

# Talent Trends 2024

Data-driven insights into the changing world of work

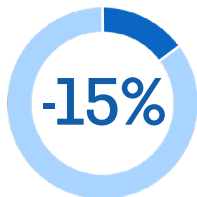


In this report, we surface data insights from LinkedIn's Economic Graph, the LinkedIn Executive Confidence Index survey, and our global member community of over a billion professionals to understand how the world of talent is shifting with the arrival and spread of generative AI (GAI).

Get the full report at [business.linkedin.com/talent-solutions/global-talent-trends](https://business.linkedin.com/talent-solutions/global-talent-trends)

## Trends in the labour market

### Hiring rates show signs of stabilisation in the United Kingdom.



The hiring rate in the UK has improved from -25% in August 2023 to -15% in August 2024.

Despite the slight hiring slowdown in the UK, some sectors have shown signs of recovery. With industries such as tech, real estate, and accommodation and food services all experiencing an uptick in hiring rates. The general hiring decrease could also be attributed to a rise in internal mobility, which increased by 3% YoY in the United Kingdom.

★ **Tip:** [LinkedIn data](#) shows that companies around the world that prioritise internal mobility see 53% longer employee tenures than those that don't. By making internal mobility a core focus, you can retain high-performers. Employees who make internal moves are **40% more likely** to stay at the company for at least three years. Make sure that employees and managers are aware of internal mobility opportunities and guide them based on organisation skills gaps that they may be interested in.

## Trends in AI

### The time for organisations to welcome Generative AI (GAI) is now.

82% of executives in the United Kingdom see at least one way GAI will help their employees.

The top three benefits UK executives are seeing from GAI are:

- #1 Reduced time spent on mundane but necessary tasks.
- #2 Increased productivity.
- #3 More time for strategic and creative thinking.

Organisations in the United Kingdom have adopted new AI technology to varying degrees. This could be due to constrained budgets or scepticism towards new tech. Here's how executives in the UK describe their company's GAI adoption:

40% say they are **Leading**.

"Broad leadership alignment, comprehensive tools, and strong processes in place for GAI adoption."

8% say they are **Accelerating**.

"Making progress towards leadership alignment, with some tools and processes in place for GAI adoption."

26% say they are **Emerging**.

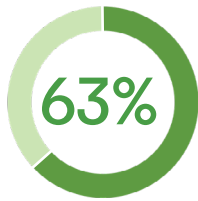
"Limited leadership alignment, limited tools, and ad-hoc processes in place for GAI adoption."

21% say they have **not begun**.

★ **Tip:** If the adoption of AI frees up time in your teams' schedule, encourage them to use this time to improve their [soft skills in areas like innovation and critical thinking](#). By sharpening human-centric skills your employees will maximise their impact. As we know, change is constant, so adaptability is the new must-have skill that will help your people and your organisation get ahead. In fact, By 2030, the skills needed to do your job will have changed by 68%, so being agile is a critical skill for employees to possess. With [LinkedIn Learning Paths](#), your employees can access a selection of curated training content that guides learners through a robust development experience, connecting content relevant to related skill sets and career paths.

## Trends in learning and development

### Talent acquisition leaders will be zeroing in on soft skills.



of executives in the UK are planning to prioritise hiring candidates with strong soft skills that are transferable across roles.

While hiring rates may have slowed at varying rates across most sectors, there is a lot of optimism for the future of recruiting, with about 84% of executives in the United Kingdom planning to make hires next year.

★ **Tip:** Companies that have a strong culture of learning and development have higher retention rates. [By creating a culture of learning and development](#), you can help employees continue to advance within your organisation. **Encourage collaboration and diversity:** Generate more ideas, solve problems creatively, and allow employees to learn from each other. **Cultivate a growth mindset:** Reward effort, not just results, celebrate mistakes as learning opportunities, and provide constructive feedback.

## Additional tips for talent professionals

### Familiarise yourself with AI tools, how they can benefit your organisation, and create time and space for their adoption.

**#1** Constant talk of AI can be overwhelming and learning any new skill requires practice. Encourage teams to start by incorporating AI into their daily workflow by [automating routine tasks](#) such as scheduling meetings, sending reminders, and managing emails. Not only will this get employees slowly integrating AI, it will also give them time to focus on more strategic activities.

**#2** According to the [2024 Workplace Learning Report](#), 80% of employees say they want to learn more about how to use AI in their work. To assist in learning about AI, try hosting an '[AI learning day](#)'. This provides the time and space for employees to be able to get to grips with how AI can support them professionally. By providing hands-on learning opportunities, and choosing engaging topics for learning and workshops, employees can take their first step in a longer learning journey and begin to grow their confidence in adopting AI.



Explore the full report.

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