2016 Singapore Talent Trends

Data on How Candidates Want to be Recruited

The data you need to hire top talent

Recruiters – good news.

Almost everyone, an overwhelming 96% of professionals in Singapore, 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. Happy recruiting.

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Executive summary

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Almost everyone is open to your job opportunities.

A massive 96% of professionals in Singapore are interested in hearing about new job opportunities.

2

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

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

3

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

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

About LinkedIn's Annual Talent Trends Report

Who we surveyed:

519
Professionals in Singapore

190
People in Singapore who changed jobs between February and March 2016

59%
Are citizens of Singapore

What we asked:

? How open they were to a new job

? What they wanted to know about your company and jobs

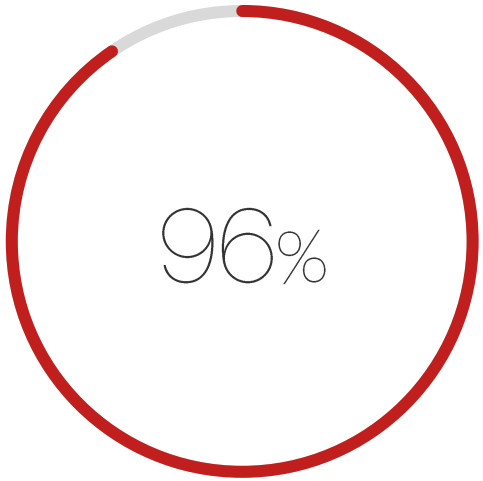
? What resources they used to change jobs

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 jobs.



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

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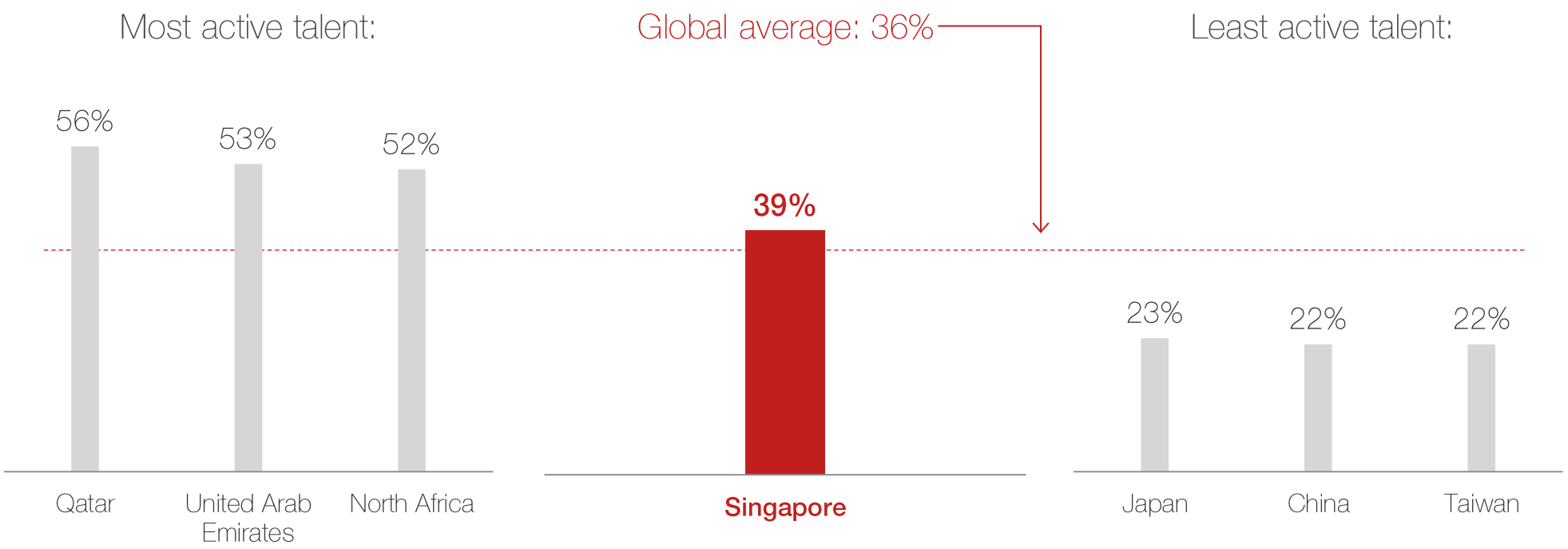
"A recruiter reached out and said, 'You have an interesting LinkedIn profile.' He referred to my master's thesis which was about the London Olympics. I ended up taking the job."

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

Singapore has slightly above average levels of active talent



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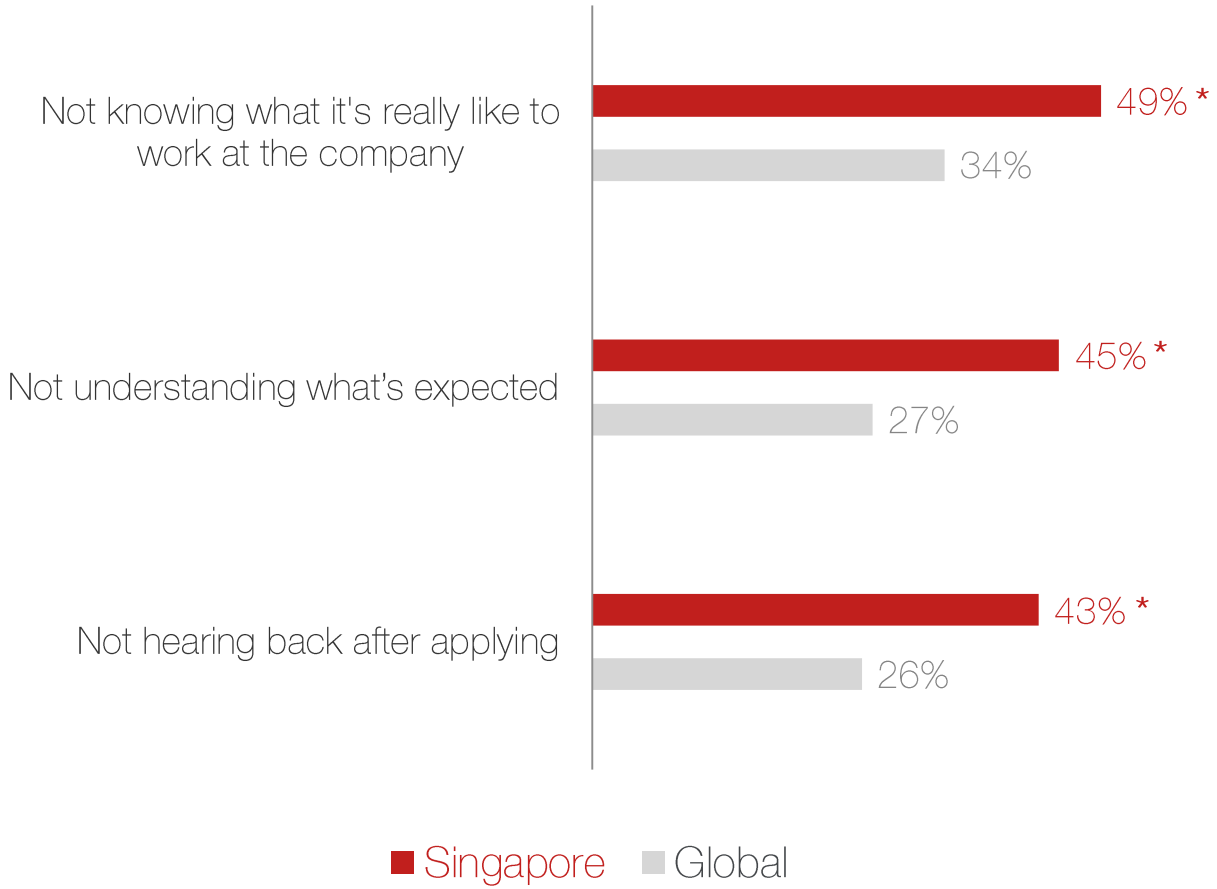
What candidates want to know

The biggest roadblocks candidates face when changing jobs

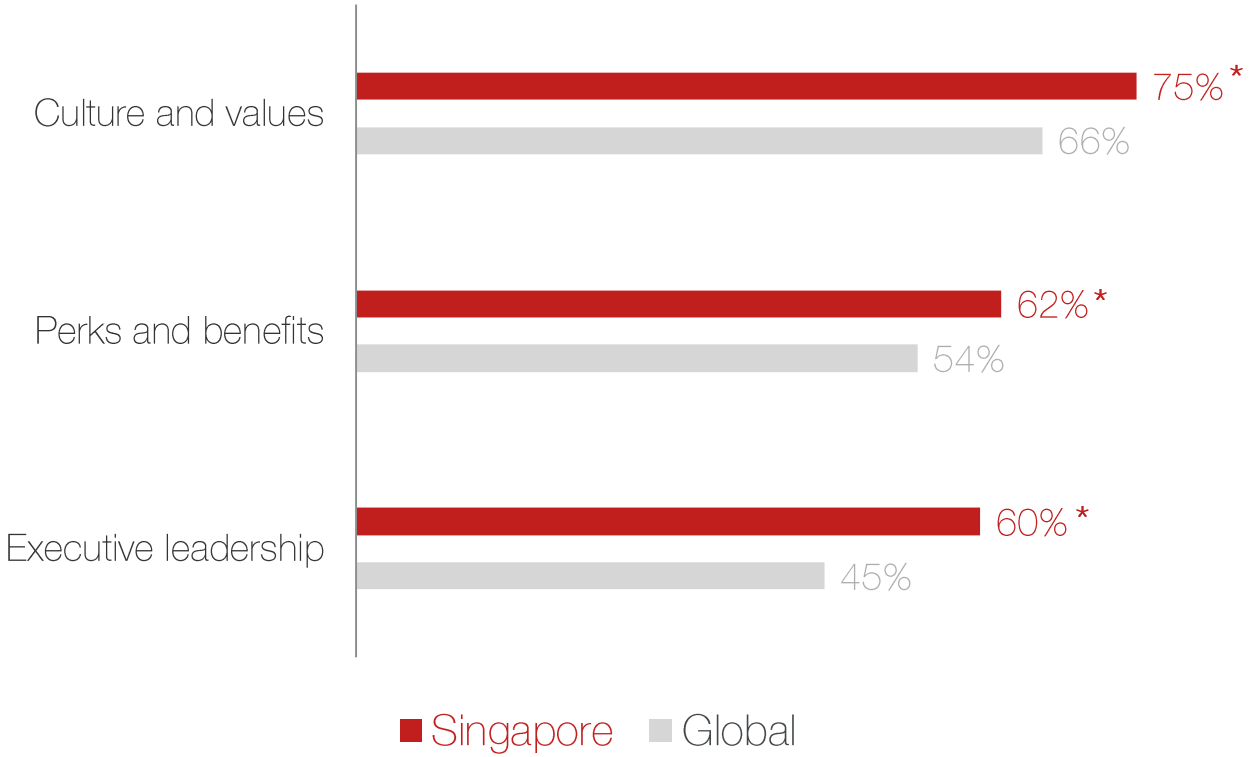


Compared to their global peers, professionals in Singapore are more likely to face obstacles when changing jobs. The biggest obstacle they face is not knowing what it's really like to work at a company.

Make sure you've published plenty of employer branding content about what it's like to be an employee at your 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 Singapore are more likely want to find out about a company's culture, perks, and executive leadership.

Describe your company's culture across your employer branding content and even within your job descriptions.

* Statistically different from global professionals at the 90% 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 the location	"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	Unsatisfied with reward and recognition
Singapore	50%*	38%	35%*
Global	43%	35%	27%

Compared to their global peers, professionals in Singapore are more likely to leave their job for better advancement opportunities, rewards, and recognition. Be sure to communicate your company's open job opportunities to your employees. And help your company build a culture of recognition that attracts and retains the best talent.

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

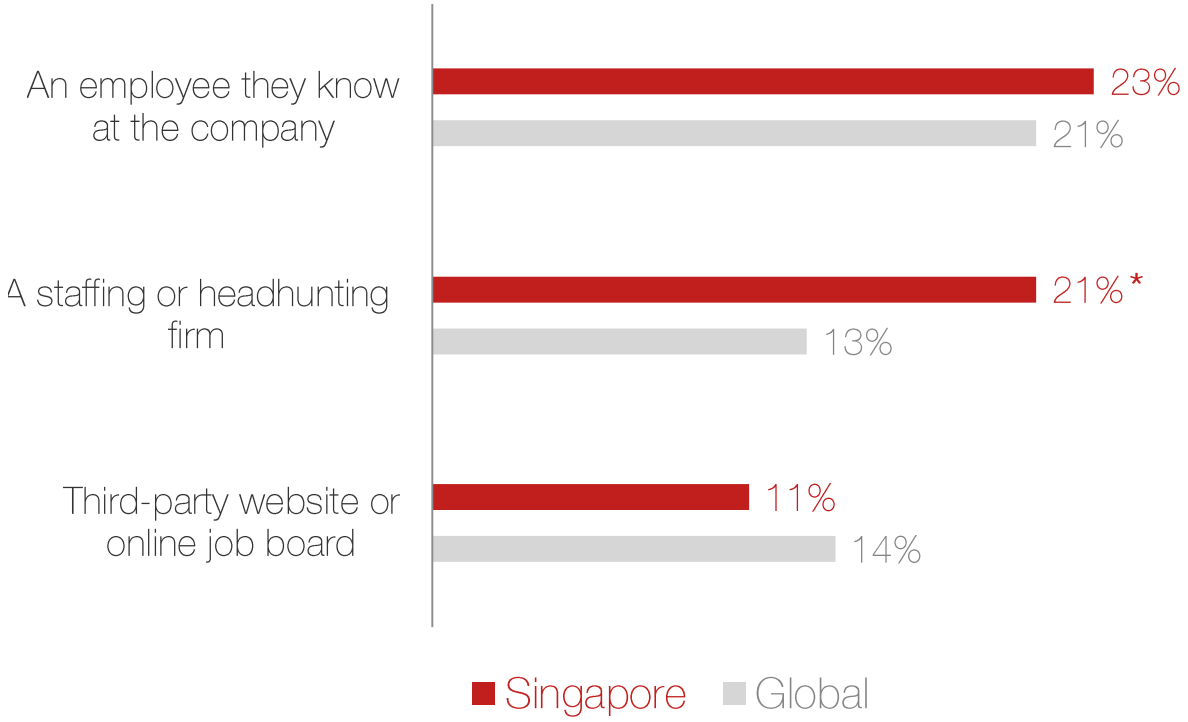
What candidates want to know about a new job

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

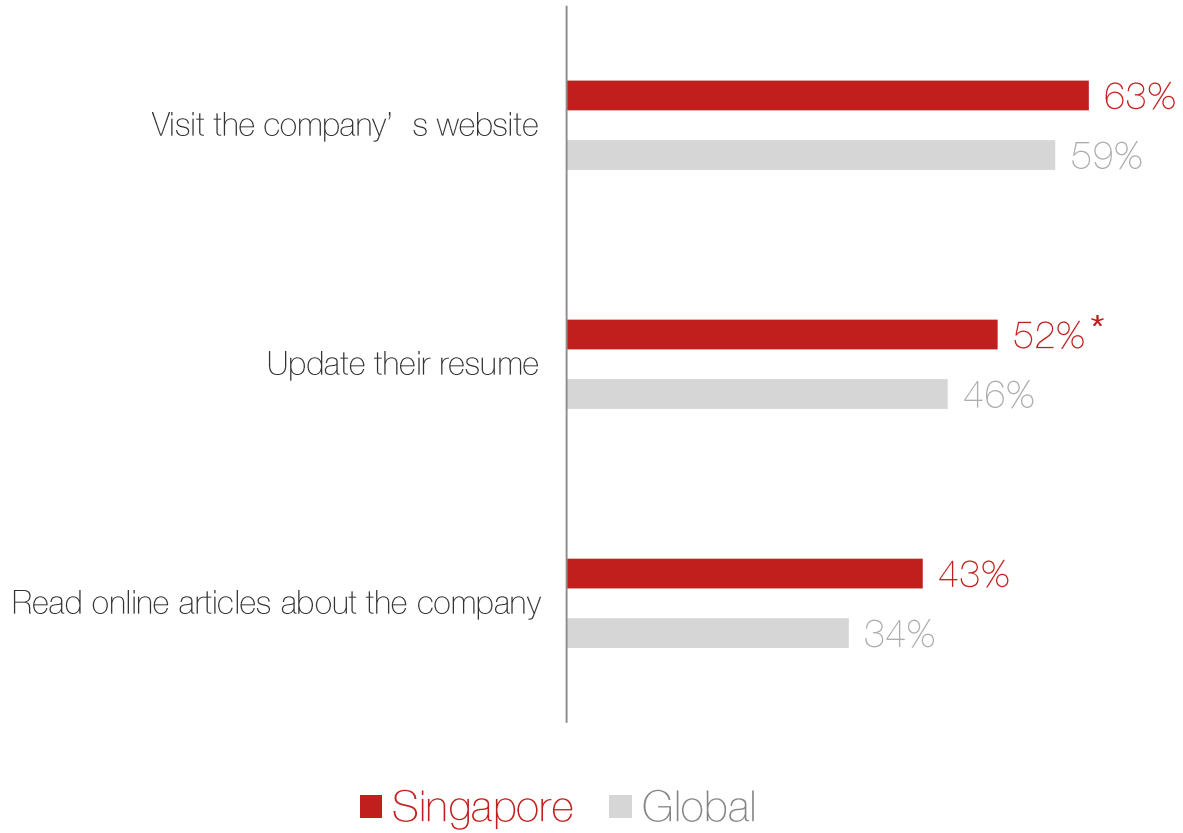


Professionals in Singapore are more likely than global professionals to find out about a new job through a third party staffing firm.

Build strong search and staffing relationships to ensure that your company has access to the best talent in Singapore.

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

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



Compared to their global peers, professionals in Singapore are more likely to research a company online after first hearing about a job.

Make sure your company's online content details your company's culture, perks, and perspectives of senior leaders.

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

The top ways people land a new job

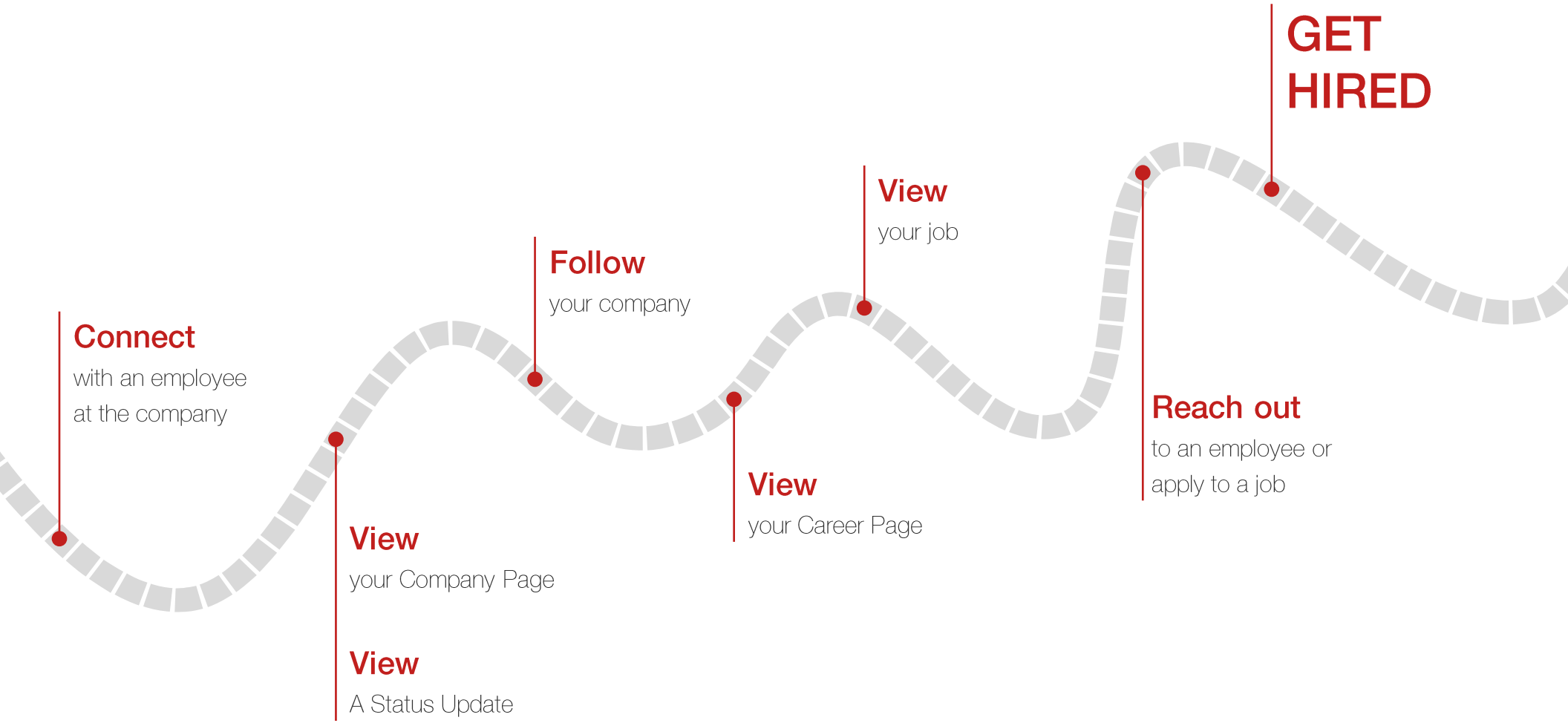
Professionals in Singapore are more likely to get a new job through a staffing agency or online job board, compared to global professionals. And employee referrals are by far the most common way to get a new job.

Help your employees refer people they know and be brand ambassadors for your company.

* 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

Help candidates discover you well before they apply

The number one roadblock candidates in Singapore face when changing jobs is not knowing what it's like to work at a company. Invest in common channels candidates use to discover and apply to jobs —including employee referrals, staffing agencies, and job boards.

Empower your employees to recruit

Employee referrals are the number one way professionals in Singapore get 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.

Culture is the top thing candidates in Singapore want to know about your company. Refresh your job descriptions so they bring to life your company's culture. 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 519 LinkedIn members in Singapore 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 190 LinkedIn members in Singapore 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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