2016 Brazil 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 94% of professionals in Brazil, 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 or jobs.

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.

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3 Where to find them each step of the way

Executive summary

1

Almost everyone is open to your job opportunities.

A massive 94% of professionals in Brazil said they are interested in hearing about new job opportunities.

2

But people don't know much about your company or jobs.

Candidates in Brazil say their biggest obstacle when changing jobs is not knowing enough about your company.

3

Once you have the right message, you need to share it in the right ways.

Your employees make the best recruiters. The top way people in Brazil first discover and land a new job is through an employee referral.

About LinkedIn's Annual Talent Trends Report

Who we surveyed:

664

Professionals in Brazil

75%

Employed, lower than the 88% global average

215

People in Brazil who changed jobs between February and March 2016

What we asked:

? How open they were to a new job

? What they wanted to know about a new company or job

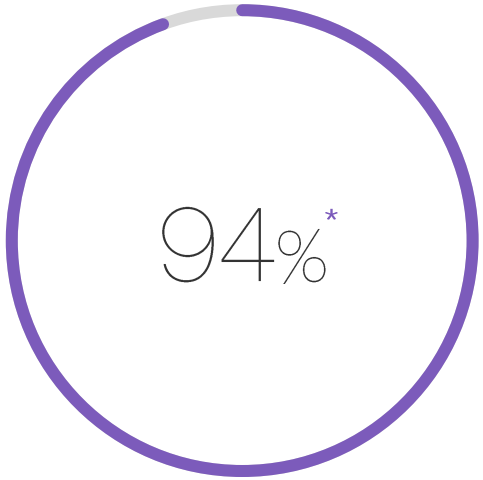
? What resources they used to change jobs

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.



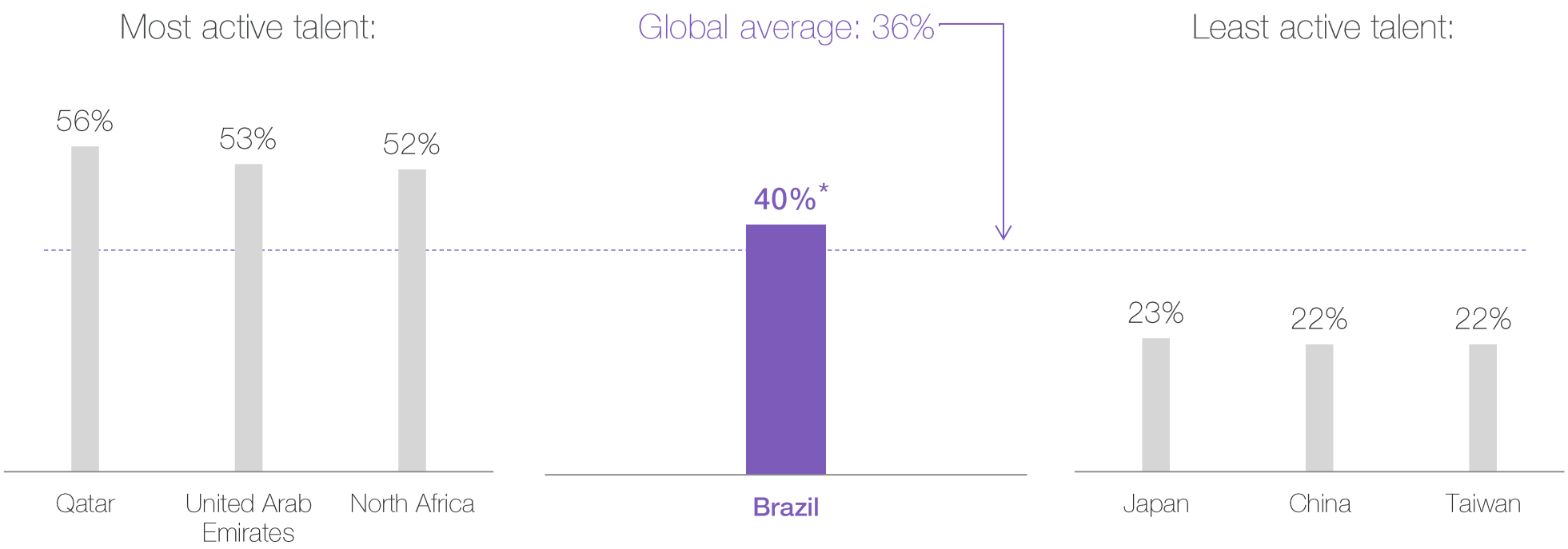
of professionals in Brazil are interested in hearing about new job opportunities

> *A recruiter reached out and said, 'You have an interesting LinkedIn profile.' He referred to my master's thesis which was about the London Olympics. I ended up taking the job.*

Émilie Gauthier
Former Assistant to the Executive Director of Sport, Canadian Olympic Committee

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

Brazil has above average levels of active talent



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

2

What candidates want to know

The biggest roadblocks candidates face when changing jobs

> *It's hard to know what exactly [companies] are looking for and how they differentiate between candidates and opportunities.*

Sung Kim
Financial Planning & Analysis Manager, The Honest Company

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

What candidates want to know most about your company

Compared to their global peers, professionals in Brazil want to know more about most aspects of a company.

Make sure your online employer brand materials provide plenty of information about your company culture, perks, employee views, organizational structure, and office locations.

*Statistically different from global professionals at the 95% confidence level.

Direct advice from candidates on what to share about your company

Give an honest perspective	"Give a real picture of the company working environment, not the usual made-in-heaven company profile."
Share employee views	"I would like to hear the positives and negatives from real professional staff members — not the marketing gloss from the CEO or marketing office. Real people. Real jobs."
Explain what makes you different	"Share what makes the company different from its competitors and why a potential candidate should apply for the position."
Talk about the company vision and strategy	"Information about the strategy/vision and ambitions of the company – not just the headlines, but HOW they will achieve their ambitions/vision."
Give specifics about office locations	"People need to know what suburb the job is in and whether parking is a problem or whether public transport is a viable option. It's the little things that make a difference."

Professionals want more than a job, they want career growth

The most common reasons why people leave their job

	Lack of career advancement opportunities	Want more challenging work	Discontent with the compensation and benefits	Unhappy with the work environment and culture	Unsatisfied with the rewards and recognition
Brazil	40%	38%	34%*	30%	26%
Global	43%	35%	29%	27%	27%

> *Show the company's organizational structure. This way I can know if I am able to build a career inside the company.*

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

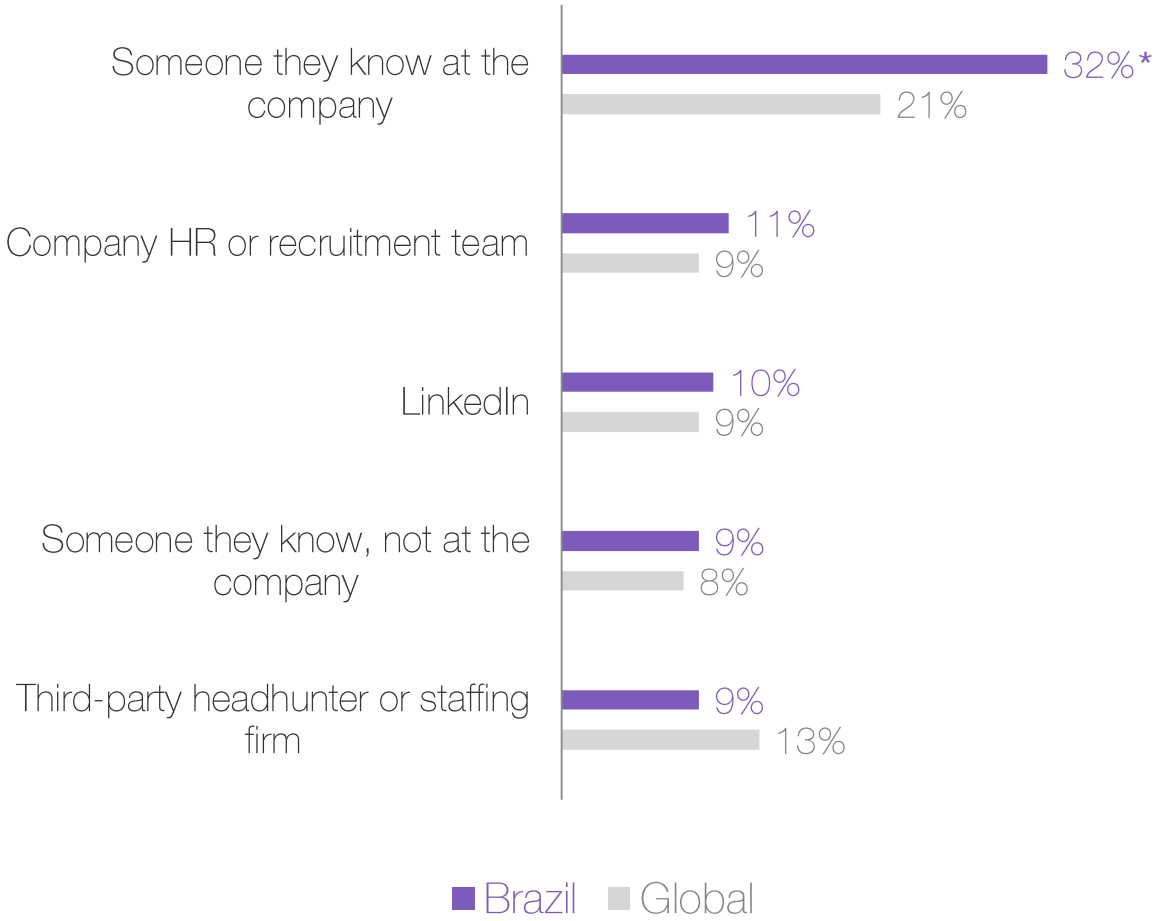
What candidates want to know about a new job

Career trajectory	“Tell me how this will impact my career and how fast an employee can grow.”
Expectations and workload	“Avoid clichés in describing the job/company. Be honest and upfront with what the expectations and workload will be.”
Day in the life	“Give a realistic day in the life of a person in that job. Good and bad. No job is perfect and I know that certain bad things can be lived with and certain bad things cannot.”
Employee perspectives	“Connect me with insiders — nothing like hearing straight from the horse's mouth.”

3

Where to find candidates

People first learn about a new job through



Professionals in Brazil are more likely than global professionals to land a new job through an employee referral.

Make employees aware of your open roles and how your employees referral program works. Equip your employees to be brand ambassadors for your company.

*Statistically different from global professionals at the 95% confidence level.

After hearing about the job, they don't apply right away

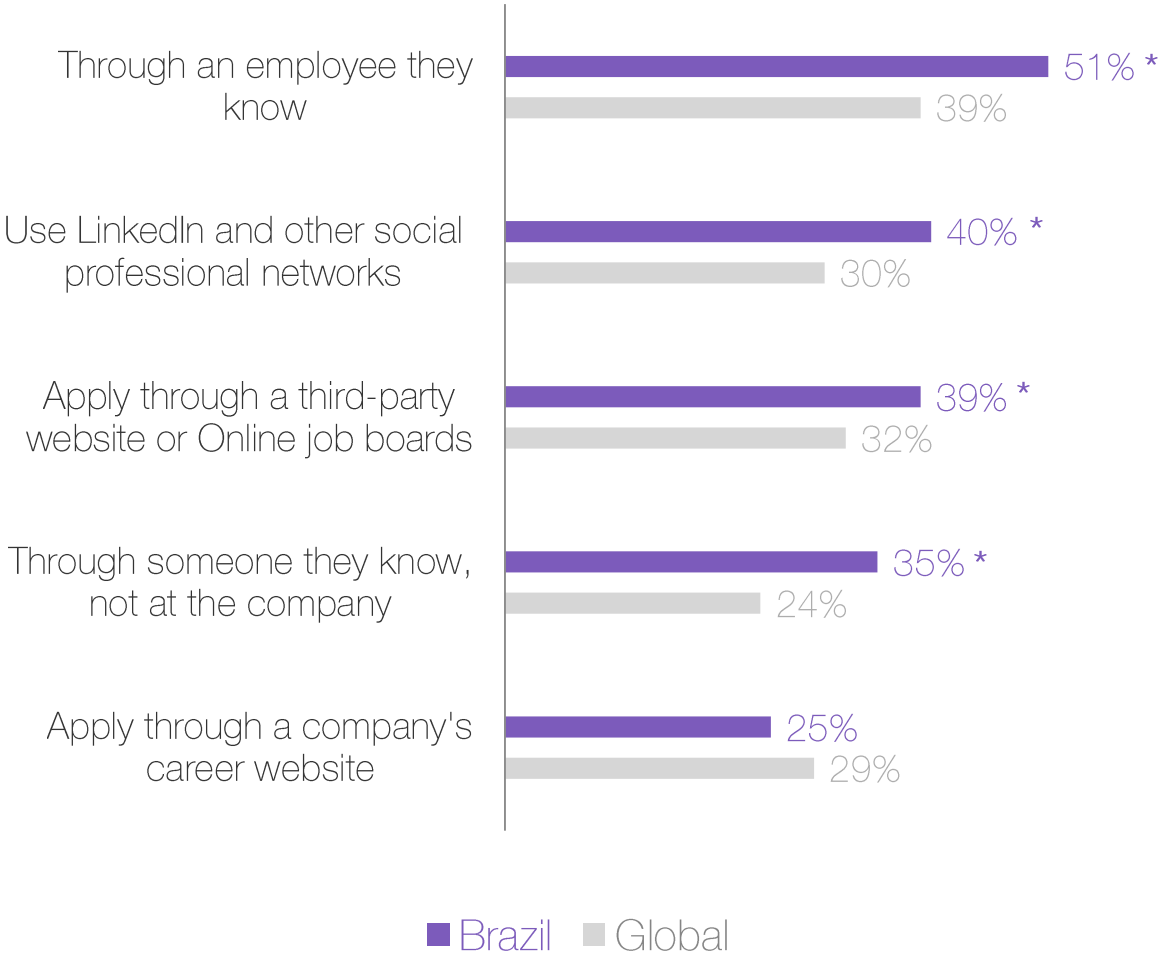
Instead they:

Professionals in Brazil are more likely than global professionals to follow a company on social media after they find out about a new role.

Attract candidates interested in your company by sharing your content and jobs through the channels they use for research, especially social media.

*Statistically different from global professionals at the 95% confidence level.

The top ways people land a new job



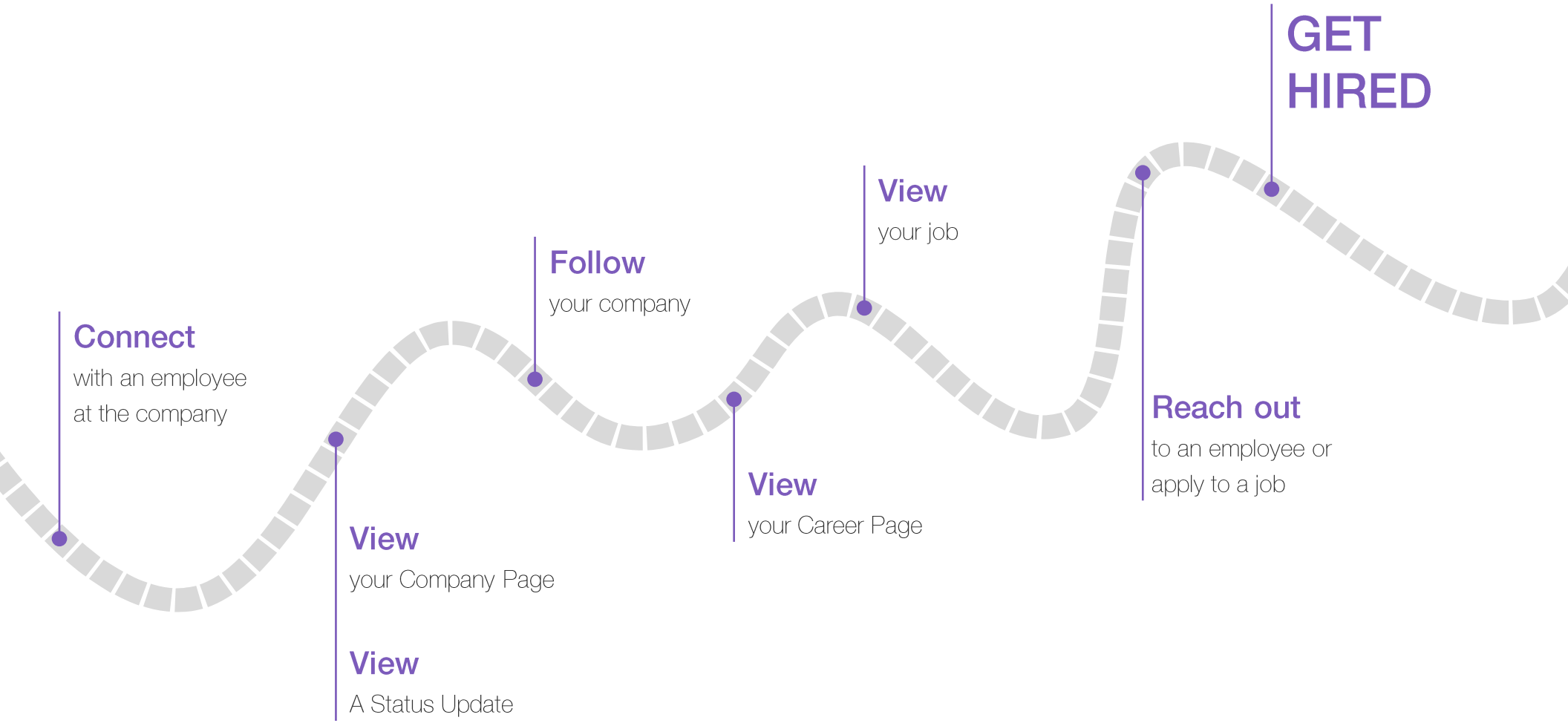
Compared to their global peers, professionals in Brazil are more likely to land a new job through someone they know, LinkedIn, and third party job boards.

Help your employees refer people they know and be brand ambassadors for your company. And make the most of LinkedIn to get access to the best talent in Brazil.

*Statistically different from global professionals at the 95% 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

Help candidates discover you well before they apply

The top obstacle candidates in Brazil face when changing jobs is not knowing enough about a company. Invest in common channels professionals use before they apply to your jobs — online articles, social professional networks, and your own employees, just to name a few.

Empower your employees to recruit

Employees are the top way candidates in Brazil first find out about a job, and land a new job. Make employees aware of your open roles and how your employees referral program works. Equip your employees to be brand ambassadors for your company.

Get specific about your company's culture, values, and careers.

70% of professionals in Brazil say that culture is the number one thing they want to know about a company. Refresh your job descriptions so they include a thorough description your company's culture as well as what someone in that role will achieve — not just a checklist of required experiences and pedigrees. Train your recruiters to share the full picture of what a career at the company could look like, not just the one job they are trying to fill.

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 664 LinkedIn members in Brazil 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.

We also surveyed 215 LinkedIn members in Brazil who changed companies between February and March of 2016, as self-reported on their LinkedIn profiles and confirmed in the survey. We offered the survey in English only without incentives and did not weight the data. The confidence level for this survey is 90% to 95% and is higher for subgroups..

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