



Talent Acquisition Thought Leadership Campaign.

Insights into Asia Pacific

REPORT NO.1

Adapting today's candidate priorities for tomorrow's organizational success.

Talent acquisition (TA) is a fast-moving world, and TA professionals can't afford to assume that the qualities that attracted yesterday's candidates will be equally appealing tomorrow. To gain - and maintain - a competitive edge, TA leaders need to understand and prioritise the factors that draw the attention of top talent, all while keeping one eye on the future. This first report will focus on the challenges facing TA professionals and the changing demands of today's candidates.

KEY TAKEAWAYS

Talent acquisition is becoming more difficult.

- Almost two thirds of TA professionals (57%) report that **sourcing qualified candidates is harder today than it was one year ago.**
- This means that **understanding how best to appeal to those candidates is also more important.** TA professionals need to use all of the tools and insight at their disposal in order to create an employer brand that catches their eye and retains them.
- **Some candidates are more difficult to find than others.** This has always been true, but for TA leaders in APAC, **research and development roles are the hardest to fill (22%), while admin roles are oversubscribed (1%).**
- TA professionals are dealing with the impact of wider business issues on their resourcing efforts. **Rapid business growth** and **the need for new skills in a changing market** (both 20%) are the main factors affecting recruitment in APAC. Economic uncertainty follows close behind (19%).

THE CAMPAIGN AT A GLANCE

In an effort to understand the challenges Talent Acquisition leaders face as well as the trends that are defining their work, Korn Ferry Futurestep fielded a **34-question survey to TA leaders around the world.** The survey was developed in English, Simplified Chinese, Spanish and Portuguese and 1,100 responses were collected during fall 2016.

The data collected and compiled for this campaign is being used to create **three distinct global reports**, with staggered launches planned across the first six months of 2017. We have teased out the regional data from each report and here you will find out more about the challenges and trends facing APAC leaders specifically.



Candidates appeal is changing.

- APAC TA leaders see some degree of consistency when it comes to the factors that candidates find most attractive over the long-term. TA professionals say that the **benefits package on offer was the most important factor five years ago (43%), and that the same is true today (25%)**.
- While it remains the biggest draw, the benefits package is fast being chased by attraction factors like **company culture (20%)** and **career progression (21%)** for APAC candidates.
- And, looking **five years ahead**, TA leaders think that benefits will have been displaced by **company culture (26%)**, flexible working (22%) and the company mission (15%).
- Perhaps indicative of this flight towards a flexible future, the vast majority of APAC organisations say that they already **use contingent workers on a regular (38%)** or **ad-hoc basis (also 38%)**.

Full data and reports are available upon request. Please contact FuturestepInsights@KornFerry.com to learn more.



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