

Talent Trends 2024

Data-driven insights into the changing world of work

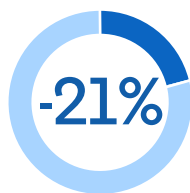


In this report, we surface data insights from LinkedIn's Economic Graph, the LinkedIn Executive Confidence Index survey, and our global member community of over a billion professionals to understand how the world of talent is shifting with the arrival and spread of generative AI (GAI).

Get the full report at business.linkedin.com/nl-nl/talent-solutions/global-talent-trends

Trends in the labour market

Hiring rates continue to lag in the Netherlands.



August 2024, the Netherlands' hiring rate (YoY).

While this may appear to be a cause for concern, the slowdown is marginal compared to the Netherlands hiring rate in August 2023 being recorded at -20%.

Despite this slight lag, industries such as utilities, government administration, and transportation, logistics, supply chain and storage actually experienced growth in their rates of hiring, YoY. Another reason for the decline in hiring rates in the Netherlands could be due to an increased number of people remaining in their roles. In fact, the rate of attrition in this market has fallen by 19% year-over-year—probably due to the economic slowdown in the Netherlands.

★ **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.

80% of executives in the Netherlands see at least one way GAI will help their employees.

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

#1 Increased productivity.

#2 Reduced time spent on mundane but necessary tasks.

#3 More free time for employees.

Organisations in the Netherlands 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 Netherlands describe their company's GAI adoption:

7% say they are **Leading**.

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

19% say they are **Accelerating**.

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

44% say they are **Emerging**.

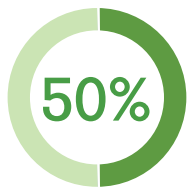
"Limited leadership alignment, limited tools, and ad-hoc processes in place for GAI adoption."

27% 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 Netherlands 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 83% of executives in the Netherlands planning to make hires next year.

AI adoption goes hand-in-hand with broad skill development.

AI literacy is having a significant impact on professional development worldwide. Employees skilled at using GAI are:



more likely to develop key soft skills.

This human-centred approach to problem solving often tackles unknown problems, meaning AI is helping organisations stay ahead of new changes.

★ **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.

Scan the QR code or visit:
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