



# Talent Market Drivers since the start of COVID-19

LinkedIn data on what talent wants, what employers need, and what we're learning in the Great Reshuffle.

 Insights from LinkedIn

[Explore the report findings online](#)



# Report Overview

The global talent market has never changed this much, this quickly.

Call it the Great Reshuffle: a time when everyone is rethinking everything.

As employees reconsider where they work and why, employers are recalibrating their talent needs and culture. It's a learning process for all involved.

We created this report to help shed light on how the talent market has changed since COVID-19 began.

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# The Great Reshuffle.



## The global workforce is shifting at an accelerated pace

+50%

of 18-25 year-olds are considering quitting their jobs



54%

of GenZ workers are considering quitting their jobs



41%

of the global workforce could be considering resignation



Candidates are rethinking how they choose an employer - and LinkedIn has the unique insights on how their priorities are shifting.



# What are the most important attributes to candidates when considering a new employer today?

Good work-life balance.

Excellent compensation  
and benefits.

Inspirational colleagues  
and culture.



## What attributes have increased the most in importance to candidates since the start of COVID-19?



But companies  
globally are falling  
short.

While working from home can be beneficial,  
employees at remote-friendly companies are

32% more likely to struggle with work-  
life balance.





Importance ranked by candidates

Company performance

Good work-life balance

1

6

Excellent compensation and benefits

2

5

Inspiring colleagues/culture

3

3

Open and effective management

4

4

Challenging work

5

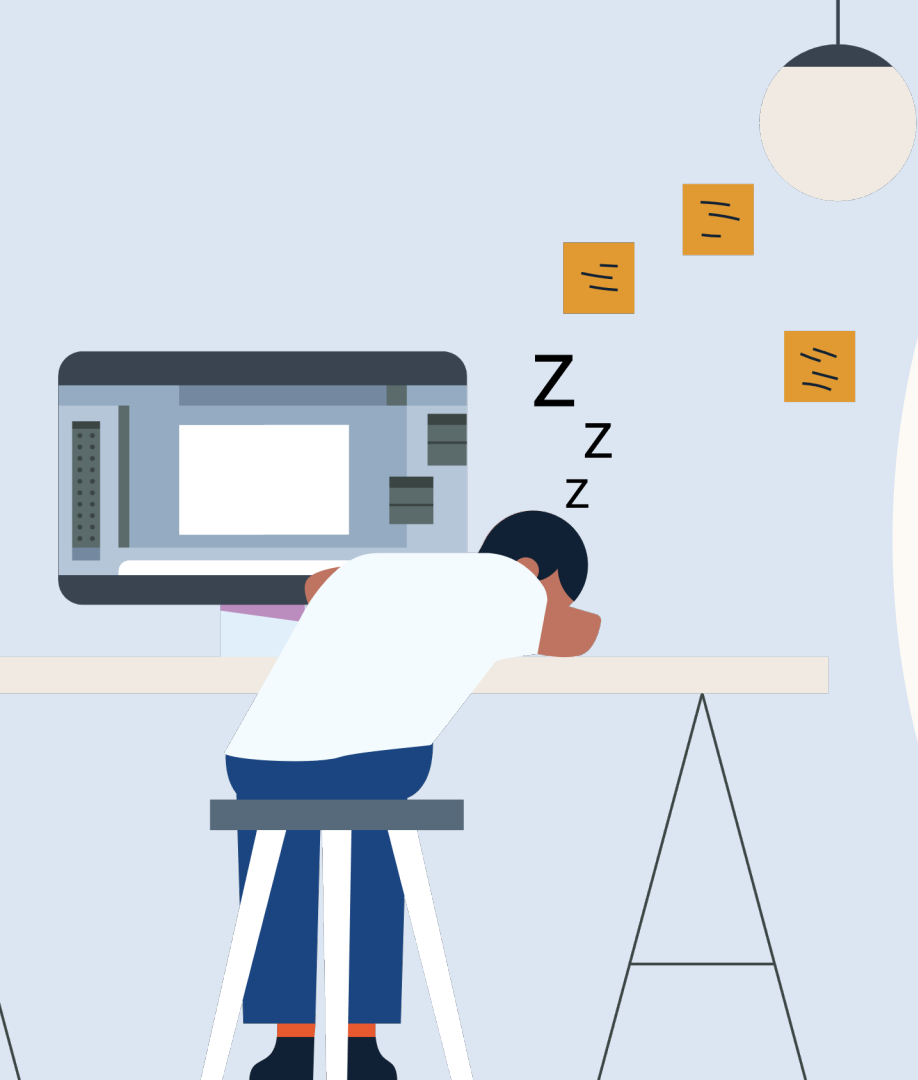
1

Flexible work arrangements

6

2





According to Global  
data from Glint:



Burnout signals  
spiked by 9%



Employee happiness  
fell by 3%

# How the talent market evolved throughout COVID-19



# Employer demand is rising for both digital and in-person roles

Jobs with fastest-growing demand through COVID-19

13x

increase in demand  
for Application Developers

12x

Increase in demand  
for Retail Specialists

7x

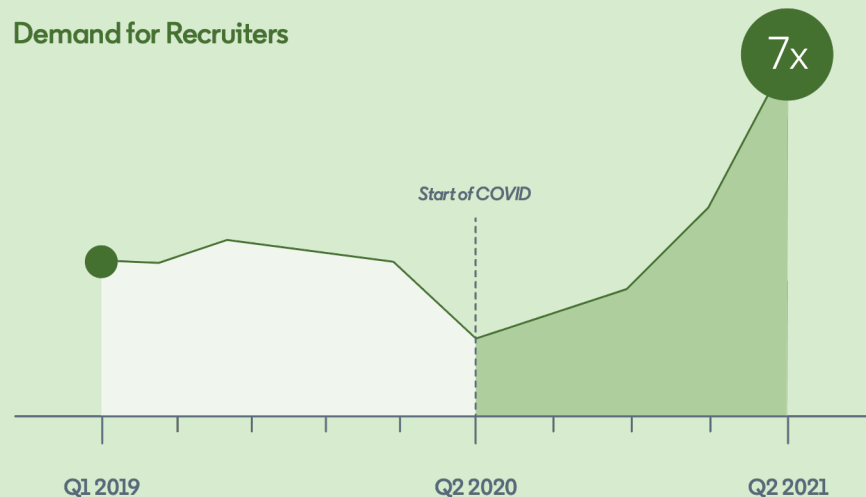
Increase in demand  
for Recruiters

## Demand for talent is up across the board

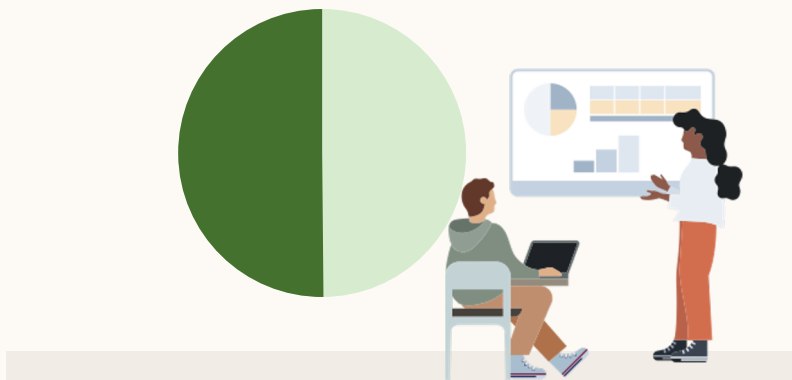
As the skyrocketing demand for recruiters indicates, companies are hiring again at a considerably faster clip.

With everyone looking for talent at the same time, you can expect a more competitive environment for virtually any role — but especially for roles related to digital transformation and in-person service.

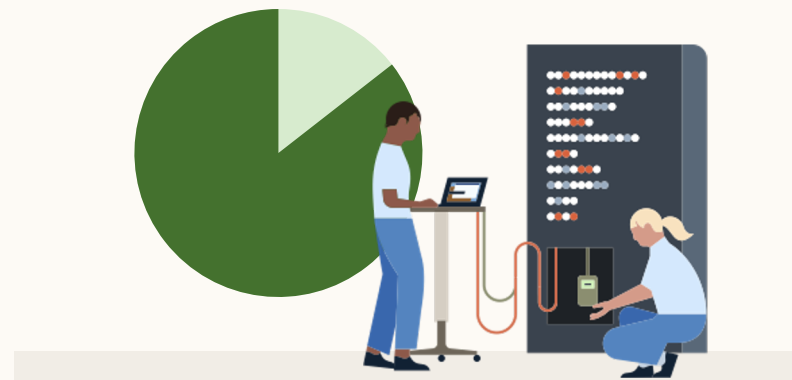
**Demand for Recruiters**



People are learning new skills to  
meet market demands



**50%** of all employees will need reskilling by 2025.



**85%** of the jobs that will exist in 2030 have not been invented yet.

# Training reflects evolving trends

Candidates globally are using LinkedIn Learning to prepare for a rapidly-shifting skills landscape



#1

[Unconscious Bias](#)



#2

[Strategic Thinking](#)



#3

[Excel Essentials](#)

(Office 365/Microsoft 365)



## Key things to remember

1

Priorities will **continue to shift** as the pandemic brought out a **more human side of the workforce**.

2

**Training is important** to candidates as they seek to continuously **upskill and reskill**.

3

Ensure you **communicate the values** that align with **what candidates want** and seek regular feedback as priorities shift over time.



The workplace is evolving

We trust each other  
to do our best work  
where it works best for us.



Ryan Roslansky  
CEO LinkedIn

# Explore the regional Talent Market Drivers reports.

See how COVID has shifted the talent landscape around the world.



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