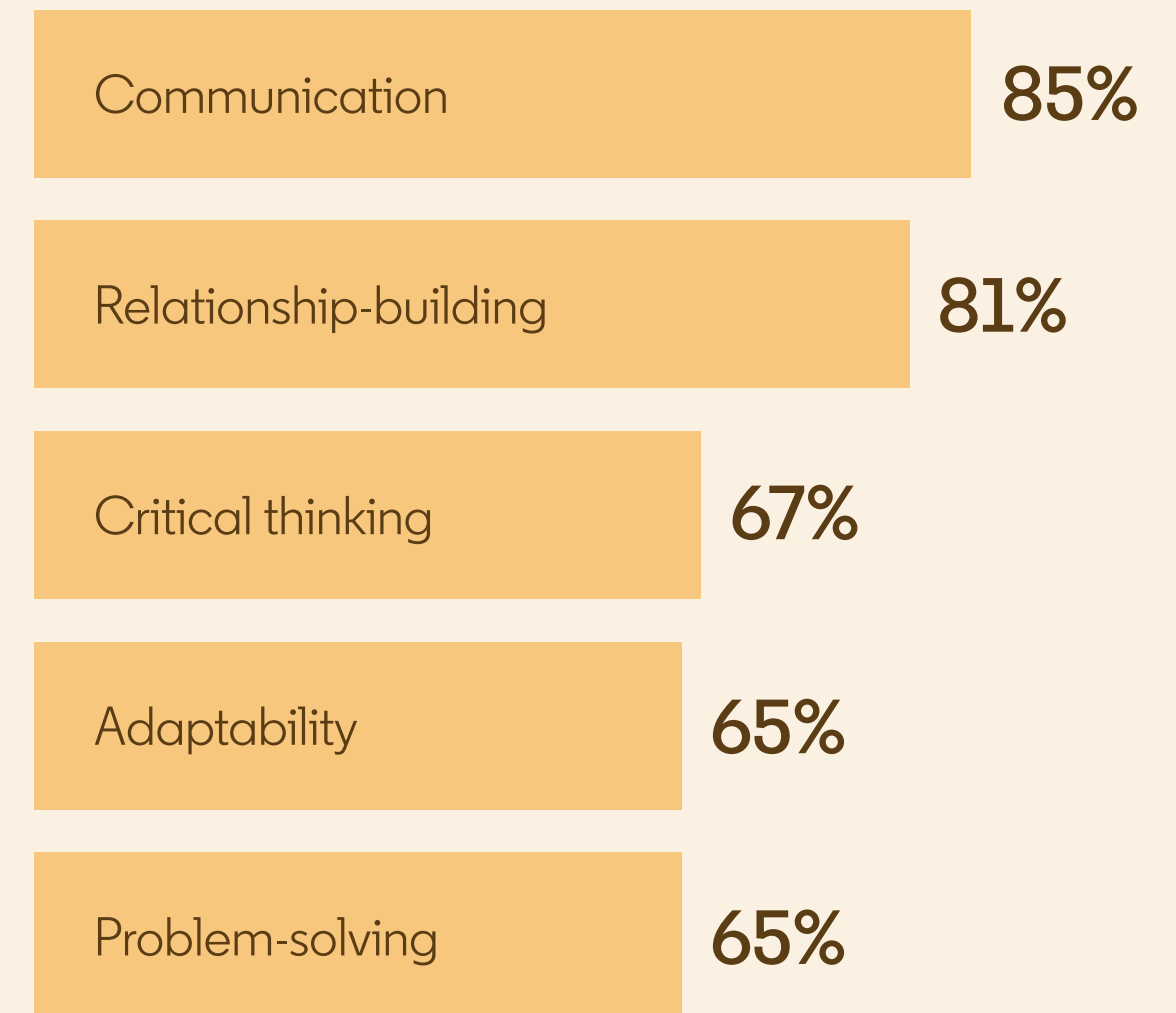
But even as Gen AI automates many recruiting tasks, the human touch will still be critical. Recruiters will distinguish themselves by doing things that AI can't do, such as forging strong ties to candidates and offering positive candidate experiences. As a result, soft skills will be even more important.

“The best recruiters must be great at building relationships and creating high touch candidate experiences that will help them rise above the bots,” says **John Vlastelica**, CEO of **Recruiting Toolbox**.

In fact, the top three recruiter skills cited by hiring pros in the LinkedIn survey were all human skills: communication, relationship-building, and adaptability. Being adaptable and open to learning new things will be especially important for recruiters harnessing AI-powered recruitment tools.

Top soft skills recruiters will need in the future

Percentage of recruiting pros saying these are among the most important soft skills for recruiters over the next five years.



Explore tips & strategies:



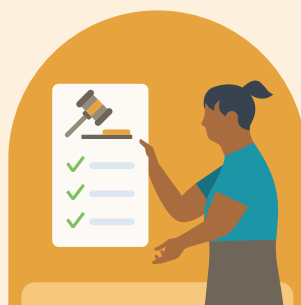
Encourage recruiters to experiment with AI.

Offer [courses](#) on how to improve AI skills. “I’m encouraging my team to actively explore and experiment with AI tools to optimize our hiring practices,” says [Nicky Valletly](#), talent acquisition leader at [Google DeepMind](#). “It’s vital to stay ahead of the curve in this dynamic market.”



Use AI responsibly.

Get up to speed on your organization and your clients’ policies on the use of AI. In addition, create your own set of guiding principles to ensure that you and your team are using AI in an ethical manner. For example, LinkedIn’s [guiding principles](#) emphasize that AI technology needs to advance economic opportunity, uphold trust, promote fairness and inclusion, provide transparency, and embrace accountability.



Stay on top of the evolving legal landscape.

As regulations around AI continue to develop, it will be important for recruiters to stay up to date on legislation and partner closely with their clients to ensure AI tools they use are compliant.



Prediction 2

Recruiters will help
build the skills-based
workforce of the
future.

Prediction 2 | Recruiters will help build the skills-based workforce of the future.

Employers are recognizing that taking a skills-based approach to hiring and talent development is critical to success. By not focusing solely on pedigree, companies are able to widen their talent pools and find qualified workers who they may have missed in the past.

As the skills needed for companies to succeed continue to evolve, recruiters will be on the front line of mobilizing a skills-based workforce.



For recruiters, hiring based on skills is an opportunity to change the hiring model, diversify candidates, and open minds.”



Isabelle Bastide

Chief Operating Officer - Americas, France, Southern Europe & MEA at PageGroup



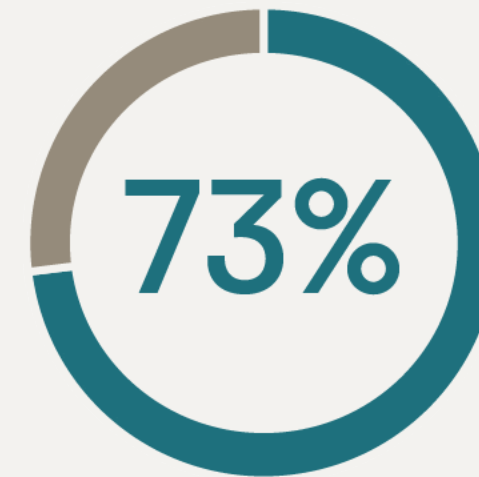
Prediction 2 | Recruiters will help build the skills-based workforce of the future.

Advancing diversity through skills-based hiring

While adopting a skills-based approach to recruitment after years of prioritizing degrees may require challenging the status quo for many organizations, the talent leaders we spoke with see big advantages.

Not only does skills-based hiring help companies identify the most qualified talent, it can also open the door to individuals from historically marginalized groups who may not have a degree and create a more diverse talent pipeline. In fact, LinkedIn data shows that focusing on skills can **increase talent pools by 10x**. With 80% of surveyed recruiting pros saying their organizations are committed to creating a more diverse workforce, skills-based hiring is set to gain traction in the years ahead.

Many companies are taking a step towards skills-based hiring by simply removing degree requirements from their job descriptions. In fact, the number of jobs listed on the LinkedIn platform that **omit degree requirements** jumped 36% between 2019 and 2022.



of recruiting pros say **hiring based on skills is a priority.**



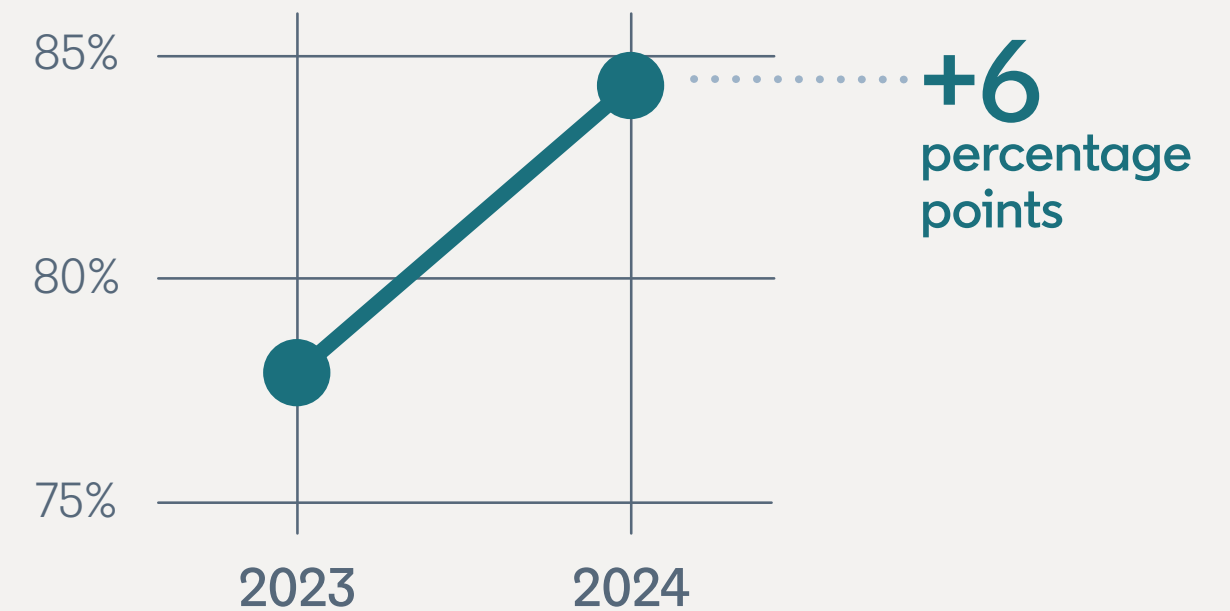
Tackling skills shortages by upskilling workers

As employers are increasingly concerned about filling skills gaps, especially in areas like AI, there is an opportunity for external recruiters to help drive this transformation. Recruitment firms can **partner with clients'** internal talent teams to advocate for a skills-first culture through upskilling opportunities, helping their clients fill critical skills gaps and boost retention. This change management requires subject-matter expertise and solution-oriented advisory that recruitment partners are well-equipped to provide.

“The talent pool for AI skills is very small,” says **Erin Scruggs**, VP, head of global talent acquisition at LinkedIn. “So we have to work closely with our leaders on this build versus buy strategy and how we can get internal talent to pivot, learn new skills and become AI experts, versus only going after a handful of people who have the right skills in the external market.”

Recruitment partners can serve as true talent advisors, even partnering with learning and development (L&D) teams to ensure that their organizations have the right upskilling and internal mobility programs in place to meet talent needs. Accenture, for instance, made a pledge to double its AI workforce to 80,000 professionals through a mix of hiring, acquisitions, and training. Achieving this goal requires a “huge collaboration” between recruiting and L&D, Gregory Karanastasis says. “We work together every single day thinking about what skills gaps look like and how do we close that gap,” he says.

Recruiting pros who say recruiters and L&D need to work more closely

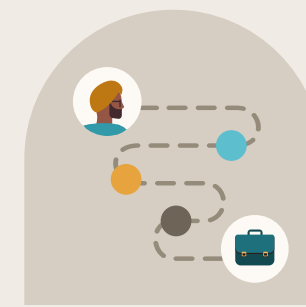


Explore tips & strategies:



Make a business case for skills-based hiring.

Talk to clients about how skills-based hiring can advance their goals. **Set up meetings with hiring managers** to discuss the skills candidates should already possess and what they might be able to learn once they have the job. Challenge any nonessential requirements like college degrees or years of experience that might dissuade qualified candidates from applying.



Champion upskilling and internal mobility programs.

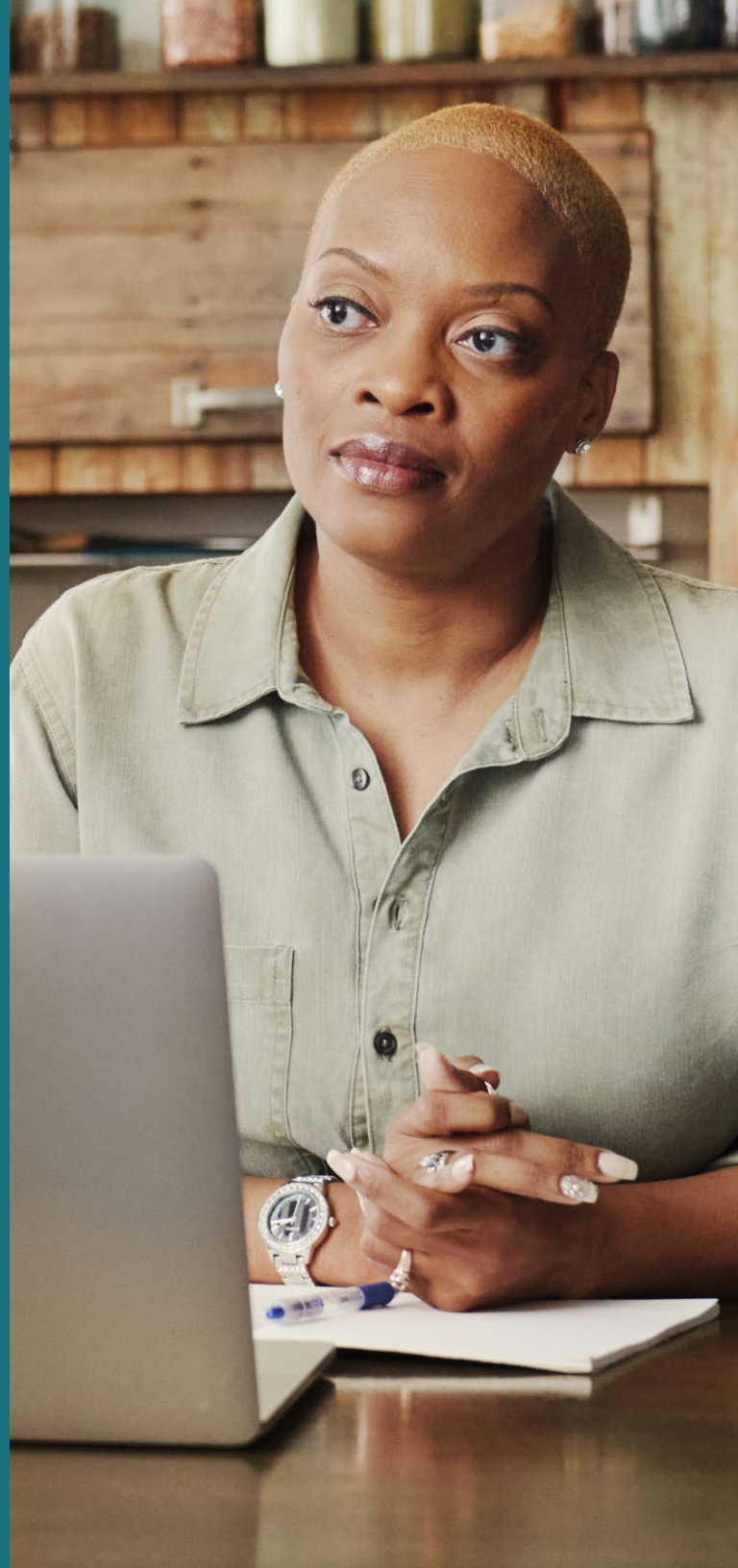
Recruiters can play an important role in advising their clients when creating upskilling and internal mobility programs that help their organizations stay agile. Recruiters are becoming crucial partners in talent management, advising on internal mobility and skills-first hiring to significantly improve retention.

“Research continues to show that companies that invest in their talent with career and development programs see clear benefits to their top line and are more likely to ensure their organizations are future-proofed for success. This will give them a true advantage in today’s increasingly competitive and complex talent market.” **Gaëlle de la Fosse**, president of **LHH** and an executive committee member at Adecco Group.



Search for candidates by skills.

Use recruitment tools to your advantage. Thanks to advancements in Gen AI, recruiters can more easily **search and filter** candidates who best match their skills requirements. In addition, LinkedIn data shows that recruiters with the most skills-first searches see +24% higher InMail acceptance rates, compared with recruiters with the fewest skills-first searches.



Prediction 3

Quality of hire will
top the recruiting
agenda.

Prediction 3 | Quality of hire will top the recruiting agenda.

With hiring around the world **still in decline**, employers will be increasingly vigilant about making sure every hire is the right one.

“If you’re not going to be growing as much in the coming year, you want to have a degree of comfort that you have the right people,” says **Amy Schultz**, global head of talent acquisition at **Canva**. In fact, recruiting pros say sourcing high quality candidates is the No. 1 objective in 2024.



For years, TA has been focused on metrics like time-to-fill and acceptance rates. But today, **leadership is asking us about the quality of our hires** and how we are measuring that.”



Amy Schultz
Global Head of Talent Acquisition at Canva

Topics shaping the future of recruiting

Percentage of recruiting pros saying a topic will shape recruiting over the next five years.

- 1 Quality of hire **54%**
- 2 Employer branding **49%**
- 3 Candidate experience **47%**
- 4 Flexible work arrangements **44%**
- 5 Upskilling/reskilling employees **40%**

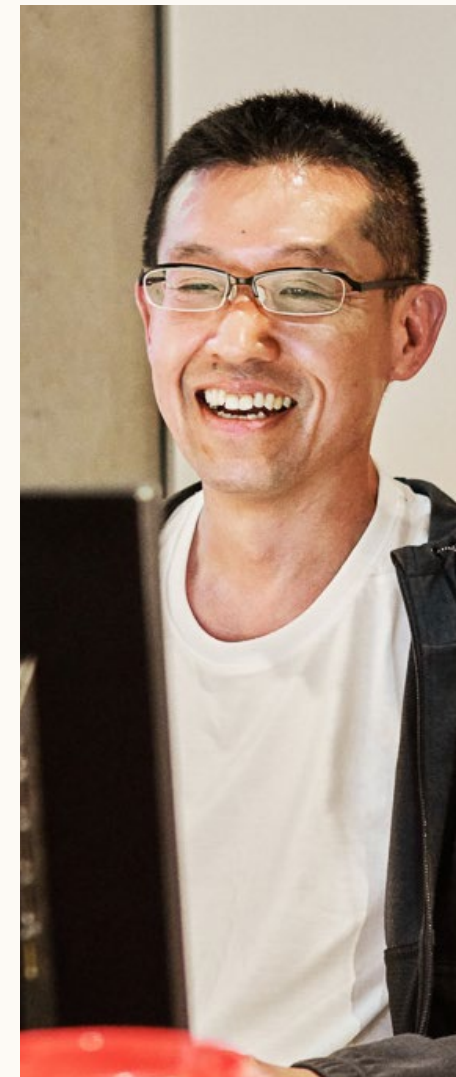


Measuring quality of hire

While quality of hiring is becoming more important, it is also notoriously difficult for companies to track and measure. To do so effectively, employers will need to first determine what qualifies as a “quality hire” at their organization and then choose the variables they’ll measure, opening the door for more targeted, strategic partnership by recruitment firms. The following are some of the factors that talent leaders told us they consider:

- **Job performance:** To what extent does the new employee achieve or surpass specific goals and objectives related to their job?
- **Team fit:** Is the new hire improving the team’s agility? Is the team more capable of getting work done?
- **Culture add:** Some employers are looking at whether a new hire’s values are in line with their organizations’ principles and mission.
- **Productivity:** Is the individual meeting their productivity targets?
- **Retention:** How long an employee stays at the company can be an important indicator of quality of hire, though other variables influence a worker’s length of stay.

There’s also optimism around the potential for Gen AI to help inform quality of hire. “In the future, I think there’s a possibility that Gen AI could help us string together data points to tell a richer story about the success of a hire and their likely trajectory,” says **Mark E. Smith**, senior director, global talent acquisition at Medtronic.



Companies will redefine “quality of hire.”

The definition of a “quality hire” is also changing. More companies are seeking workers with **soft skills** — skills that allow employees to interact effectively in the workplace. In fact, among the 10 most sought-after skills in **LinkedIn’s top ten skills** list, six are soft skills, including communication, leadership and analytical skills.

Employers are also increasingly focused on hiring individuals whose values align with the company’s principles and mission. “Employees who understand, live, and share our values are the ones who best empathize with and service our customers, grow through feedback, and help us navigate change,” says **Bryan Mayo**, head of talent acquisition at **Atlassian**.



Explore tips & strategies:



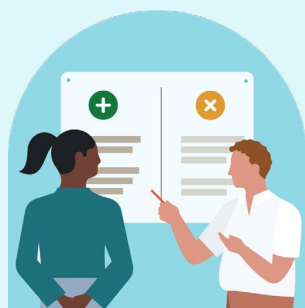
Implement objective and evidence-based candidate assessment processes.

Partner with clients to create a framework for evaluating candidates based on specific job requirements, advises Jude James of UST. In addition, give interviewers and hiring managers guidance in structured interview methods. Doing this ensures that your clients have a more objective evaluation process that's free from biases and based on clear evidence of future performance.



Analyze your recruitment process.

Identify shortcomings and gaps that might be leading clients to make the wrong hires. "If you're getting signals that the quality of hire is lower, then you need to go back to the root of the problem and look at how you assess talent," Erin Scruggs, Head of LinkedIn Global Talent Acquisition, says. For example, she suggests looking at interviewer scorecards to understand if an interviewer is giving inflated scores, and partnering with managers to interview with a more critical eye.



Shift focus from job to skill specifications.

Encourage hiring managers to shift away from focusing on degree and experience requirements for an open role and instead consider the skills needed to do the job well. This approach emphasizes the importance of identifying candidates whose skills meet both the current and future business needs, rather than solely matching candidates to a specific role. By encouraging clients to think about the skills needed for an employee to succeed long-term, recruiters can help place candidates who are more likely to drive the business forward.



Prediction 4

Agility will be a must-have for recruiters.

Prediction 4 | Agility will be a must-have for recruiters.

The talent leaders and professionals we spoke with and surveyed made one thing very clear: Recruiters want to do a better job helping their clients anticipate labor market ups and downs and ensure that they're able to pivot quickly.

One goal is to avoid the talent shortages that plagued companies in 2021. "We've seen huge swings in demand in the last five years that have required us to be nimble and stay ahead of changing market conditions," says **Troy Victor**, general manager, talent acquisition at **Delta**.

“Every recruiter needs to be able to be flexible and deploy into hotspots versus specializing 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
Head of Global Talent Acquisition at LinkedIn

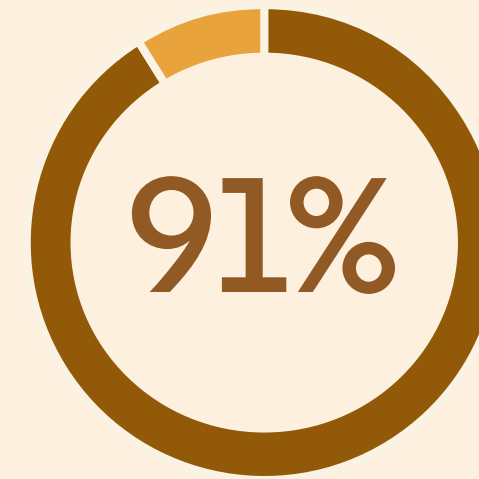


Prediction 4 | Agility will be a must-have for recruiters.

Future-proofing recruiting teams

Recruiters will also make a strong effort to ensure they are able to quickly adapt to changes in the labor market and their clients' goals. Successful recruiters will be able to pivot from one industry to the next and be prepared to adapt and support employers based on project needs.

“You have to build a recruiting team that you can suddenly point in a different direction tomorrow,” says [Glen Goodman](#), chief talent officer at healthcare provider [ChenMed](#).



of recruiting pros say they are **focused on being agile** to adapt to hiring needs.



Recruiters are increasingly cross-functional.

Increasingly, recruiters are expected to be “full-stack,” working seamlessly with a number of hiring managers in different functions and stages of the hiring process. In fact, LinkedIn data reveals how recruiters are extending their skills and moving beyond the silos that previously separated them.

The top skills for different recruiting roles used to be fairly unique — but now that roles have become more cross-functional, there’s significantly more overlap between skills. That means it’s easier for recruiters to pivot from one functional area to another as needed.



+30% increase in
skills similarity
across all recruiting roles in the last 5 years

Source: Global LinkedIn data, 2017–2022

Explore tips & strategies:



Tear down HR silos.

One way recruiters teams can improve their agility is by building connectivity with HR functions on the client side. Meeting an organization's talent needs might require any number of actions, including hiring from the outside, upskilling current employees, tapping contingent workers, or a combination of the above.



Stay on top of your clients' business performance and strategic goals.

Hold frequent conversations with company leaders and ask about new business lines or shifts in strategic direction. If you work with publicly-held companies, read earnings reports and track company news. Recruiters need to be “embedded with the business,” Erin Scruggs says, to gain an “understanding of the business’ needs, issues, and challenges.”



Conduct scenario planning sessions.

Sit down periodically with clients and envision what an upswing or drop in hiring demand might look like. Then **create playbooks** for how you should respond. By laying out scenarios methodically, you and your clients can **arrive at responses** that you might not otherwise think about in the heat of the moment.



Invest in building recruiter's skills.

Offer recruiters training that will help them stay on top of shifting trends, support business goals, and advance in their careers. **Alstom** had just those goals in mind when it recently launched an online TA Academy. Among the subjects covered are how to conduct successful job briefing sessions with hiring managers, how to write skills-based job ads, and how to manage relationships with external talent. “Constant shifts in talent markets and technology means TA needs to continuously adapt,” says **François-Xavier Mallet**, global talent acquisition director at Alstom.



Prediction 5

Recruiting teams
will advocate for
flex work policies.

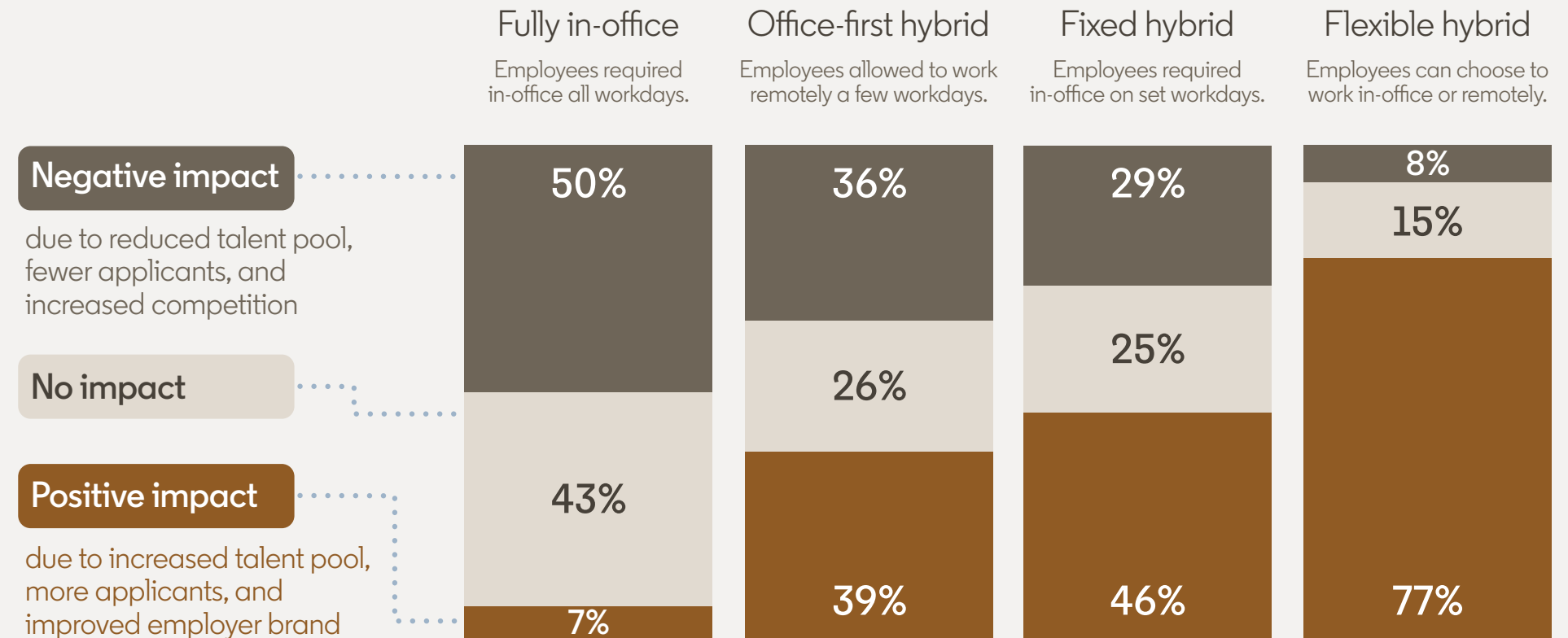
Prediction 5 | Recruiting teams will advocate for flex work policies.

There's little doubt that employers are calling workers back to the office in droves. But something else is clear too: These policies will make it harder to attract top talent.

Recruiting pros whose clients require employees to be fully or mostly in-office report negative impacts on their recruiting efforts, including reduced talent pools, fewer applicants, and increased competition. In comparison, clients who allow employees to choose their work location see a positive impact on recruiting. That's because having a flex work policy yields a larger talent pool, more job applicants, and a better employer brand.

Impact of in-office vs. flexible work policies on recruiting

Percentage of recruiting pros saying how workplace policies impact recruiting efforts.



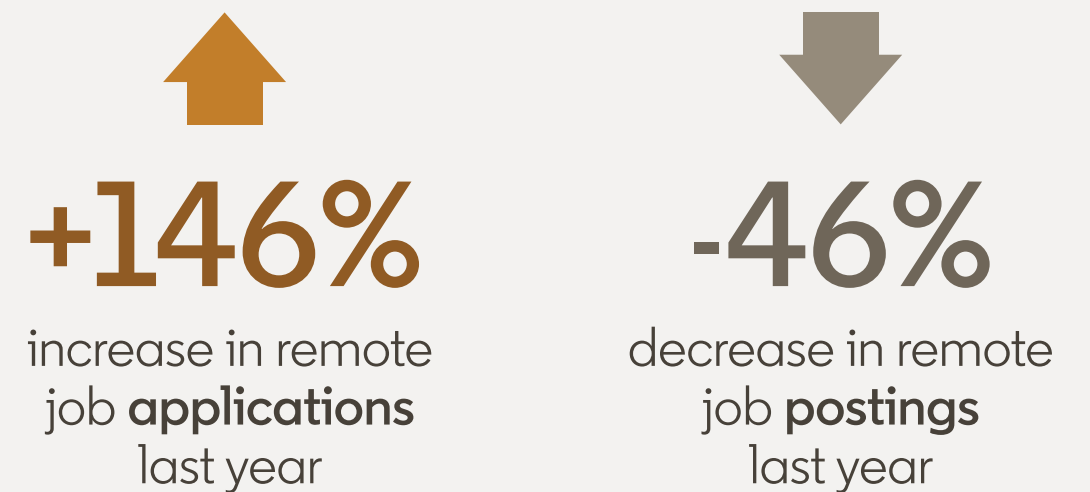
Candidate demand for flexible work is here to stay.

Flexible work as an employee value proposition (EVP) has seen an increase in importance over the past few years — especially for Gen Z. In fact, according to LinkedIn data, the importance of flexible work as an EVP grew by 10% among all job seekers and 22% among Gen Z job seekers from 2021 to 2023.

This is reflected in candidate behavior on LinkedIn. Employers who are considered to have flexible work policies enjoy a sizable hiring advantage: they are 16% more likely to have candidates accept their InMails and 29% more likely to receive an application from a candidate who viewed one of their jobs.

In addition, LinkedIn data shows job seekers' interest in remote roles continues to be high, despite a decrease in the number of fully remote roles.

Workers have grown accustomed to flexible work arrangements, and they're unwilling to give them up. "Top talent wants to innovate, work alongside smart teams, and have their work impact customers," says Bryan Mayo of Atlassian. "But they no longer want achievement to require sacrificing flexibility, family time, and personal aspirations."



Source: Global LinkedIn data, 2022 vs. 2023



Prediction 5 | Recruiting teams will advocate for flex work policies.

Influencing policy makers and hiring managers

No one is more aware of the demand for flex work than hiring professionals, who are receiving first-hand feedback from candidates. While recruiters don't set policy for organizations, recruiters can share real-time data and advocate for flex work. This includes showing the addressable market and what's possible if they look for talent in other geographies.

“Our clients want roles filled by either hybrid or in-office employees, and the younger workforce just doesn't want to commit to that. The key is to find a way to connect those two imperatives.” **Gaëlle de la Fosse**, president of **LHH** and an executive committee member at Adecco Group

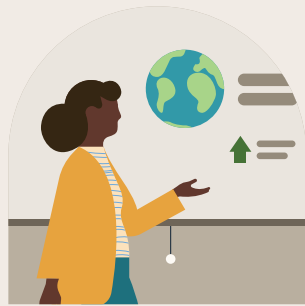
“TA's job is to show business stakeholders how the talent pool shrinks when we don't think about flexibility. There's going to be some goodwill built up for companies that have been consistent with flex policies.”



Gregory Karanastasis
Global Head of Talent Acquisition at Accenture



Explore tips & strategies:



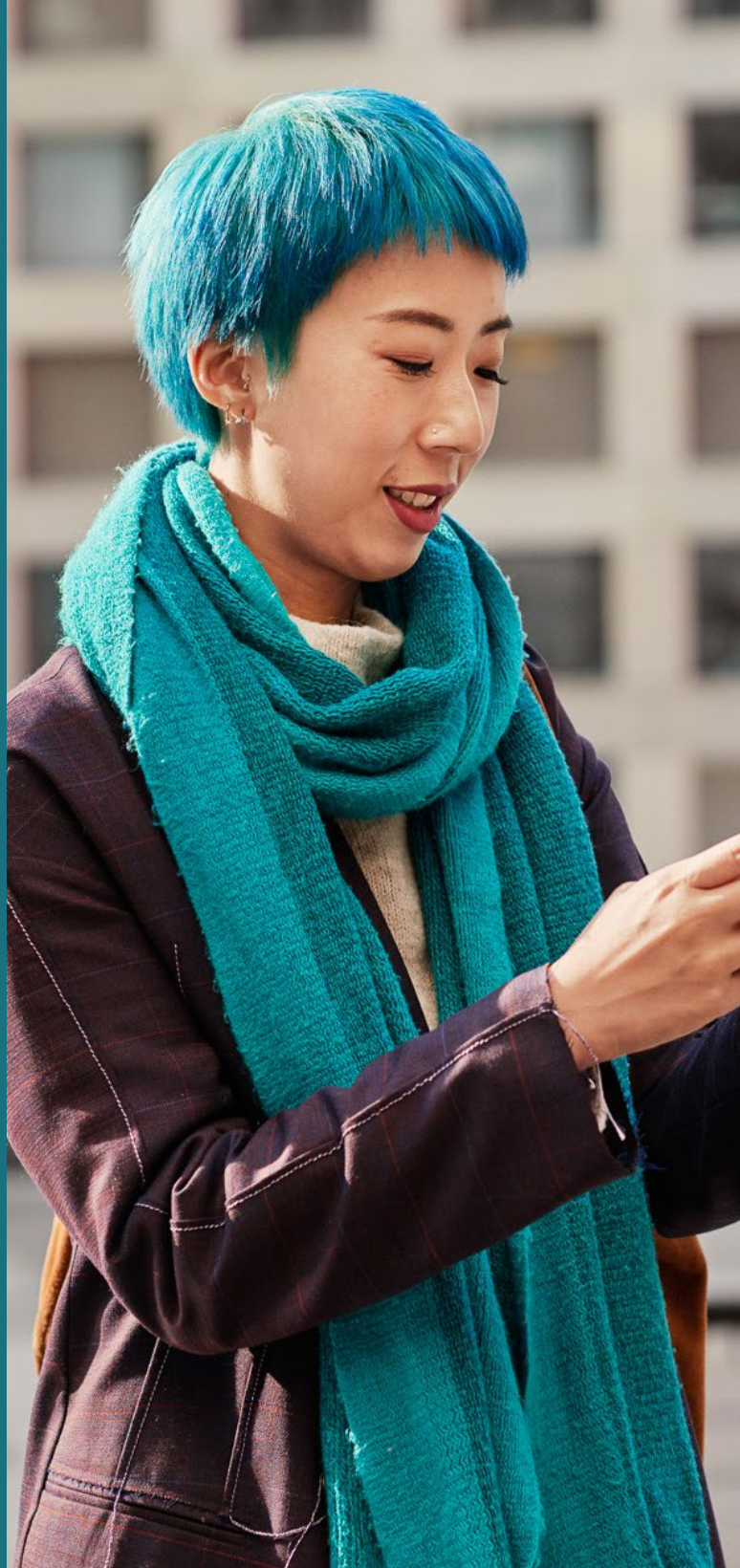
Make yourself known as an informed talent advisor on flex work.

Talk to business leaders about what you're seeing in the marketplace and how recruiting will be adversely affected by return-to-work policies. At the same time, be clear about the positive impact having a flex policy will have on their company's reputation and its employer brand.



Use data to make your case.

Show business leaders examples of candidates who backed away because the company lacked remote or hybrid options. Track the number of candidates who ask about flex work. Canva, for instance, found that about one third of candidates ask about the company's flex-work policy. "We need to be vigilant in making sure that we're always tracking dropouts and declines and sharing that back," Canva's Amy Schultz says.



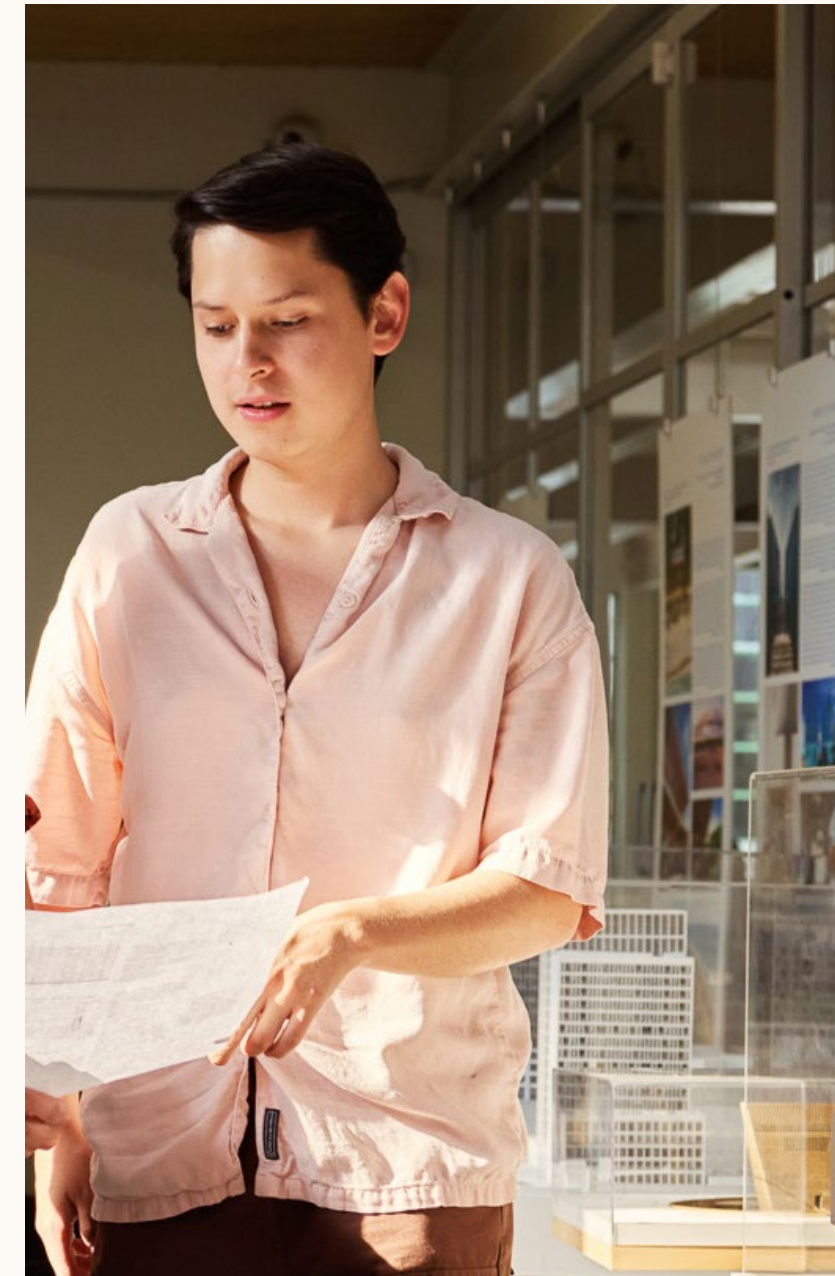
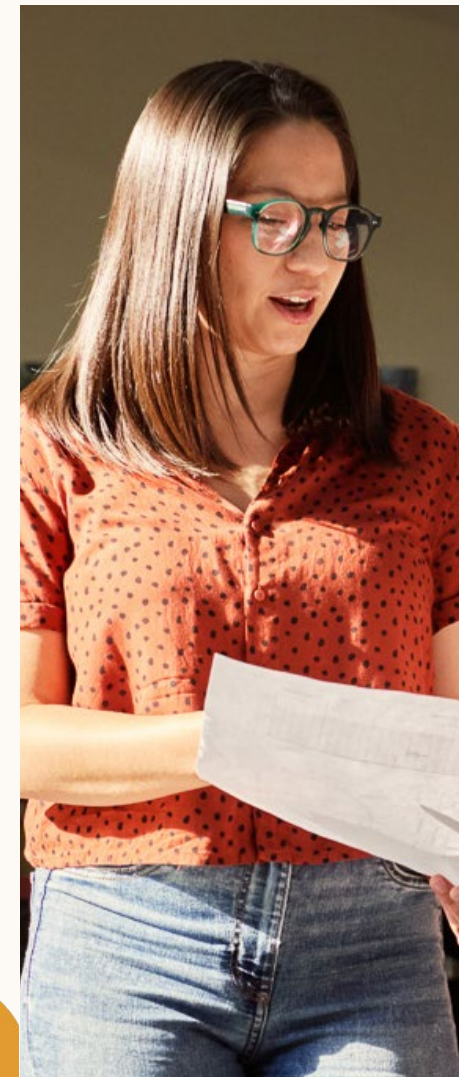
Prediction 6

Attracting Gen Z
will require a new
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Prediction 6 | Attracting Gen Z will require a new playbook.

Gen Z will account for more than a quarter of the global workforce by 2025.

But recruiting pros aren't confident about their ability to attract and retain this newest cohort. In fact, they say it will be one of their biggest challenges in the coming years.



Prediction 6 | Attracting Gen Z will require a new playbook.

Employers are upping employer branding investments.

Given the hurdles recruiting faces in connecting with Gen Z, it's no wonder that employer branding will remain a critical priority in the year ahead: for the second year in a row, employer branding is the recruitment function that's expected to receive the greatest increase in spend, with 57% of recruiting pros predicting their investment in employer branding will increase in the coming year.

To succeed in attracting Gen Z, recruiters will need to gain a strong handle on Gen Z's **unique set of attributes** and ensure their clients understand them. Having come of age during a global pandemic, social justice movements, and the climate crisis, Gen Z cares deeply about working for companies that share their values. "Gen Z won't compromise their principles for a job," says **Stacey Gordon**, inclusive workplace culture consultant at **Rework Work**.

"Recruiters will need to become trusted advisers, able to take the data and explain the detail and insights to hiring managers in order to help them navigate hiring challenges. They will also need to be able to tell stories and talk to the core values of the clients they are representing in order to differentiate those opportunities," says **Jo-Ann Feely**, global managing director, innovation at **AMS**.

The biggest challenges for recruiting in the next 5 years

1. Competition from other companies

2. Attracting and retaining Gen Z

3. Difficulty finding candidates with the right hard skills

4. Difficulty finding candidates with the right soft skills

5. Inability to offer competitive salaries to candidates

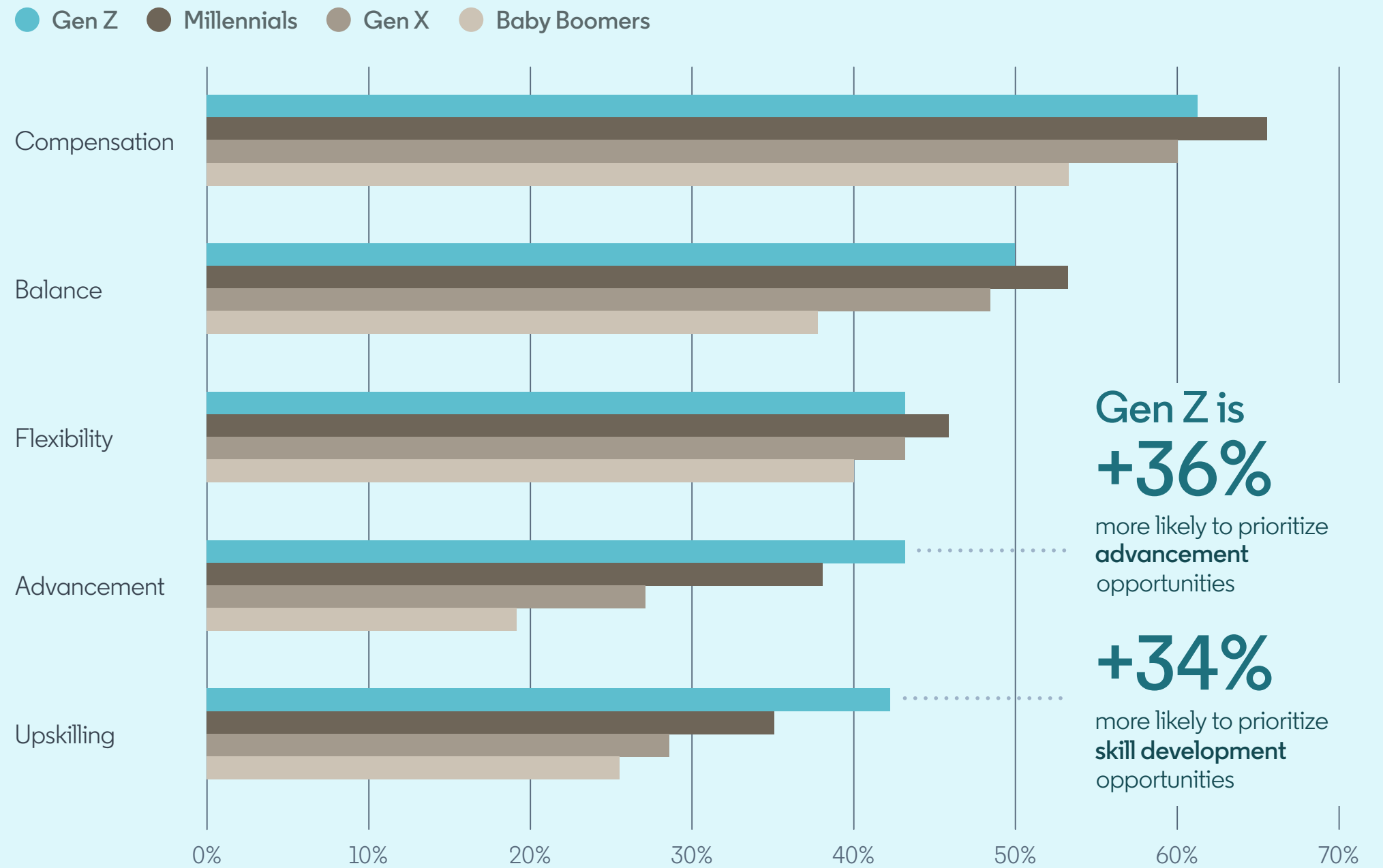
Source: Global LinkedIn data, as of January 2024

Prediction 6 | Attracting Gen Z will require a new playbook.

Gen Z wants a workplace where they can learn and advance.

While compensation, work-life balance and flexibility are important for Gen Z, working for a company that offers professional development is critical. Compared to all other generations, Gen Z is 36% more likely to prioritize advancement opportunities and 34% more likely to prioritize skill development opportunities.

Top Employee Value Propositions (EVPs) by generation



Prediction 6 | Attracting Gen Z will require a new playbook.

“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. They will prioritize their own career development over any long-term commitment to an organization,” says Nicky Vallely of Google Deepmind.

There is an opportunity for recruiters to support internal Talent Acquisition to authentically communicate not only the organization’s values, but the hiring manager’s values as well. “We’ve all worked for companies where one department works differently from another,” Stacey says. “Being able to articulate the team values and working style in order to make sure there is value alignment will be even more important with Gen Z candidates.”



Gen Z isn’t interested in snazzy marketing collateral. **Employer branding efforts need to go away from post-production towards revealing employees’ work and experience** at the company to a wider audience.”

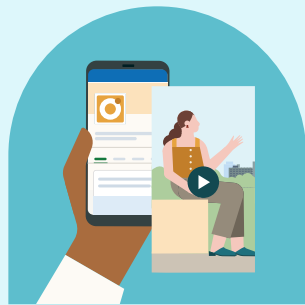


Hung Lee

Curator at Recruiting Brainfood



Explore tips & strategies:



Work with clients to ensure their employer brand is authentic.

Employer branding messaging must match the reality of what Gen Z can find on employer review sites. At the same time, employer branding needs to look and feel authentic. Gen Z will react more favorably to raw, employee-generated content that might show a day in the life of a worker than to highly produced videos.



Aim for an efficient candidate experience.

As digital natives, Gen Z is used to easily accessing information, entertainment, and products, and they expect nothing less from employers. They're going to want a hiring process that is efficient, easy to navigate, and in a user-friendly format. "They're not going to stick around for weeks for a hiring manager to make a decision," Google DeepMind's Nicky Vallely says. "They'll ghost you. This isn't them being entitled. This is just the reality of the world in which they've grown up."



Help hiring managers understand Gen Z's unique attributes.

Gen Z candidates might display behaviors and **preferences** that hiring managers aren't accustomed to, but that doesn't mean they're not right for the job. Talent leaders can help hiring managers gain a better understanding of Gen Z and avoid bias.



Strive for generational diversity.

For the first time in history, five generations are working side by side in the workplace. Everything from employer branding to flexible work policies needs to take different age groups and their preferences into consideration. **Kristin Shulman**, global director, talent marketing, employer brand and early careers attraction at **Booking.com**, says it's important to forge ties between younger and older workers through mentorships, including reverse mentorship in which young workers mentor older ones. "While there's potential for culture clashes, we see it as an opportunity for generations to learn from each other," she says.



Conclusion

Conclusion

Adapting to the changes sweeping the recruitment industry is no easy task. Recruiters will need a growth mindset, a willingness to learn new skills, and the ability to harness new technologies. But for those who do so there will be a big payoff: the opportunity to reshape the world of work and help their clients build the workforce of the future.

Global report

[Report summary](#) | [Full web report](#)

Staffing report

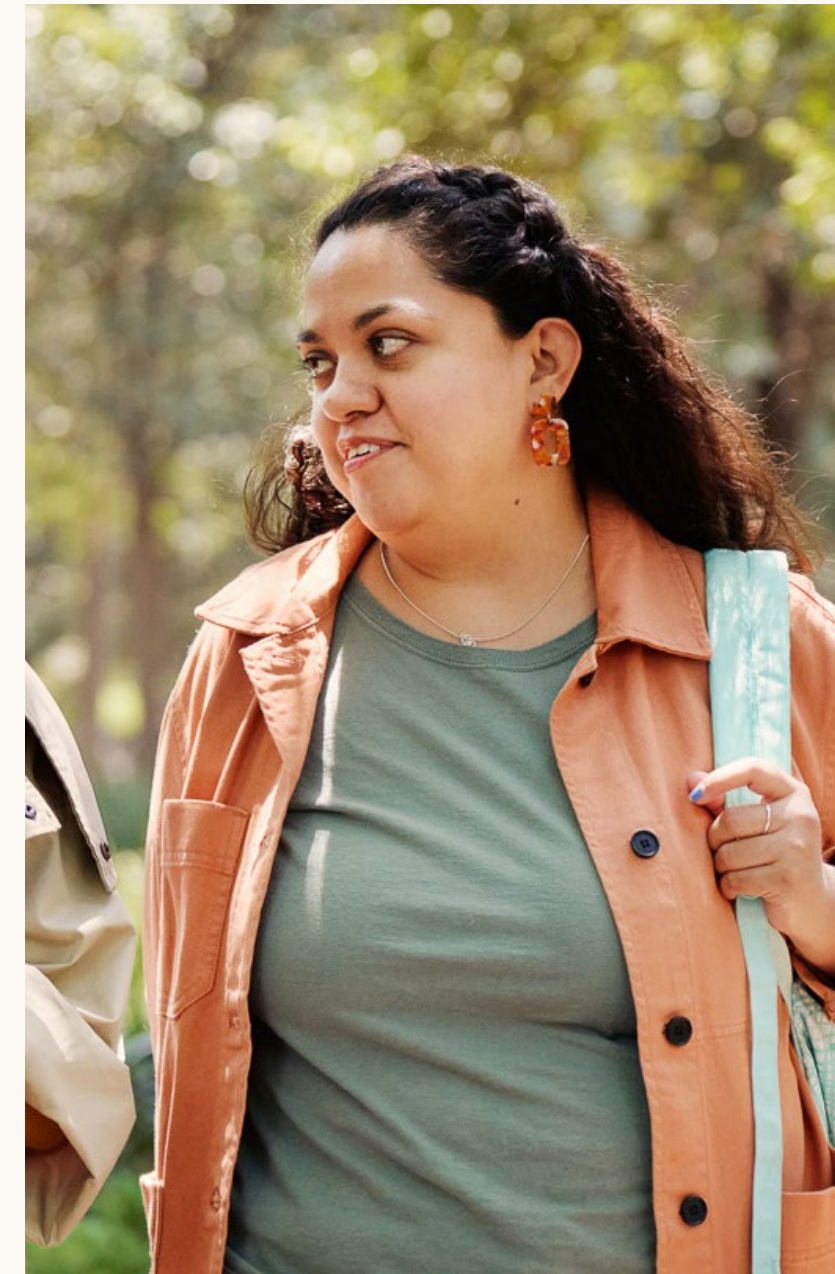
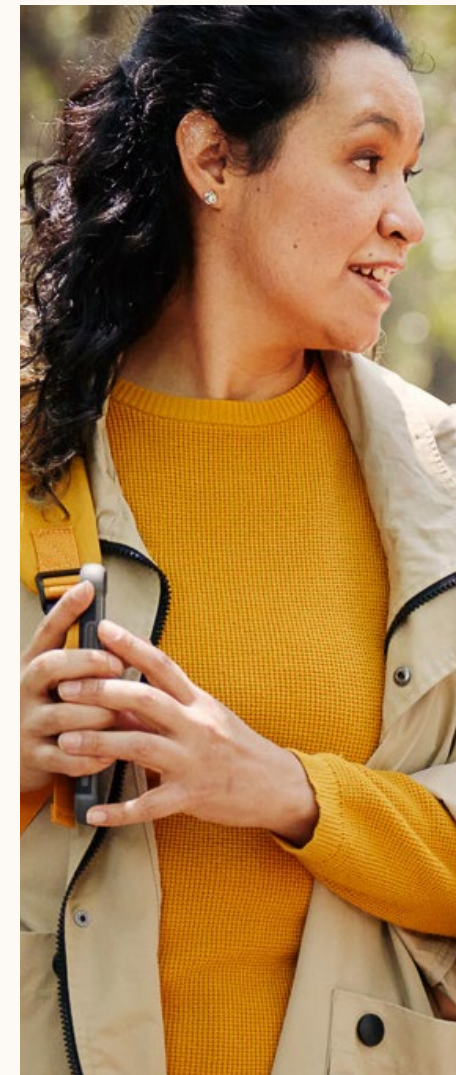
[Staffing edition](#)

Regional data cuts

[Australia](#) | [Belgium, Netherlands, Luxembourg](#) | [Brazil](#) | [France](#) | [Germany, Austria and Switzerland](#) | [India](#) | [Japan](#) | [Mexico](#) | [Middle East and North Africa](#) | [Southeast Asia](#) | [United Kingdom](#)

Translated reports

[Chinese](#) | [Dutch](#) | [French](#) | [German](#) | [Italian](#) | [Japanese](#) | [Portuguese](#) | [Spanish](#)



Methodology

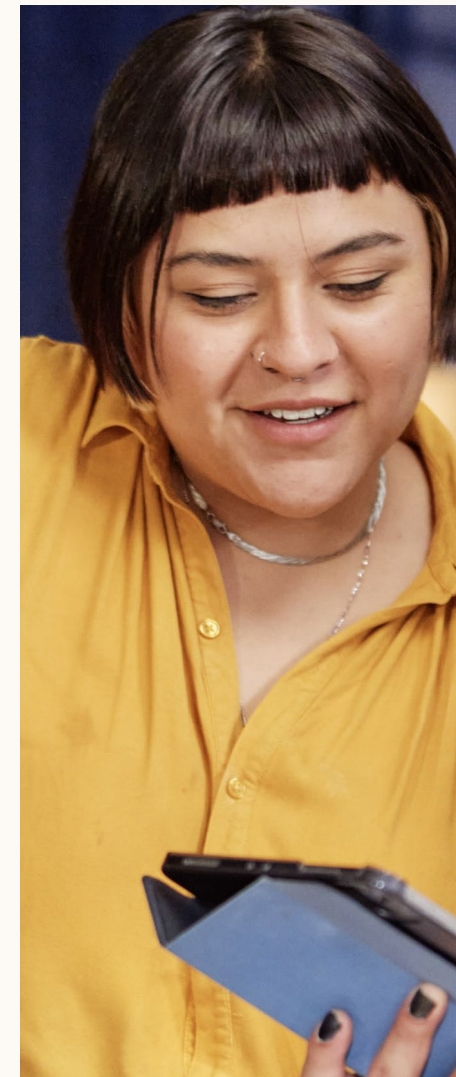
Survey data

LinkedIn Research surveyed 1,453 recruiting professionals in management seniority roles or higher (1,202 corporate recruiting pros, 261 search and staffing pros), in addition to 498 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 23 countries between October and November 2023.

Candidate priorities and inclusion preferences are based on LinkedIn's Talent Drivers monthly survey of global members, including 16,688 members surveyed in November 2023. 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.

Insights data

Behavioral insights for this report were derived from the billions of data points generated by the 1 billion members in over 200 countries on LinkedIn today. Unless otherwise noted, all data reflects aggregated LinkedIn member activity as of January 1, 2024.



Conclusion

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