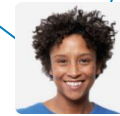




LinkedIn

Talent Advantage



Trends in Recruiting: 2010 Survey Highlights



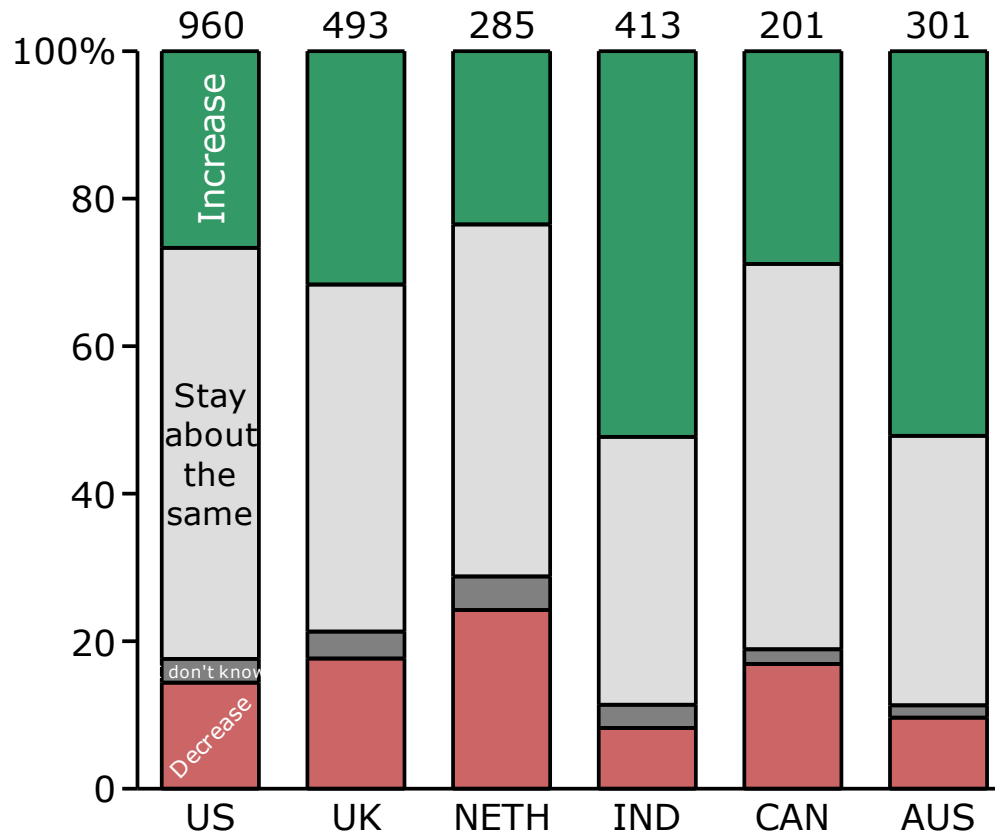
Survey background and demographics

- Survey conducted in February 2010 by LinkedIn
- Approximately 3200 respondents globally, broken down as follows:
 - US: ~1200
 - UK: ~600
 - Netherlands: ~400
 - Canada: ~200
 - India: ~500
 - Australia: ~300
- Respondents included hiring managers, internal corporate recruiters, HR generalists, and 3rd party/agency recruiters
- Respondents answered a wide range of questions related to budget and industry trends in recruiting



Majority of budgets either flat or down in 2010, apart from in India and Australia

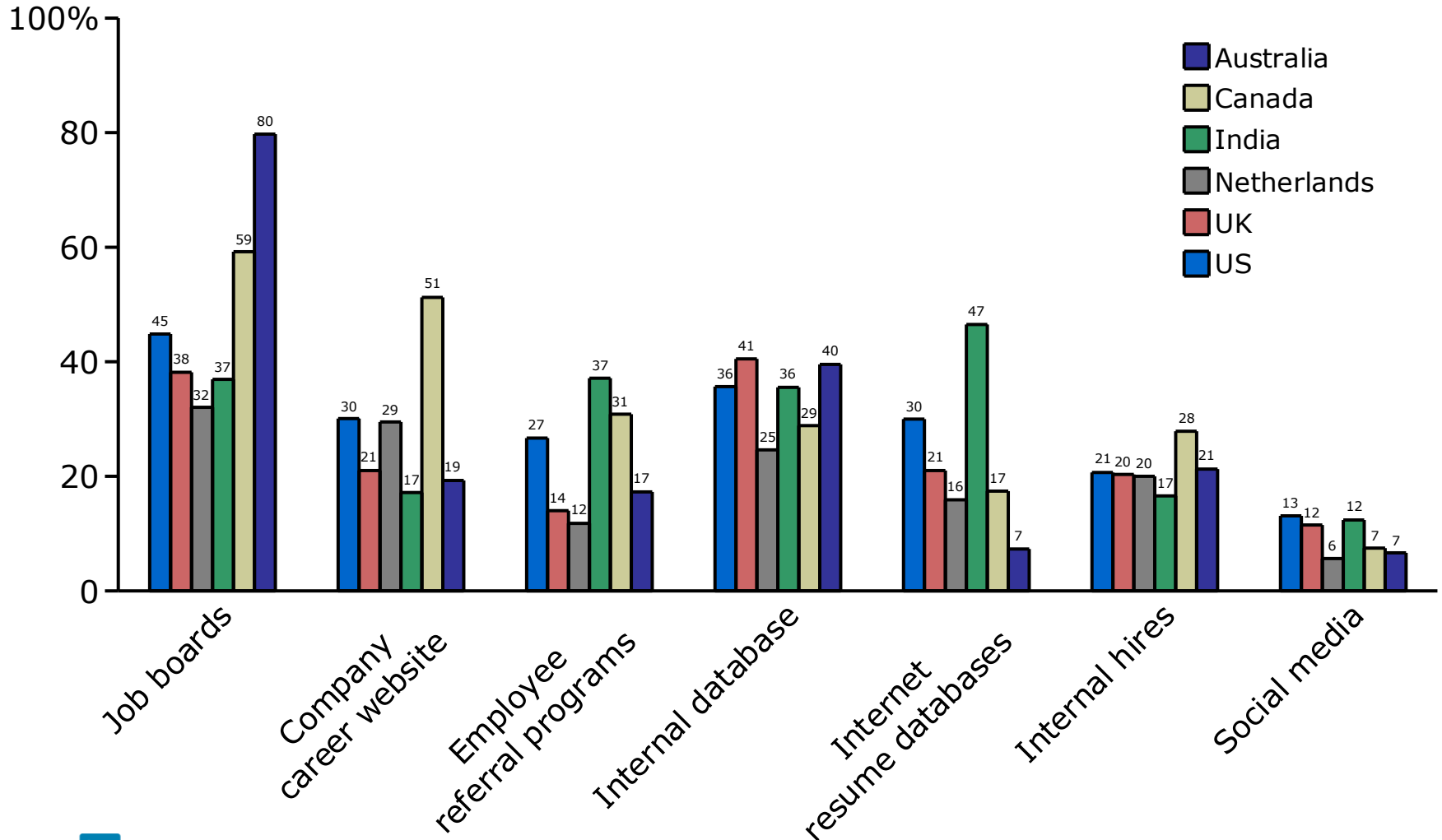
How do you expect your hiring tools and resources budget to change from 2009 to 2010?





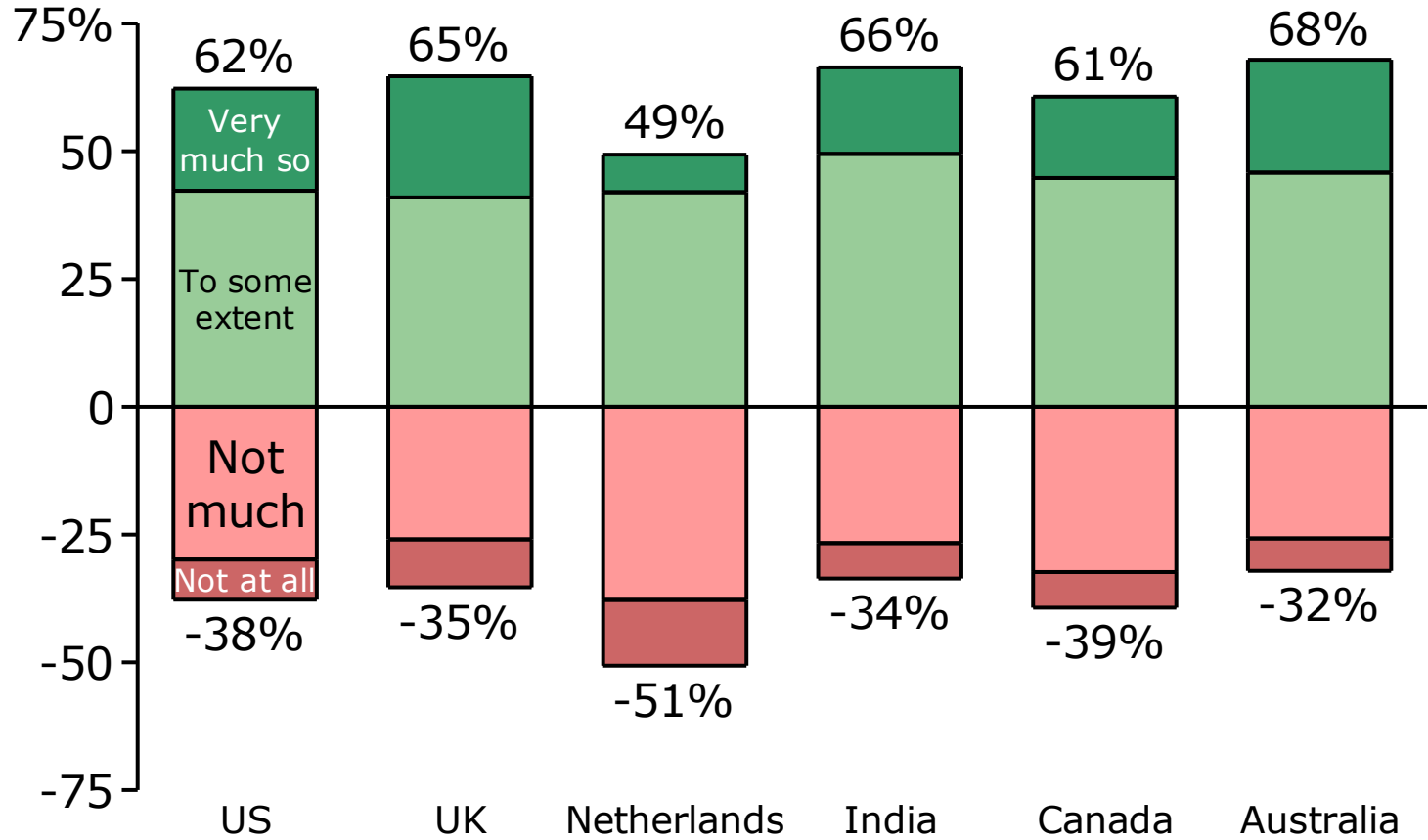
Most popular sources of professional hire: social media presence now developing

Which of these was the source of at least 15% of your professional hires in 2009?





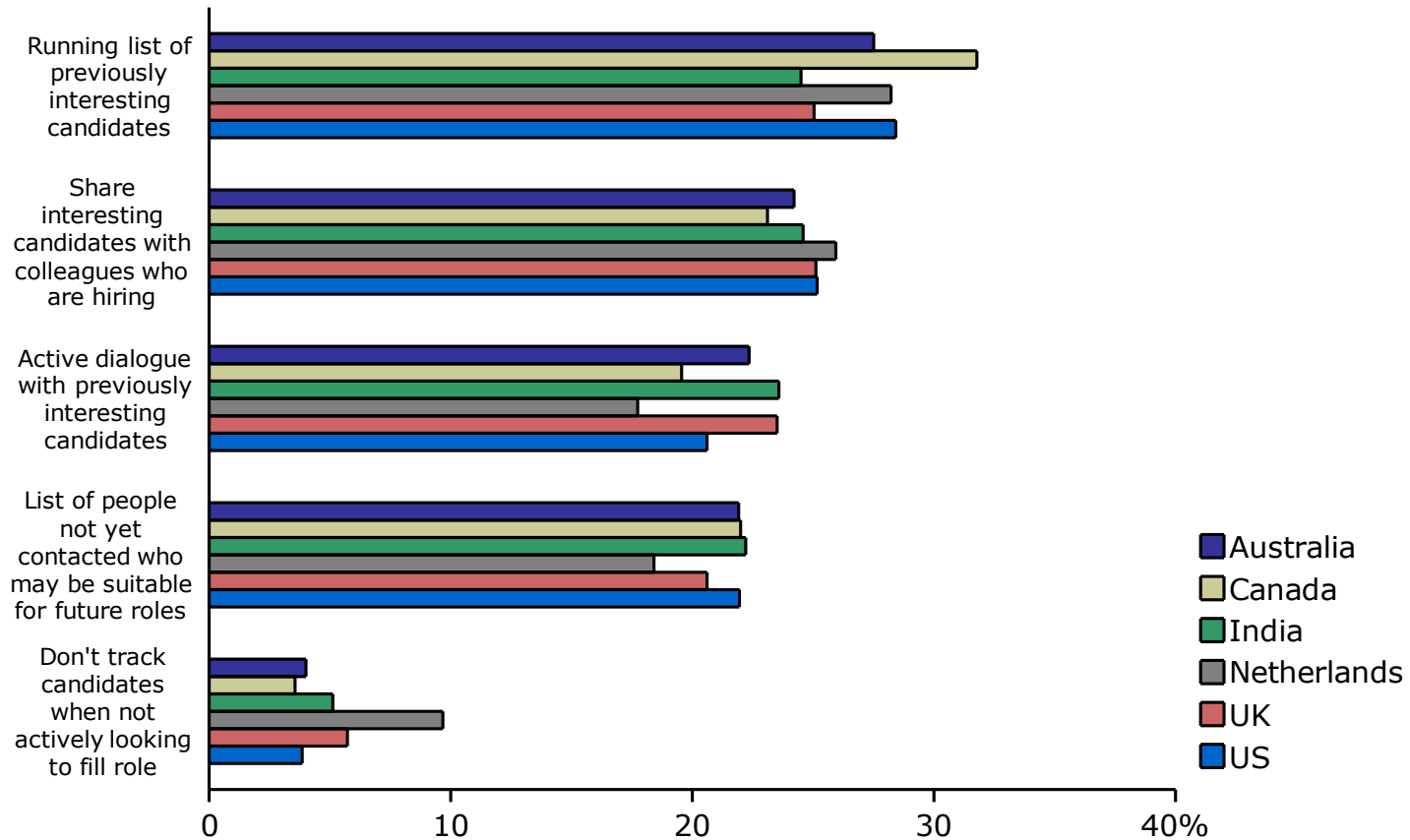
Passive candidate recruiting a focus for majority of organizations...





... and pipelining activity is an important component

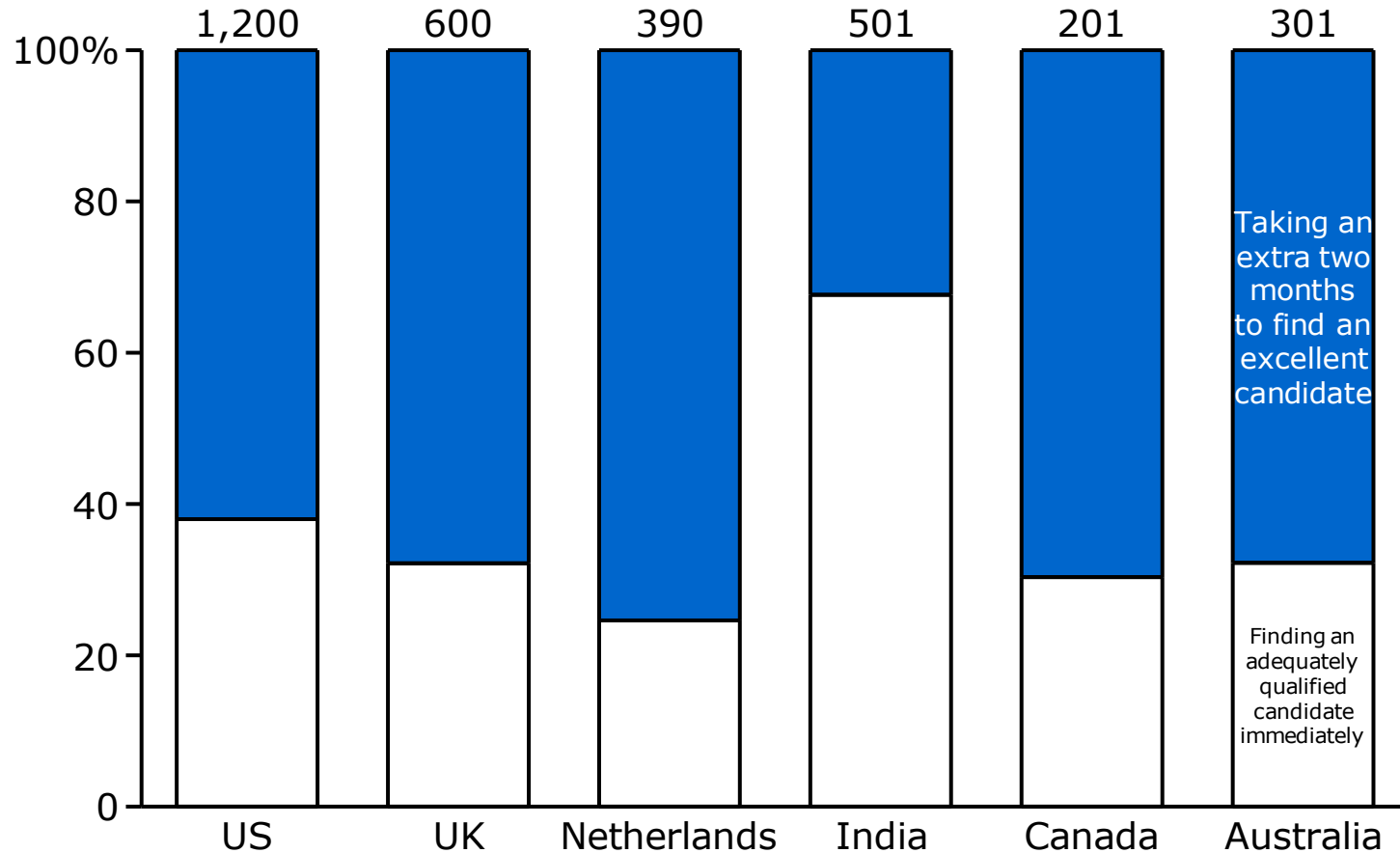
To what extent do you keep track of interesting candidates even when you are not actively looking to fill a role?





Quality of hire trumps speed for most hiring companies, except in India

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





Top competitive concerns for respondents include social media, strong talent pool

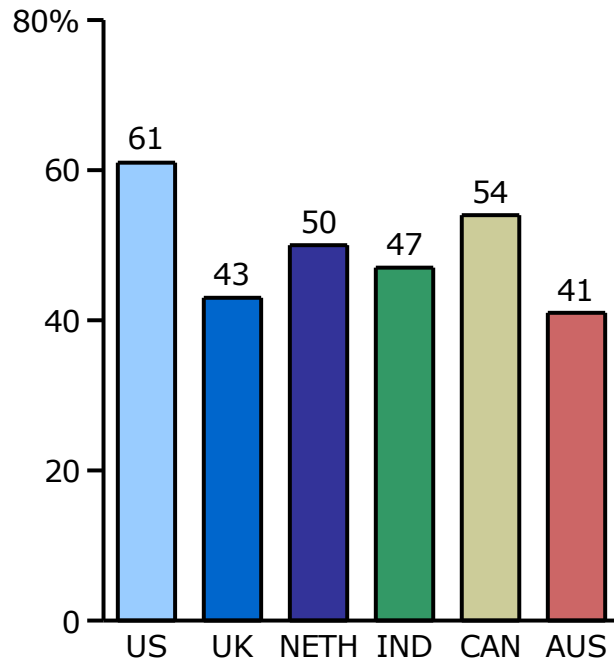
<i>What are you most nervous your competitors might do?</i>	US	UK	Nether-lands	India	Canada	Australia
Learn to use social networking and social media more effectively	50%	50%	44%	39%	42%	51%
Build and nurture a strong talent pool	46%	48%	43%	47%	36%	59%
Invest in their employment brand	37%	42%	38%	51%	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%



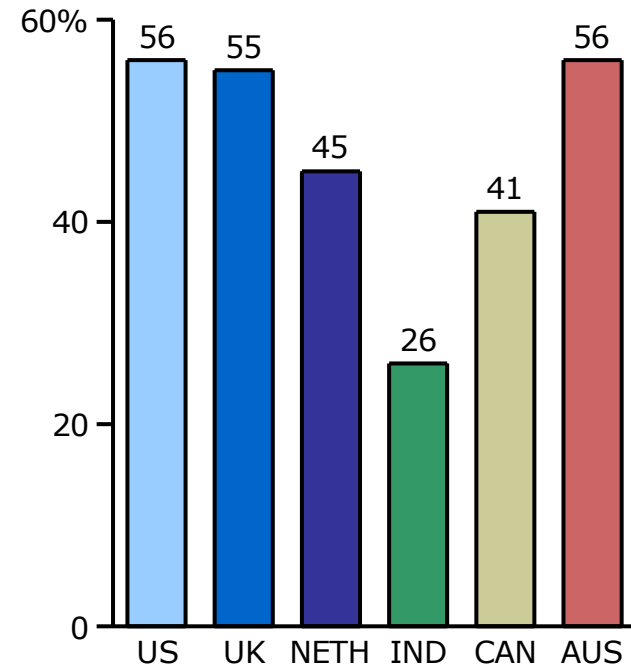
Key trends (1): US recruiters focused on social/professional networks and passive candidate recruiting

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



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

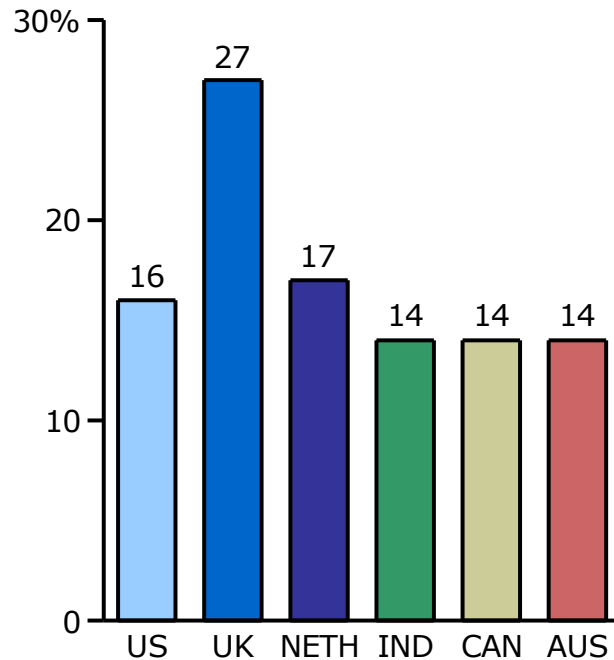




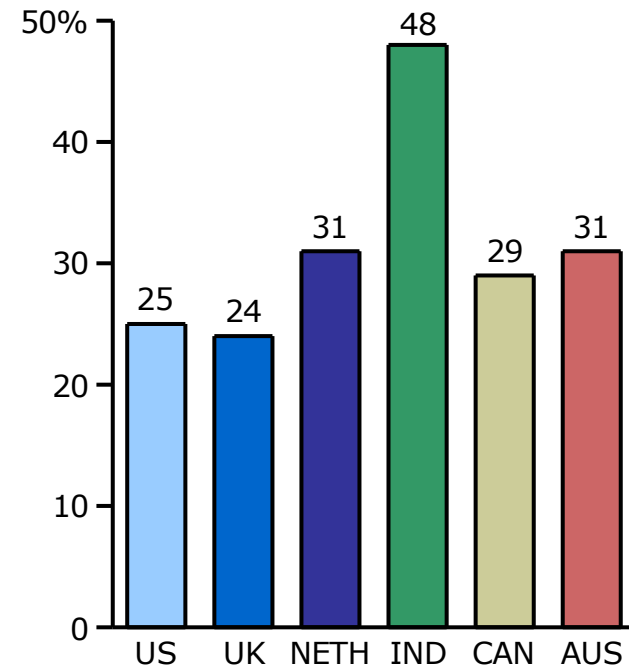
Key trends (2): UK emphasized staffing firm spend reduction; India stressed referral programs

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



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

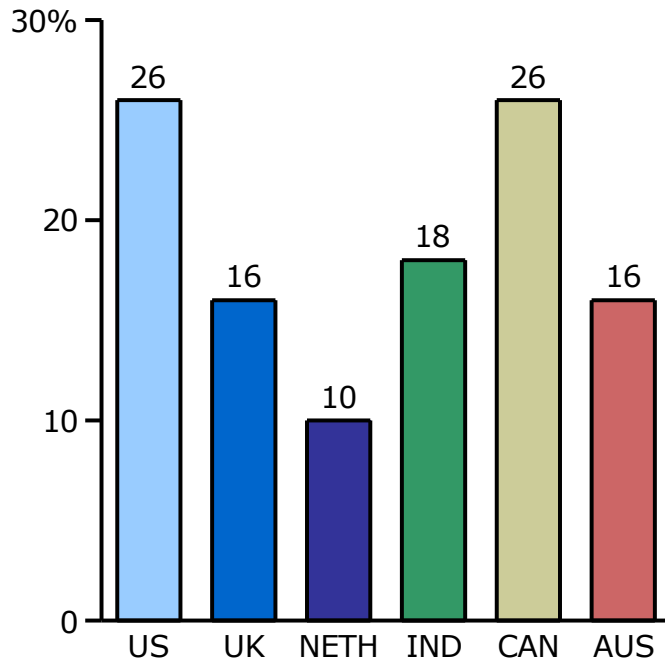




Key trends (3): US and Canada stressed hiring A-level talent; India, Canada, Australia focused on measuring quality of hire

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



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

