2016 Kuwait Talent Trends

Data on How Candidates Want to be Recruited

The data you need to get candidates to say “yes”

Recruiters – good news. Almost everyone, an overwhelming 93% of professionals in Kuwait, wants to hear from you.

But even in today’s information age, candidates don’t have enough information. In fact, their biggest challenge is not knowing enough about your company.

In our annual Talent Trends survey, we get to the bottom of how candidates want to be recruited and how you can grab their attention.

Read on for the exciting results. Happy recruiting.

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Executive summary

1

Almost everyone is open to your job opportunities.

A massive 93% of professionals in Kuwait said they are interested in hearing about new job opportunities. Yet only 45% are actively searching for new roles.

2

People want to know more about your company.

Worldwide, the biggest obstacle candidates face when changing jobs is not knowing enough about a company. Candidates in Kuwait are most interested in learning about your company's culture, perks, and leadership.

3

Once you have the right message, share it through the right channels.

The top 3 ways professionals in Kuwait land a new job are through someone they know at the company, a company's career website, and LinkedIn.

About LinkedIn's Annual Talent Trends Report

Who we surveyed:

590

Professionals in Kuwait

What we asked:

? How open they were to a new job

? What they wanted to know about your company and jobs

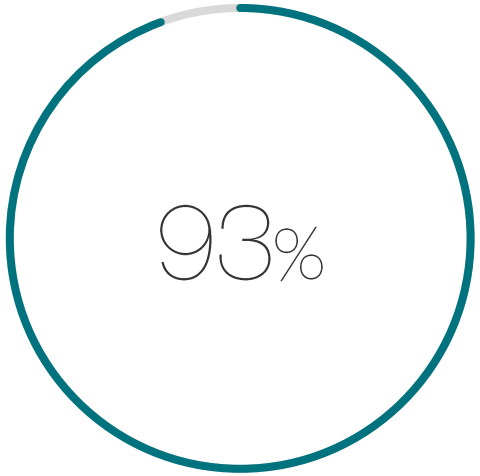
? What resources they used to change jobs

1

Almost everyone wants to hear from you

Nearly everyone is open to your opportunities

Whether or not someone is an active or passive candidate, they want to know about your open jobs



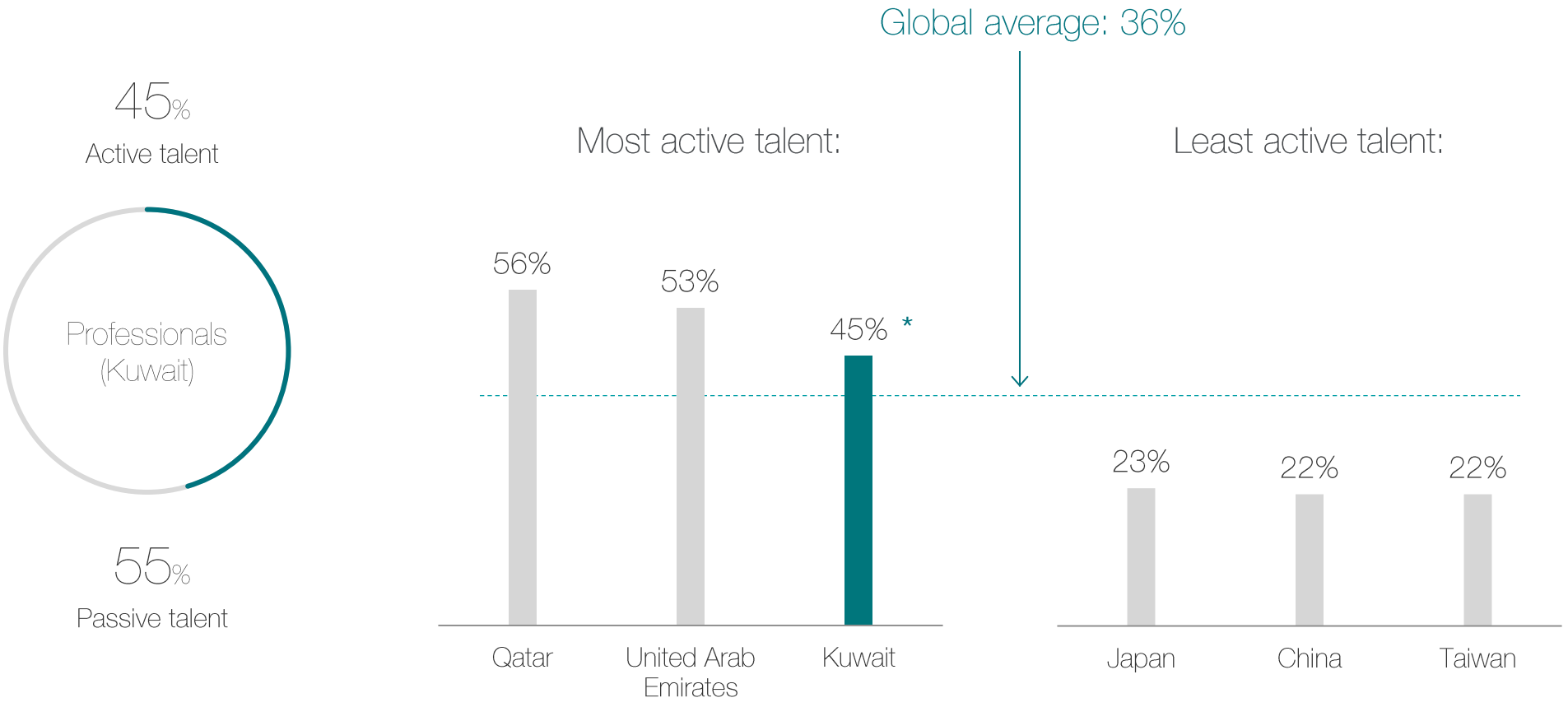
of professionals in Kuwait are open to new job opportunities

> *I was successfully recruited into my current role based on an In Mail sent to me by a recruiter. This then triggered months of back-and-forth interactions until my current employer and I were in final agreements.*

Samer Chidiac

Chief Innovation Specialist, Government of Dubai / Road & Transport Authority

And almost half of the professionals in Kuwait are actively looking for jobs

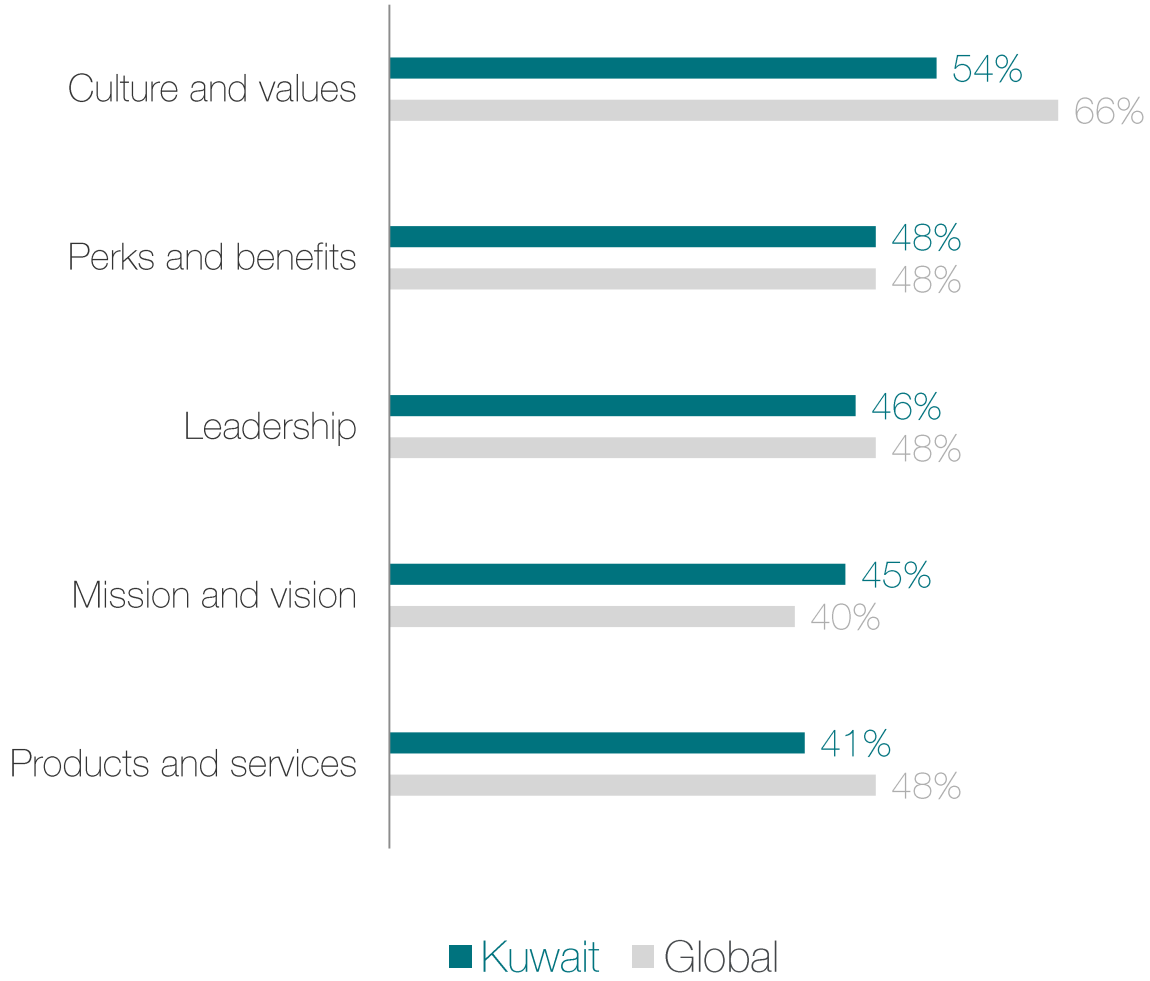


* Statistically different from global professionals at the 90% confidence level.

2

What candidates want to know

What candidates want to know most about your company



> *Working environment and style, development plans and work-life flexibility are what I usually look at in any company. Culture and values are very important too as these shape the company strategy.*

Nasser AlNasser
Senior Technical Evangelist, Microsoft

Direct advice from candidates on what to share about your company

Give an honest perspective	"Inform me about how genuinely happy employees are working at the company in terms of work-life balance and feeling fulfillment after an assignment or projects."
Share employee views	"Give me an option of touring the organization and meeting employees in the department. Be open to me contacting ex employees who worked in that particular department or role."
Explain what makes you different	"Give more details about the company's business plan over the next 5 years and what they expect precisely of us."
Talk about the company vision and strategy	"Share a brief on the company's values and strategy, staff turnover, and staff satisfaction measures."
Give specifics about office locations	"Be open and transparent about both the positive and negative aspects of working in a particular country."

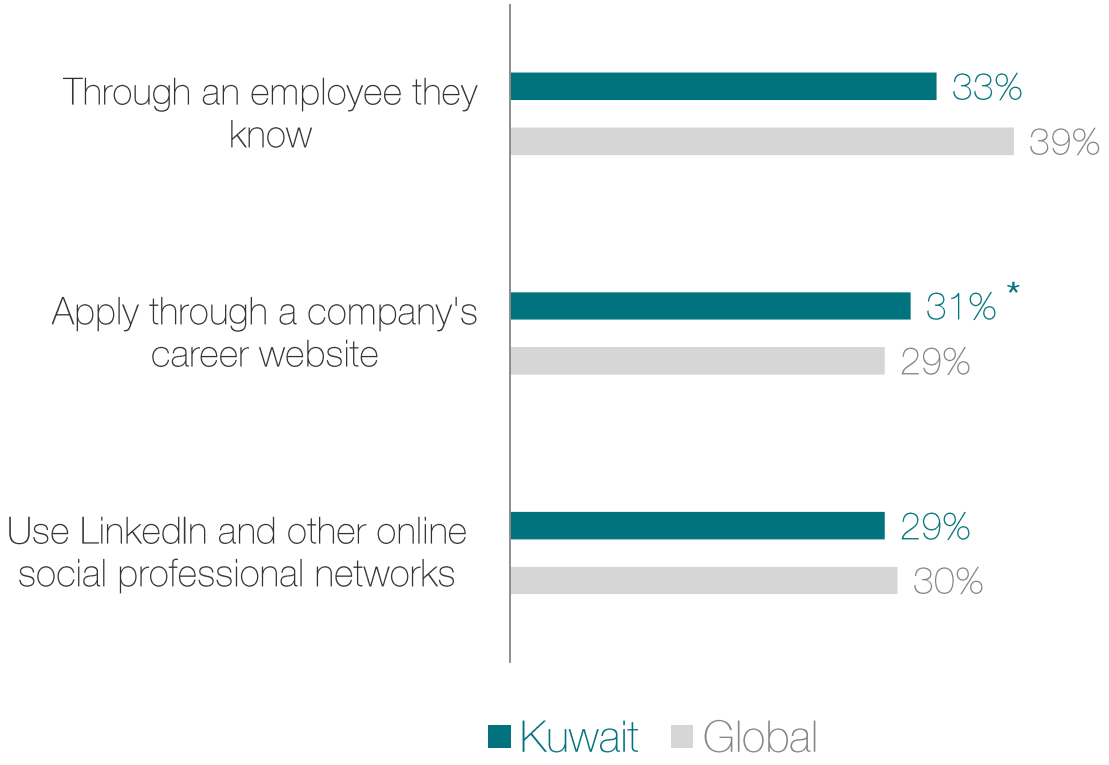
What candidates want to know about a new job

Career trajectory	“Clarify the position in the hierarchy of the company and the growth potential."
Expectations and workload	“Give me clarity about the role, responsibilities and expectations.”
Day in the life	“Describe what a typical work day sounds and looks like."
Employee perspectives	“Connect me with people already working there."

3

Where to find candidates

The top ways people land a new job



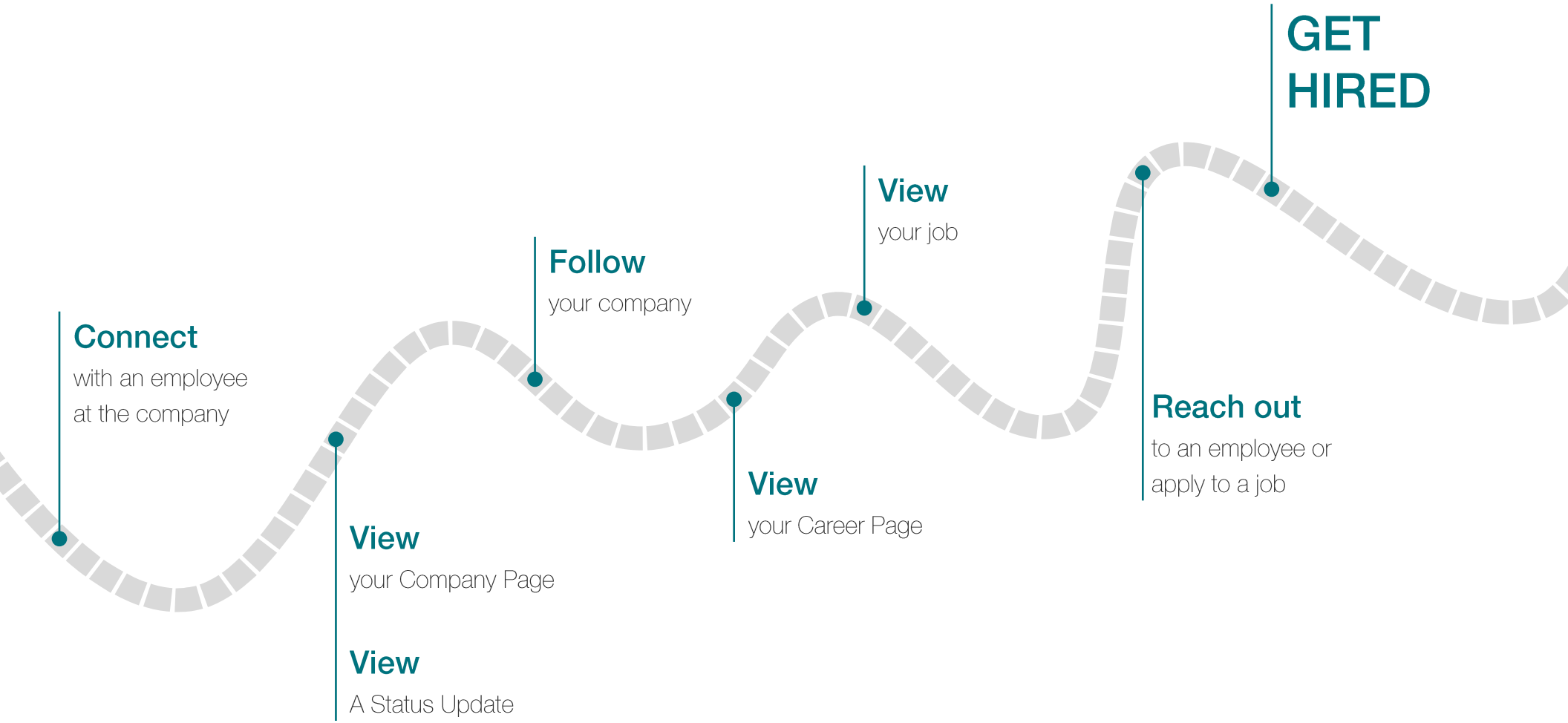
Compared to their global peers, professionals in Kuwait are more likely to rely a company's career website to land a new job.

Spruce up your company's career website and job descriptions with irresistible employer branding content that explains your culture and careers. And make sure you have a presence on LinkedIn, where many Kuwait professionals are both actively and passively looking at new jobs.

* Statistically different from global professionals at the 90% confidence level.

Here's how the candidate journey plays out on LinkedIn

We looked at the behaviors of millions of LinkedIn members, and discovered that the most common path from candidate to hired looks like this:



3 ways to apply these trends to your recruiting strategy

Fully utilize the LinkedIn platform to get access to the best talent

While 45% of professionals in Kuwait are actively searching for jobs, 93% are interested in hearing about new opportunities. More than their global counterparts, professionals in Kuwait rely on a company's career website to land a new job.

Get specific about your company's culture and values

The number one thing candidates in Kuwait want to know about a company is its culture. Create and share enticing content about things that make your culture unique. Refresh your job descriptions so they bring to life your company's culture as well as what someone in that role will do.

Reach candidates through the right channels

Invest in the top channels candidates in Kuwait use to get a new job — employee referrals, your company career website, and LinkedIn. Make employees aware of your open roles and how your employees referral program works. Equip your employees to be brand ambassadors for your company.

Learn how talent around the world is changing

Now that you've read your regional Talent Trends report, learn what's changing about job seeking around the world. Download the global talent trends report for the latest insights on how candidates want to be recruited.

Get global report

Methodology

The results of this analysis represent the world seen through the lens of LinkedIn data. As such, it is influenced by how members choose to use the site, which can vary based on professional, social, and regional culture.

We surveyed 590 LinkedIn members in Kuwait between January and March of 2016. The majority were employed full-time or part-time when they took the survey. We offered the survey in multiple languages without incentives and did not weight the data. The confidence level for this survey is 90% to 95% and is higher for subgroups.

Authors

Allison Schnidman
Strategic Research Consultant, LinkedIn

Lorraine Hester
Senior Market Research Associate, LinkedIn

Esther Lee Cruz
Global Marketing Manager, LinkedIn

Zeina Harmouche
MENA Associate Marketing Manager, LinkedIn

Maria Ignatova
Global Content Marketing Lead, LinkedIn

Akansha Agrawal
Insights Analyst, LinkedIn

Charlene Nee
Content Marketing, LinkedIn

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