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Talent Advantage



Trends in Recruiting: 2010 Survey Highlights



How well do you know the US recruiting industry?

- 1** What is the **#1** factor driving the decisions of corporate recruiters to purchase recruiting solutions?
- 2** In what two popular areas do recruiters say that cutting costs is a key long-term industry trend?
- 3** What do recruiters say is the least effective tool to recruit professionals?



How well do you know the US recruiting industry?

1 What is the #1 factor driving the decisions of corporate recruiters to purchase recruiting solutions?

Quality of hire produced – 86% of those we surveyed rated it either a 9 or 10 out of 10 in importance.

2 In what two popular areas do recruiters say that cutting costs is a key long-term industry trend?

Traditional job boards and staffing firms. 16% said reducing staffing firm spend is one of the most essential and long-lasting industry trends, while 15% said the same of reducing dependence on job boards.

3 What do recruiters say is the least effective tool to recruit professionals?

Print newspapers and trade journals.



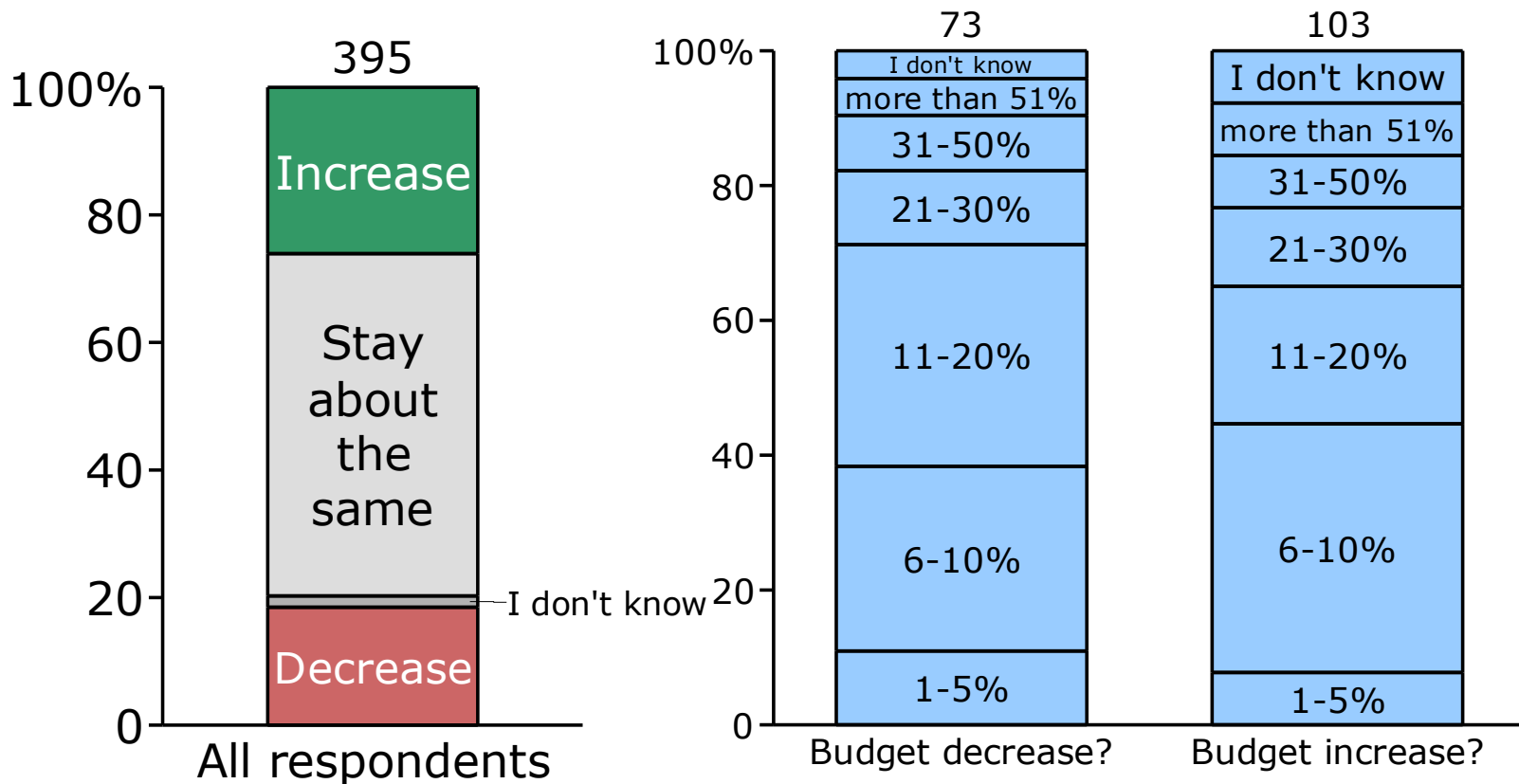
Highlights from LinkedIn's recent survey on recruiting trends

- Online survey conducted in February 2010
- In conjunction with the LinkedIn Research Network
- Surveyed over 1100 corporate recruiters in six countries
 - US (about 1/3 of respondents)
 - UK
 - India
 - Canada
 - Netherlands
 - Australia
- All respondents:
 - Work in-house at a company (no 3rd party agencies)
 - Focus mainly or solely on recruiting
 - Have at least moderate input into budget decisions (and many are decision-makers)



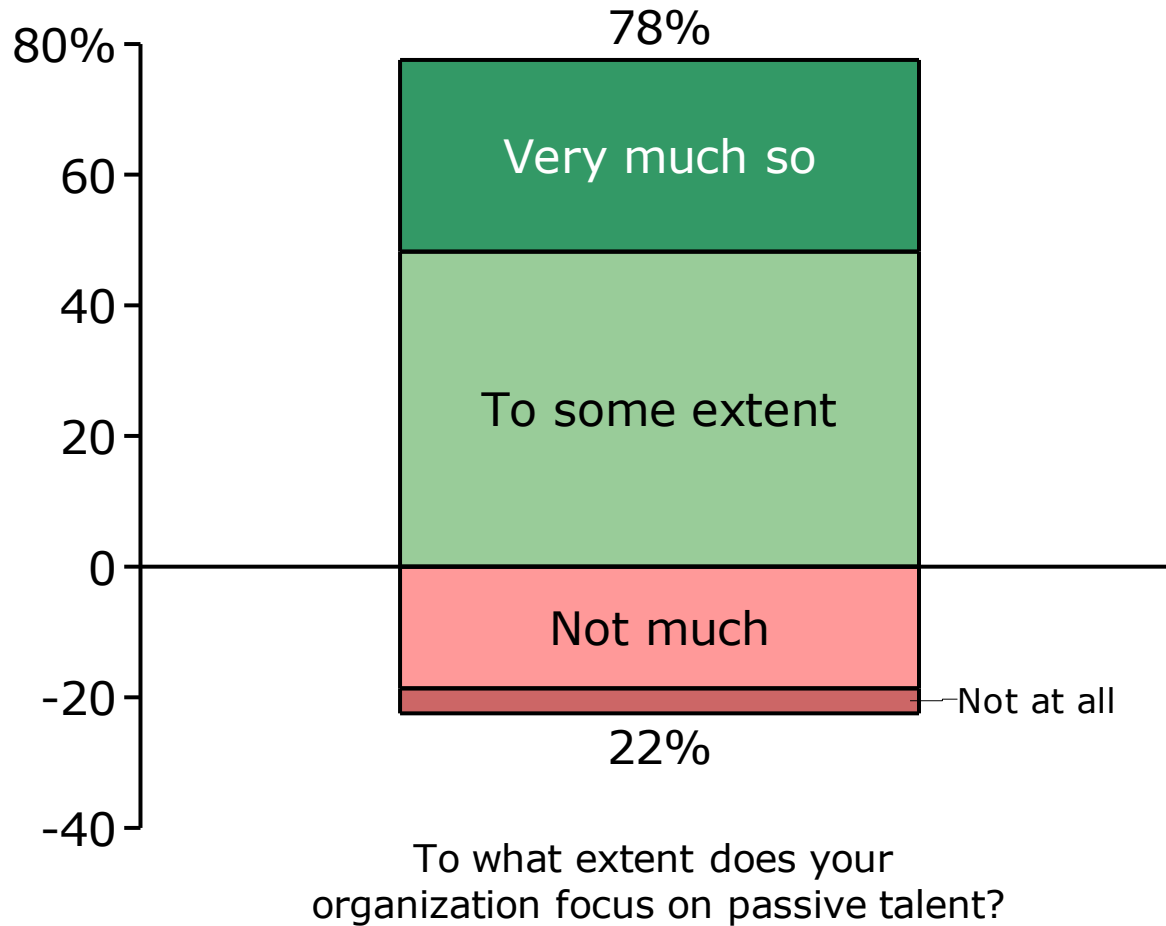
Over 70% of US budgets either flat or down in 2010

How do you expect your hiring tools and resources budget to change from 2009 to 2010?





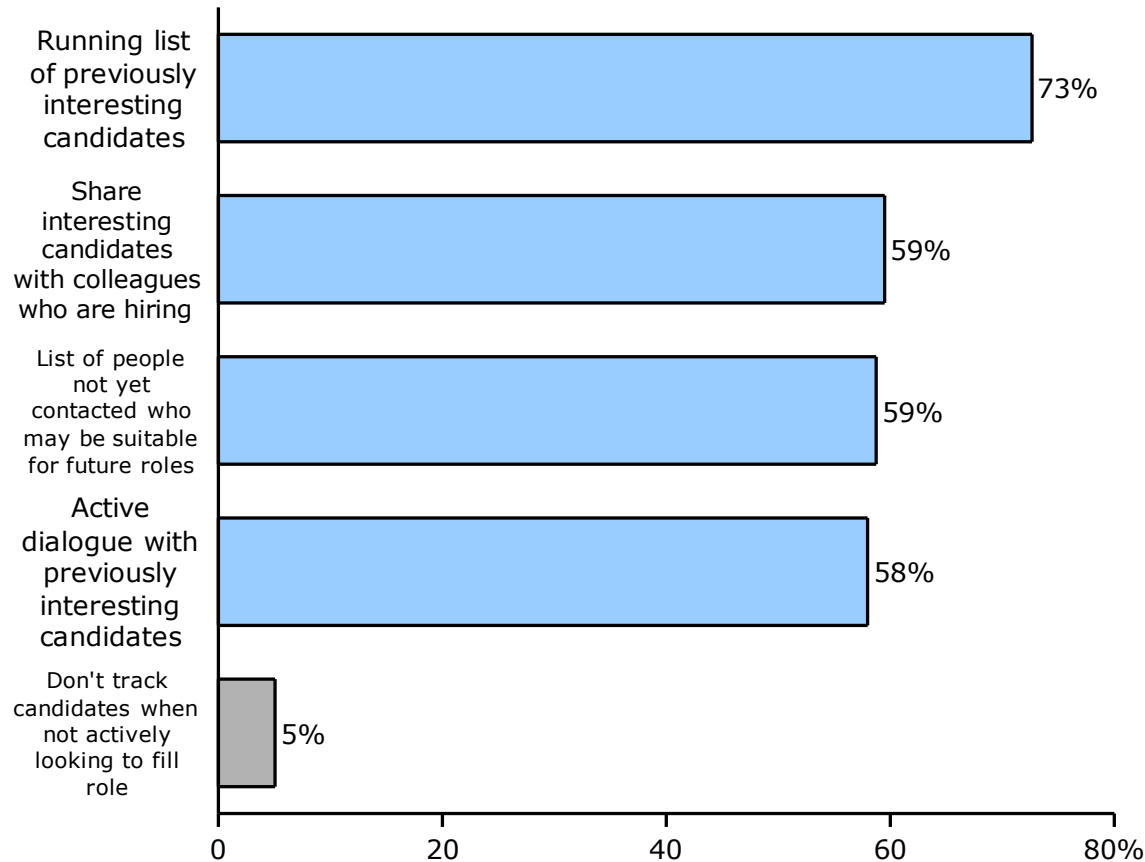
Passive candidate recruiting a focus for most US organizations...





... and pipelining activity is an important component

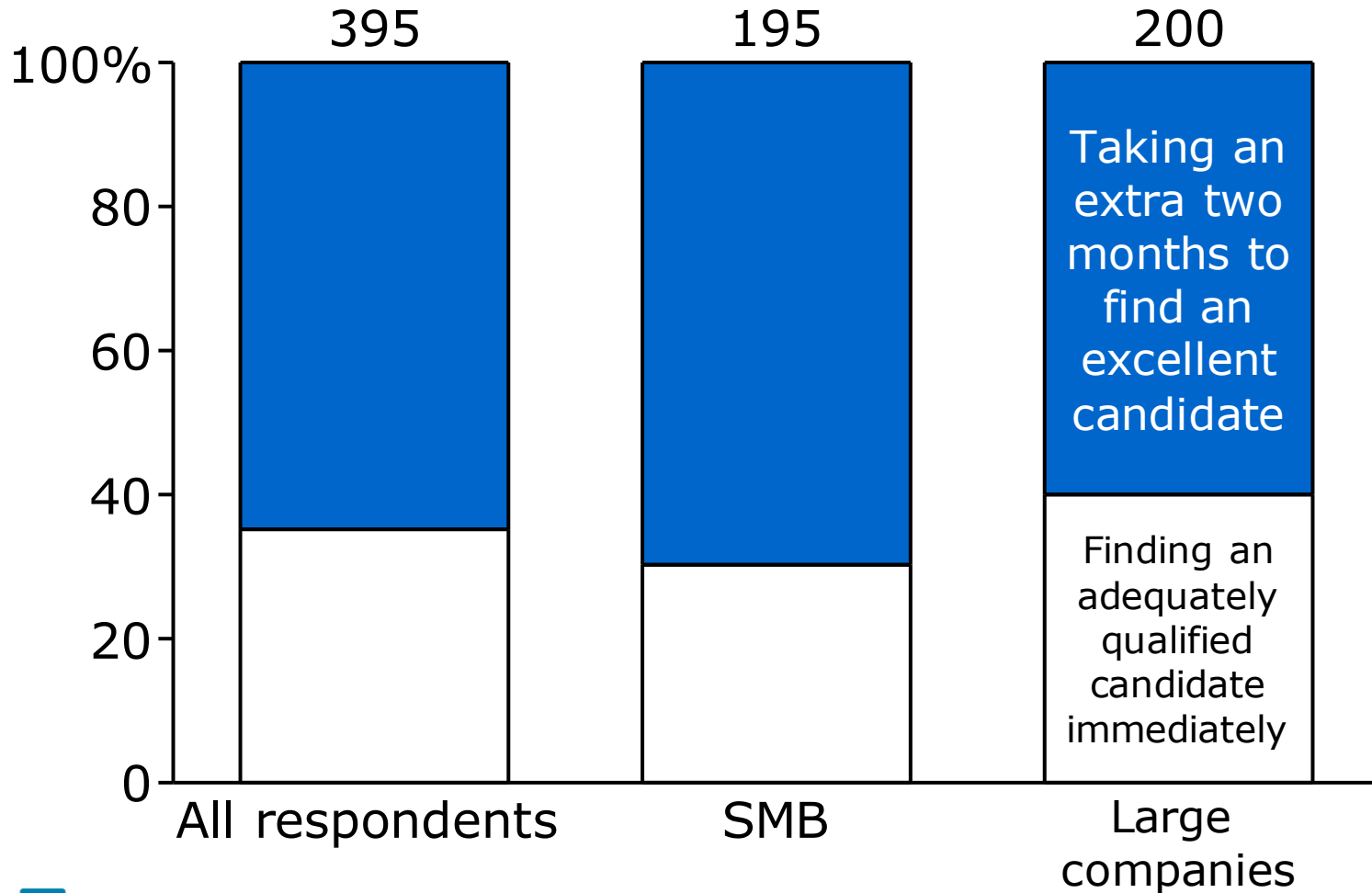
To what extent do you keep track of interesting candidates even when you are not actively looking to fill a role?





Quality of hire trumps speed for most US corporate recruiters

Which of these is more important to you when filling positions that are typically open?





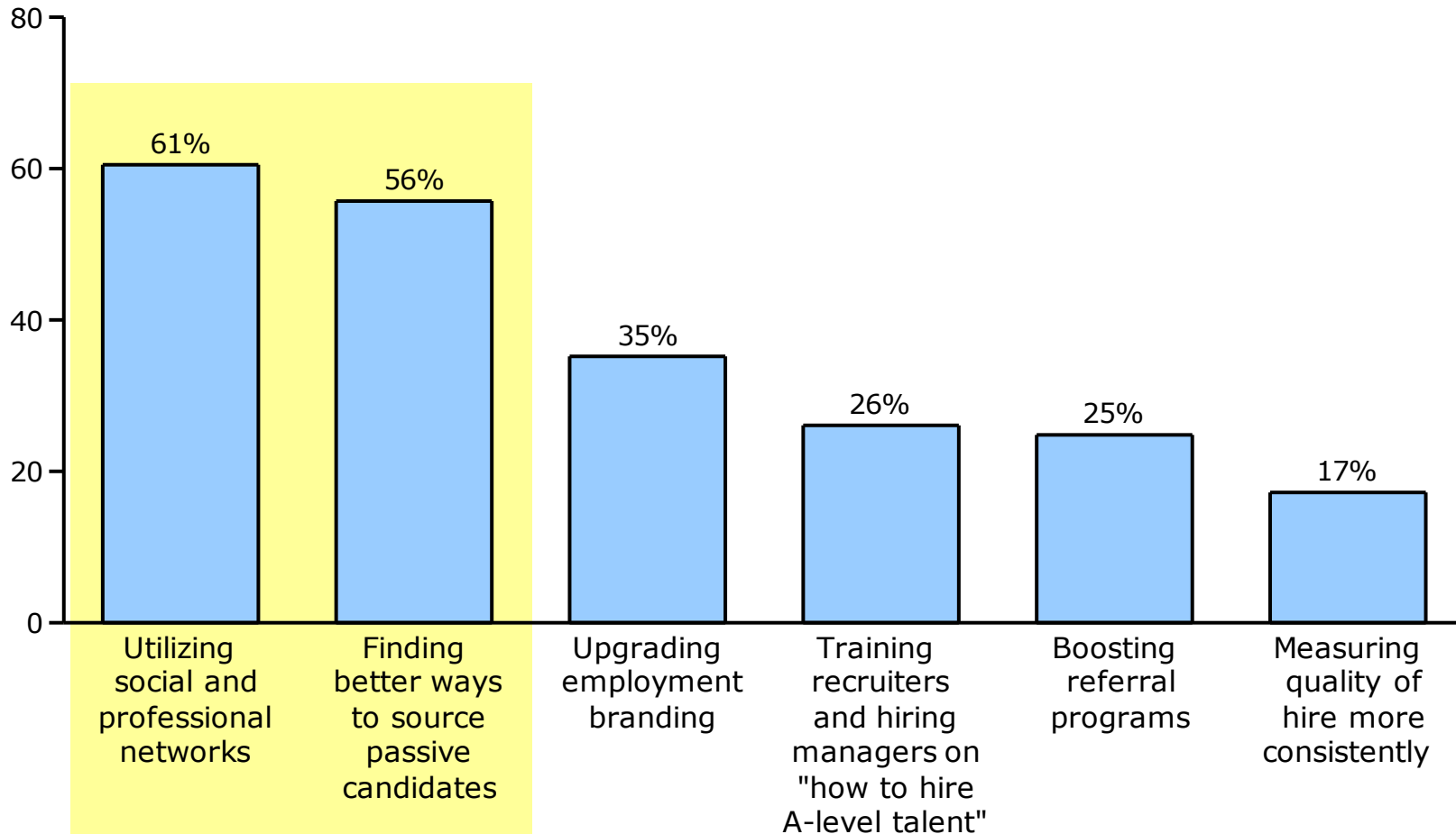
Half of those surveyed in the US are worried competitors will improve social media use...

<i>What are you most nervous your competitors might do?</i>	
Learn to use social networking and social media more effectively	50%
Build and nurture a strong talent pool	46%
Invest in their employment brand	37%
Improve their referral program	26%
Hire recruiters to strengthen their team	25%
Invest in new recruiting tools (ATS, job boards, LinkedIn, etc.)	24%
Further invest in their existing recruiting tools (ATS, job boards, LinkedIn, etc.)	22%
Prepare hiring managers to help ramp up hiring quickly	22%



...and top two US trends are utilizing social networks and passive candidate recruiting

What do you consider to be the three most essential and long-lasting trends in recruiting?





Global competitive hot buttons include social media, strong talent pool

<i>What are you most nervous your competitors might do?</i>	US	UK	Nether-lands	India	Canada	Australia
Learn to use social networking and social media more effectively	50%	50%	44%	39%	42%	51%
Build and nurture a strong talent pool	46%	48%	43%	47%	36%	59%
Invest in their employment brand	37%	42%	38%	51%	47%	59%
Improve their referral program	26%	24%	22%	44%	30%	36%
Hire recruiters to strengthen their team	25%	30%	15%	21%	24%	23%
Invest in new recruiting tools (ATS, job boards, LinkedIn, etc.)	24%	26%	17%	24%	24%	25%
Further invest in their existing recruiting tools (ATS, job boards, LinkedIn, etc.)	22%	24%	18%	19%	16%	23%
Prepare hiring managers to help ramp up hiring quickly	22%	26%	14%	30%	21%	25%

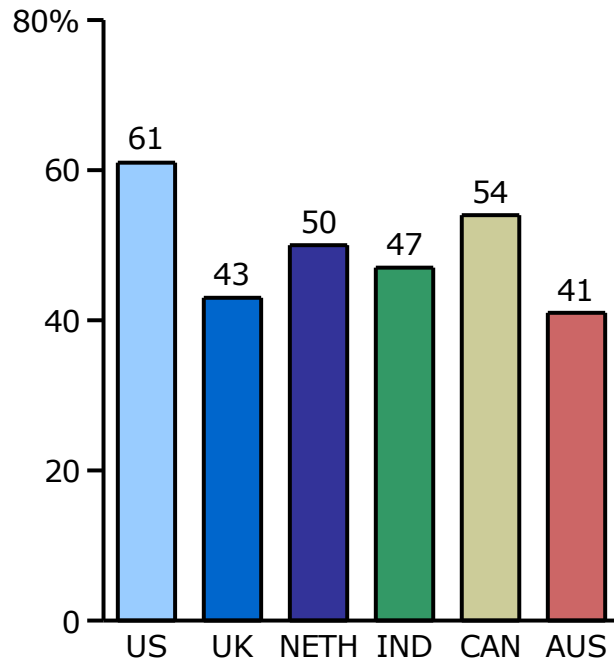


Global trends (1): US recruiters focused on social/professional networks and passive candidate recruiting

What do you consider to be the three most essential and long-lasting trends in recruiting?

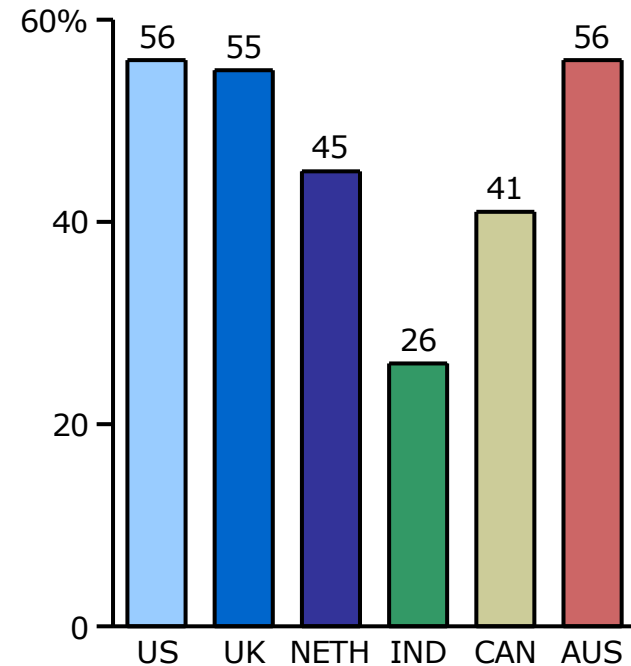
Highest % of US recruiters rated **social/professional networks** a top 3 trend

% rating as a top 3 trend



Passive candidate recruiting trend most noted in US, UK and Australia

% rating as a top 3 trend



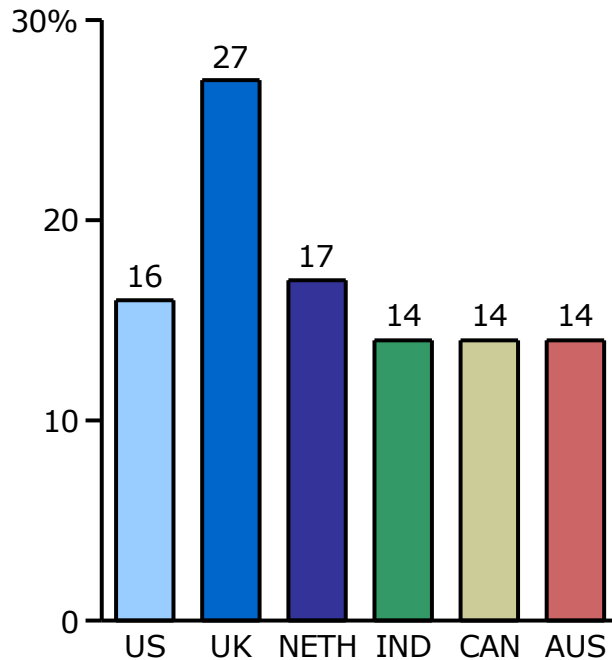


Global trends (2): UK emphasized staffing firm spend reduction; India stressed referral programs

What do you consider to be the three most essential and long-lasting trends in recruiting?

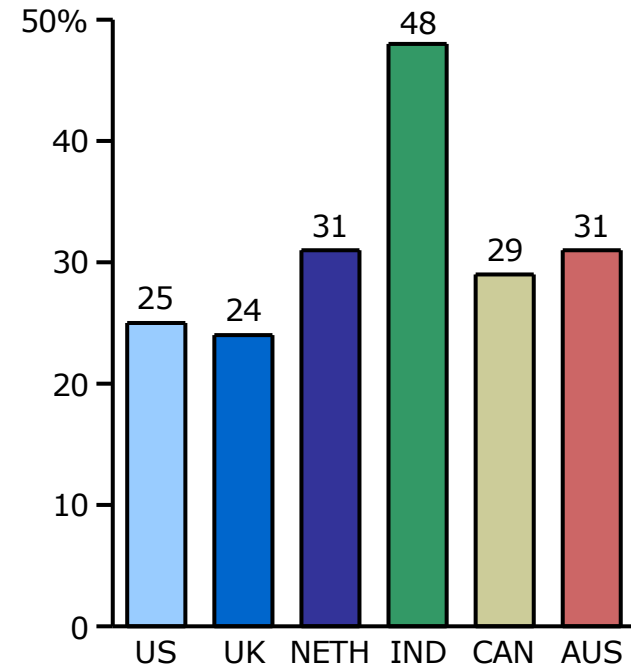
UK respondents likeliest to see **reducing staffing firm spend** as a key trend

% rating as a top 3 trend



Indian respondents most focused on **boosting referral programs**

% rating as a top 3 trend



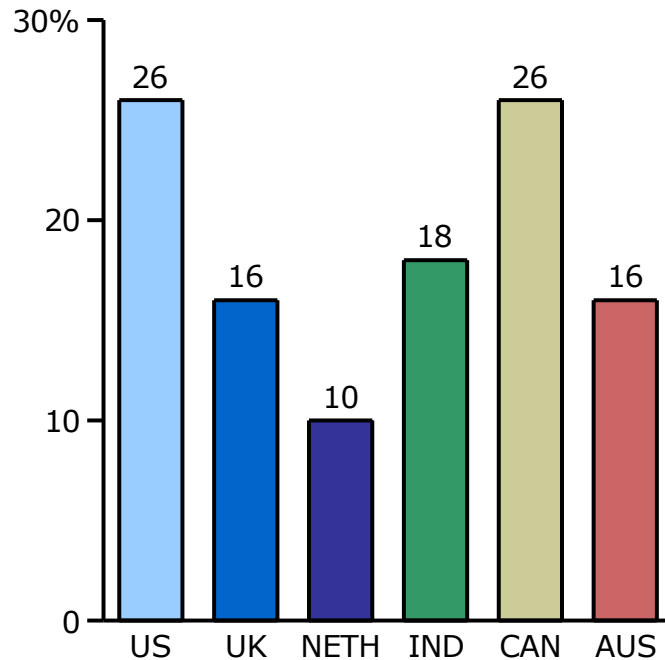


Global trends (3): US, Canada stressed hiring A-level talent; India, Canada, Australia focused on measuring quality of hire

What do you consider to be the three most essential and long-lasting trends in recruiting?

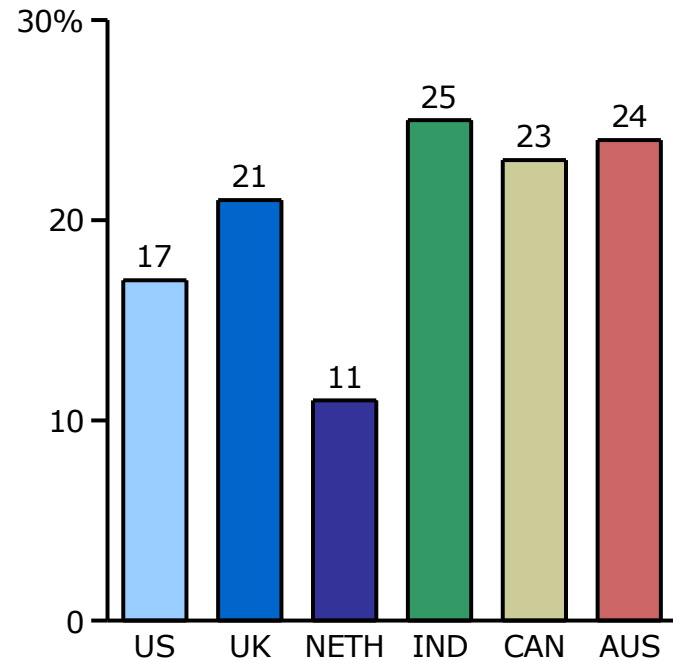
North American respondents likeliest to see **training recruiters and hiring managers on how to hire A-level talent** as a key trend

% rating as a top 3 trend



Indian, Canadian, and Australian respondents most focused on **measuring quality of hire more consistently**

% rating as a top 3 trend





Any questions?

Learn how to recruit top talent faster at
<http://talent.linkedin.com>