



LinkedIn Talent Insights

# Public Sector Playbook

May 2021

# Public Sector Playbook

## Created for

Workforce Development Organizations

Economic Development Organizations

Government Organizations

Employee Service Providers

Non-profits

Higher Education

HR Professionals

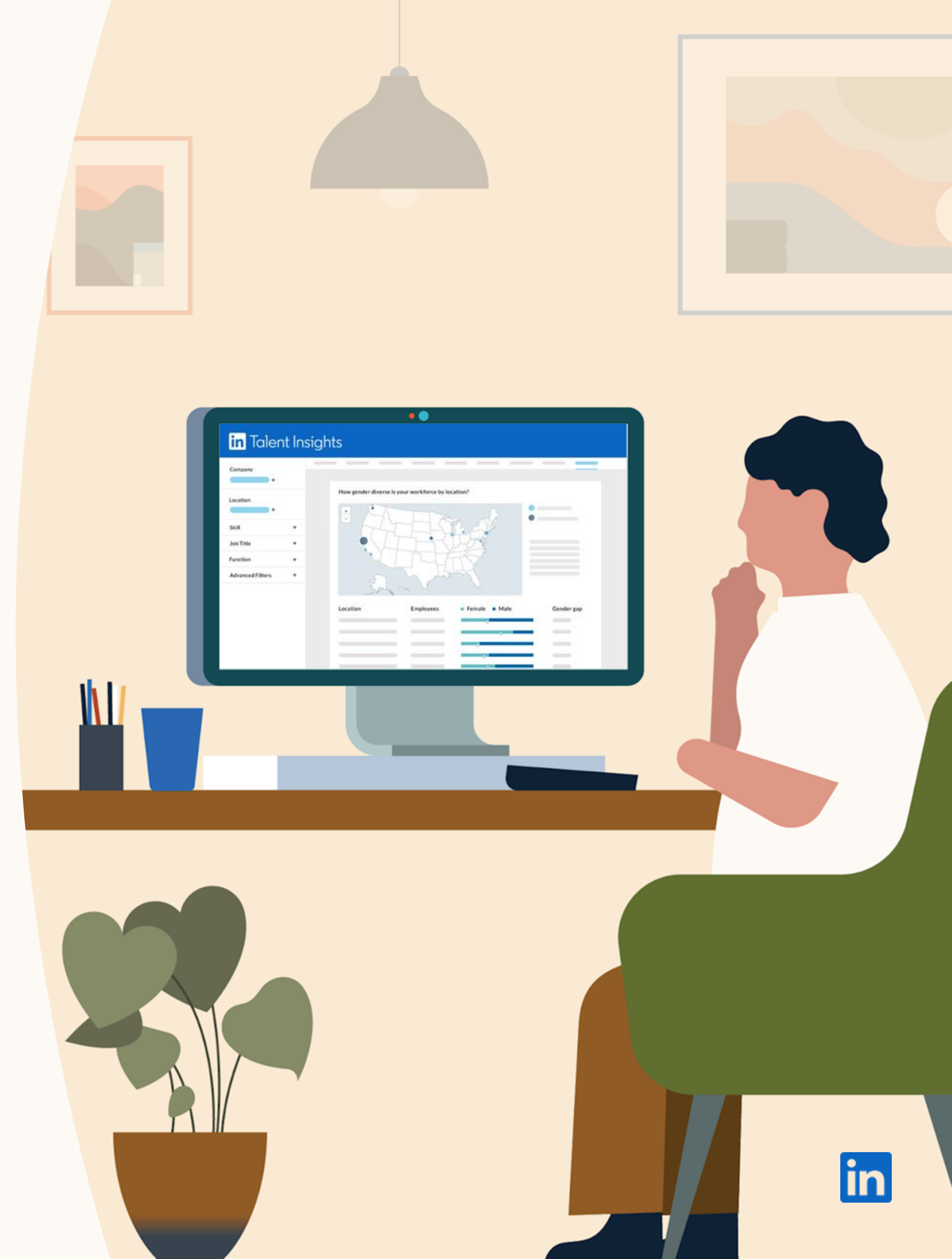
Recruiters

## So you can:

- ✓ Drive employment outcomes
- ✓ Reskill and upskill candidates in your region to match growing demand and emerging needs
- ✓ Attract new companies or grow local companies

## What's included:

- Step-by-step guidance for using LinkedIn Talent Insights to inform your planning process
- Additional thought leadership and LinkedIn resources to reference as you build your regional strategy



# LinkedIn insights inform economic policy

Governments, non-profits and NGOs from across world, including the European Union, World Economic Forum, and the White House have turned to LinkedIn data to help inform economic policies.



“LinkedIn insights helped us identify the need to further invest in the business and entrepreneurship programs of our local universities. They helped us see our strength of our Transportation sector, and increase collaboration with private sector firms.”

## **Ajiv Maharaj**

Deputy Head of Economic Development  
eThekweni Municipality, South Africa

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“We are delighted that we are the first city in the Netherlands who has gained access to LinkedIn's unique data insights. This information will help us to better respond to economic and employment trends.”

## **Kajsa Ollongren**

Alderman for Economic Affairs of Amsterdam



Make informed talent decisions with real-time insights from the world's largest professional network.



# Use Talent Insights to inform key economic and workforce development outcomes



Attract new companies



Grow companies locally



Drive employment outcomes

# How to use LinkedIn Talent Insights to assess Government and Economic development

| Step |                                  | Ask yourself  |
|------|----------------------------------|---|
| 1    | <b>Attract new companies</b>     | <p>How do we attract companies to our region?</p> <p>What are our unique workforce and industry strengths compared with other regions?</p> <p>What companies should we try to attract to our region based on our talent fit for their needs?</p> <p>What industries are growing and declining?</p>              |
| 2    | <b>Grow companies locally</b>    | <p>How can we grow the companies and jobs in our region?</p> <p>How can we best support our priority industries' talent needs?</p> <p>How do we prevent companies from reducing their local footprint?</p> <p>What roles are they filling locally vs in other regions? How is that changing?</p>                |
| 3    | <b>Drive employment outcomes</b> | <p>What are the skills gaps in our region?</p> <p>What degrees and course offerings should we offer at our local universities and colleges?</p> <p>How do we understand geographic mobility to better attract and retain talent?</p> <p>Which local employers should we engage to place unemployed clients?</p> |





Step

1

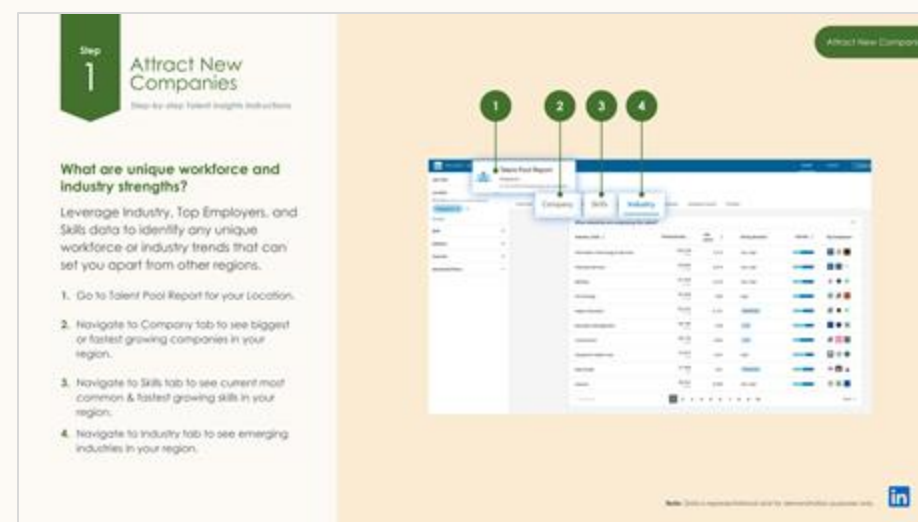
## Attract New Companies

### Ask yourself:

- How do we attract companies to our region?
- What are our unique workforce and industry strengths compared with other regions?
- What companies should we try to attract to our region based on our talent fit for their needs?
- What industries are growing and declining?



### What's on the following pages?



Pages 8-11: Step-by-step  
Talent Insights instructions



Step

1

# Attract New Companies

Step-by-step Talent Insights instructions

## What are unique workforce and industry strengths?

Leverage Industry, Top Employers, and Skills data to identify any unique workforce or industry trends that can set you apart from other regions.

1. Go to Talent Pool Report for your Location.
2. Navigate to Company tab to see biggest or fastest growing companies in your region.
3. Navigate to Skills tab to see current most common & fastest growing skills in your region.
4. Navigate to Industry tab to see emerging industries in your region.

| Industry (100)                    | Professionals   | Job posts | Hiring demand | Gender | Top Employers |
|-----------------------------------|-----------------|-----------|---------------|--------|---------------|
| Information Technology & Services | 128,238<br>▲ 1% | 7,213     | Very high     |        |               |
| Financial Services                | 85,605<br>▲ 2%  | 2,613     | Very high     |        |               |
| Banking                           | 61,879<br>▲ 0%  | 2,270     | Very high     |        |               |
| Oil & Energy                      | 50,409<br>▼ 2%  | 655       | High          |        |               |
| Higher Education                  | 50,332<br>▲ 1%  | 5,137     | Moderate      |        |               |
| Education Management              | 49,190<br>▲ 0%  | 676       | Low           |        |               |
| Construction                      | 48,135<br>▼ 0%  | 1,643     | Low           |        |               |
| Hospital & Health Care            | 47,810<br>▲ 1%  | 1,041     | High          |        |               |
| Real Estate                       | 37,448<br>0%    | 621       | Moderate      |        |               |
| Internet                          | 36,022<br>▲ 9%  | 4,055     | Very high     |        |               |

Note: Data is representational and for demonstration purposes only.





Step

1

# Attract New Companies

Step-by-step Talent Insights instructions

## What are unique workforce and industry strengths?

Compare the supply, growth, demand and make up of critical skills compared to other countries.

1. Go to Talent Pool Report for your broader region (Recommendation: 1 level above what you're researching on).
2. Navigate to Location Tab.
3. Compare and contrast different locations in your search to understand top employers, competitiveness of each location, and growth speed.

The screenshot shows the LinkedIn Talent Insights interface. A 'Location' filter dropdown is open, showing 'Asia' selected. The main view is the 'Talent Pool Report' for 'Location'. A world map shows hiring demand locations. A table below the map lists top locations with columns for Professionals, Job posts, Hiring demand, Gender, and Top Employers.

| Location (100)                 | Professionals    | Job posts | Hiring demand | Gender | Top Employers |
|--------------------------------|------------------|-----------|---------------|--------|---------------|
| Greater Bengaluru Area         | 258,559<br>▲ 32% | 26,411    | Very high     |        |               |
| Greater Delhi Area             | 166,182<br>▲ 51% | 3,957     | High          |        |               |
| Singapore<br>Country/Territory | 88,601<br>▲ 41%  | 12,659    | Very high     |        |               |
| Greater Hyderabad Area         | 99,844<br>▲ 59%  | 5,511     | High          |        |               |

Note: Data is representational and for demonstration purposes only.



Step

1

# Attract New Companies

Step-by-step Talent Insights instructions

## What companies should we attract to our region based on our talent fit for their needs?

Research companies outside your specific location to identify potential companies to attract that is already in your broader region.

1. Go to Talent Pool Report for your broader region (Recommendation: 1 level above what you're researching on).
2. Include skills you'd like to drill down to/invest in but exclude the location you're in.
3. Navigate to the Company Tab.
4. Explore companies already in your broader market that could be potential companies to attract or grow in your city.

The screenshot displays the LinkedIn Talent Insights interface. A 'Talent Pool Report' is shown for a region with 2 locations and 7 skills, containing 2,285,150 professionals. The interface includes a 'Location' filter (Step 1) with 'Asia' and 'Singapore' selected, and a 'Skill' filter (Step 2) with 'Data Science', 'Machine Learning', 'Python (Programming Language)', 'R (Programming Language)', 'Data Mining', 'Data Visualization', 'Deep Learning', and 'Natural Language Processing' selected. The 'Company' tab (Step 3) is active, showing a table of companies employing this talent (Step 4). The table lists 100 companies with columns for 'Company', 'Professionals', 'Job posts', and 'Attrition'.

| Company (100)                | Professionals   | Job posts | Attrition |
|------------------------------|-----------------|-----------|-----------|
| Precision Castparts Corp     | 33,661<br>▲ 18% | 32        | 9%        |
| Michaels Stores Inc.         | 23,110<br>▼ 2%  | 68        | 14%       |
| Centex Corp.                 | 18,192<br>▲ 9%  | 150       | 16%       |
| Arch Coal, Inc.              | 15,347<br>▲ 5%  | 71        | 20%       |
| CDI Corp.                    | 11,659<br>▲ 4%  | 94        | 16%       |
| MasTec Inc.                  | 11,207<br>▲ 7%  | 1,079     | 13%       |
| Conoco Inc                   | 10,571<br>▲ 8%  | 113       | 16%       |
| Vulcan Materials Company     | 10,401<br>▲ 29% | 1,478     | 13%       |
| Northrop Grumman Corporation | 7,966<br>▲ 13%  | 17        | 12%       |
| Tektronix Inc                | 7,918<br>▲ 25%  | 751       | 12%       |

Note: Data is representational and for demonstration purposes only.



Step

1

# Attract New Companies

Step-by-step Talent Insights instructions

## What industries are growing and declining?

Utilize 1 year growth rates of the talent supply to see which industries might be growing or declining. This will help inform your investment in certain industries.

1. Go to Talent Pool Report for your location.
2. Navigate to Industry Tab.
3. Toggle for 1y growth (high to low or low to high) to assess how the industries stack up.

The screenshot shows the LinkedIn Talent Insights interface for a Talent Pool Report in Singapore. The 'Industry' tab is selected, and the '1y growth' toggle is set to 'High to low'. The table below shows the following data:

| Industry (100)                              | Professionals | Job posts     | Hiring demand | Gender    | Top Employers |
|---|---------------|---------------|---------------|-----------|---------------|
| Information Technology & Financial Services | High to low   | 7,213         | Very high     |           |               |
| Financial Services                          | High to low   | 2,613         | Very high     |           |               |
| Banking                                     | High to low   | 2,270         | Very high     |           |               |
| Oil & Energy                                | High to low   | 655           | High          |           |               |
| Higher Education                            | High to low   | 5,137         | Moderate      |           |               |
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| Construction                                | High to low   | 48,135<br>-0% | 1,643         | Low       |               |
| Hospital & Health Care                      | High to low   | 47,810<br>+1% | 1,041         | High      |               |
| Real Estate                                 | High to low   | 37,448<br>0%  | 621           | Moderate  |               |
| Internet                                    | High to low   | 36,022<br>+9% | 4,055         | Very high |               |

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Step

2

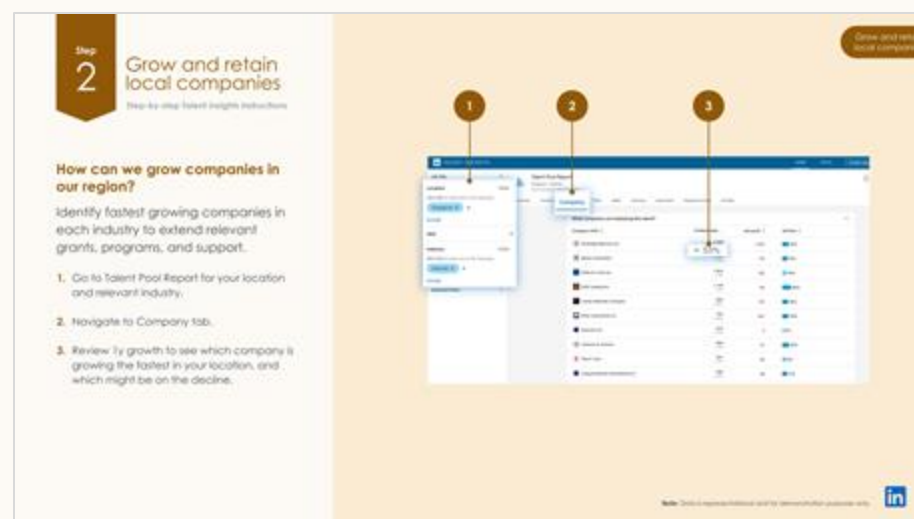
## Grow and retain local companies

### Ask yourself:

- How can we grow the companies and jobs in our region?
- How can we best support our priority industries' talent needs?
- How do we prevent companies from reducing their local footprint?
- What roles are they filling locally vs in other regions? How is that changing?



### What's on the following pages?



Pages 13-15: Step-by-step  
Talent Insights instructions





Step

2

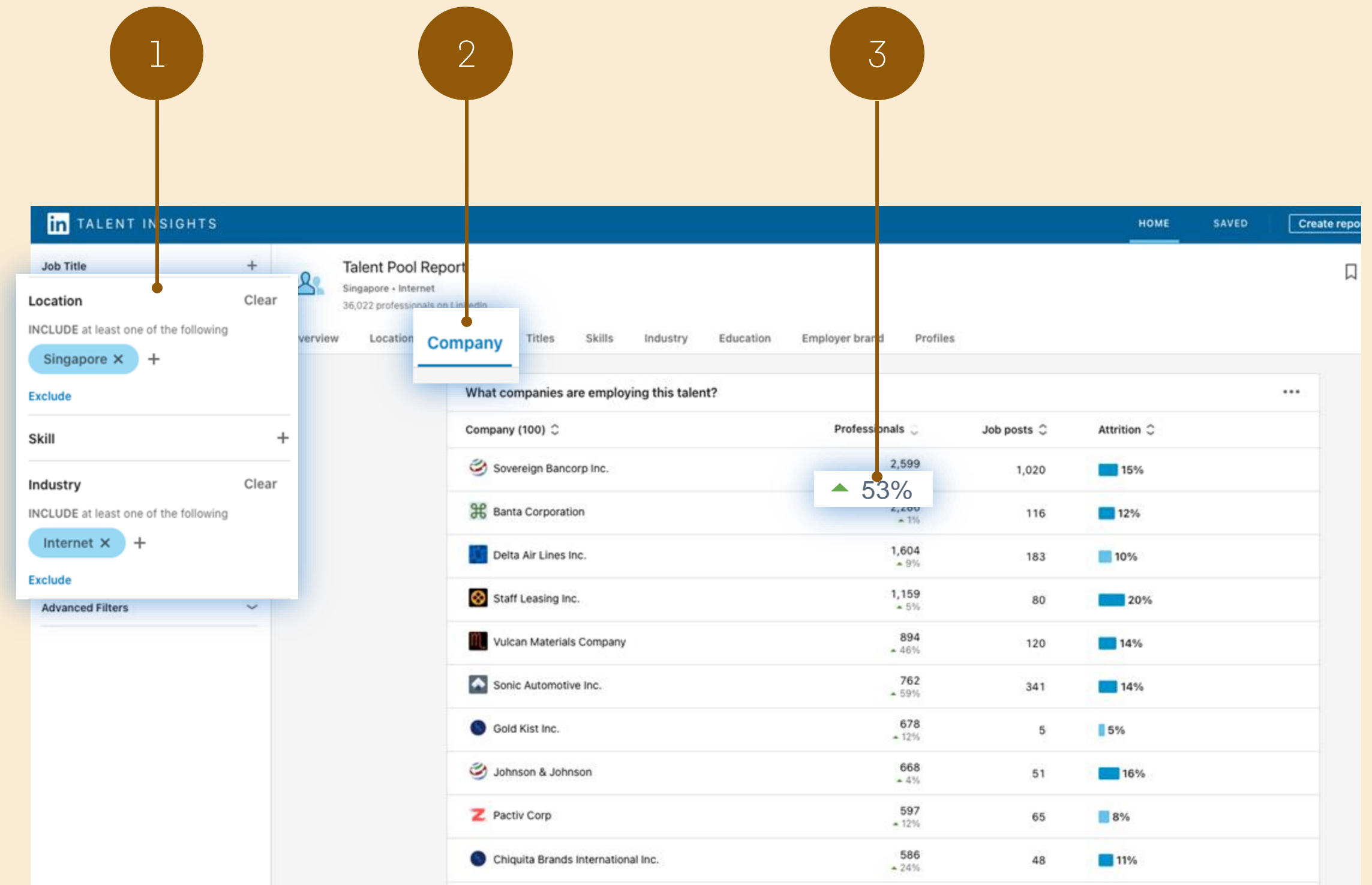
## Grow and retain local companies

Step-by-step Talent Insights instructions

### How can we grow companies in our region?

Identify fastest growing companies in each industry to extend relevant grants, programs, and support.

1. Go to Talent Pool Report for your location and relevant industry.
2. Navigate to Company tab.
3. Review 1y growth to see which company is growing the fastest in your location, and which might be on the decline.



Note: Data is representational and for demonstration purposes only.



Step  
2

# Grow and retain local companies

Step-by-step Talent Insights instructions

How can we best support talent needs?

Identify most in-demand skills and fastest growing roles within an organization to be targeted in government or education programs.

1. Go to Company Report for a company you'd like to attract.
2. Add a function you're looking to invest in.
3. Navigate to Titles tab to explore 1y hires and see how fast the company is hiring for each role. This may also imply new business initiatives or areas of focus for this company.
4. Navigate to Skills tab to explore open jobs for each skill and consider educational programs to upskill your talent pool to fit their needs.

The screenshot shows the LinkedIn Talent Insights interface for Sovereign Bancorp Inc. The interface includes a navigation bar with 'HOME', 'SAVED', and 'Create report'. The main content area displays company statistics: 1,325 Employees (74% increase), 669 Hires, 9% Attrition, and 243 Jobs. A 'How is this workforce distributed?' section features a world map and a bar chart showing 100% of employees in Engineering. A 'Where is this company winning and losing talent?' section lists most departures to and most hires from various companies. A 'What skills does this workforce have and how is this changing?' section is also visible. On the right, a 'Company overview' sidebar shows the industry as Internet, headquartered in Singapore, Singapore. Numbered callouts 1-4 point to specific UI elements: 1 points to the 'Company (Required)' dropdown, 2 points to the 'Function' dropdown, 3 points to the 'Titles' tab, and 4 points to the 'Skills' tab.

Note: Data is representational and for demonstration purposes only.





Step  
**2**

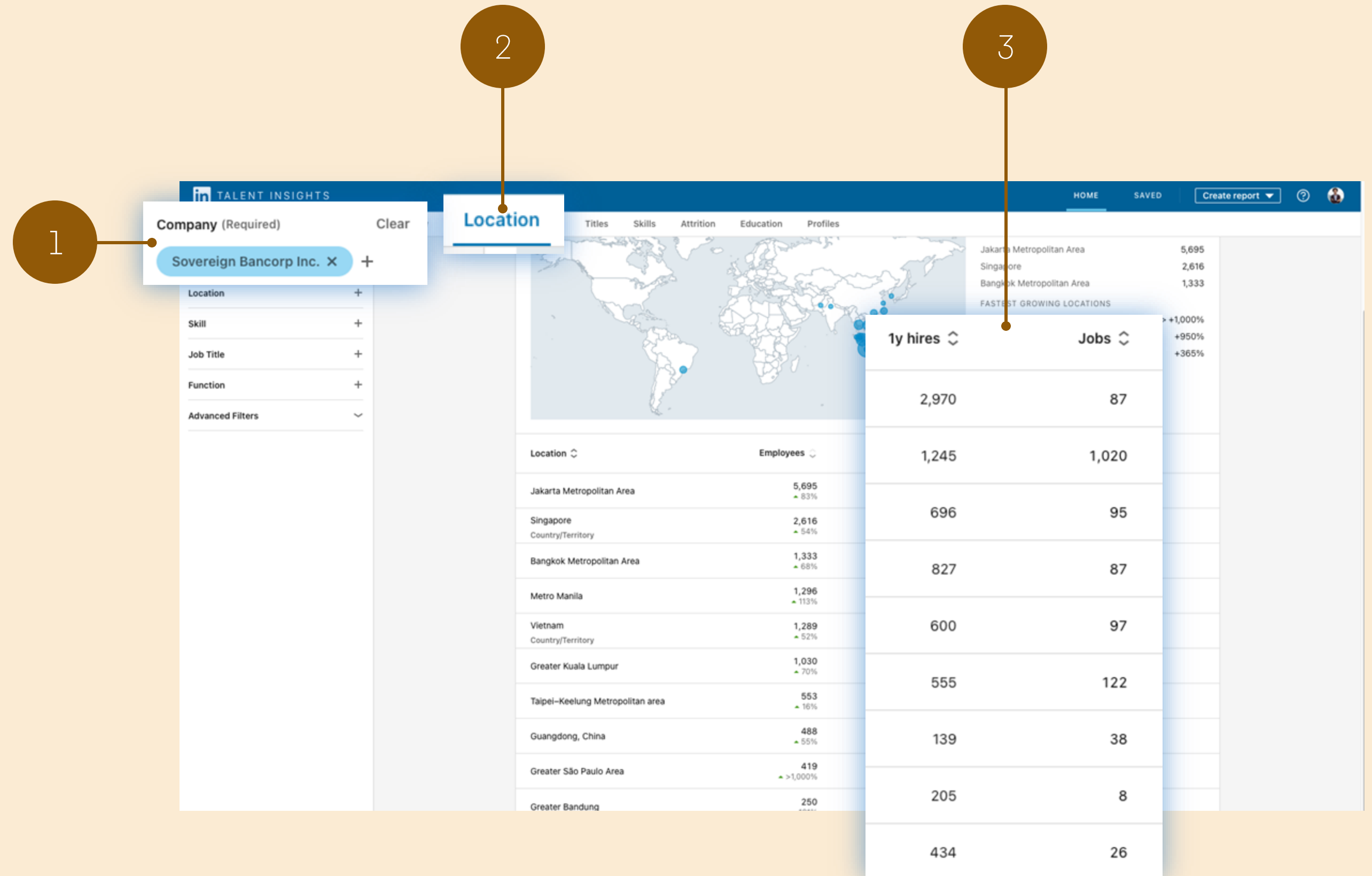
# Grow and retain local companies

Step-by-step Talent Insights instructions

## How can we support your workforce strategy plans?

Identify a company's growth plan within and outside of your location, to get an understanding of their growth strategy.

1. Go to Company Report for a company you'd like to research.
2. Navigate to Location tab.
3. Utilize 1y growth and open jobs to see which function or location a company is growing in. This can lead to upskilling opportunities in your location, or connecting with a company to funnel candidates for open jobs.



Note: Data is representational and for demonstration purposes only.



Step

3

## Upskill workforce & Drive Employment Outcomes

### Ask yourself:

- What are the skills gaps in our region?
- What degrees and courses should we offer at our local universities and colleges?
- How do we understand geographic mobility to better attract and retain talent?
- Which local employers should we engage to place unemployed clients?

### What's on the following pages?

The screenshot shows a LinkedIn Talent Insights report. On the left, there is a text box with the heading 'What are talent shortages in our region in comparison to demand?' and a list of four steps: 1. Go to Talent Post Report, 2. Search for your location, 3. Toggle to Skills tab, and 4. Leverage number of professionals, open jobs numbers, and % growth of professionals. On the right, there is a data table with columns for 'Skill', 'Open Jobs', and '% Growth of Professionals'. The table lists various skills such as 'Customer Service', 'Sales', and 'Marketing' with corresponding data points. A small LinkedIn logo is visible in the bottom right corner of the screenshot.

Pages 17-24: Step-by-step  
Talent Insights instructions



Step  
3

## Upskill workforce & Drive Employment Outcomes

Step-by-step Talent Insights instructions

### What are talent shortages in our region in comparison to demand?

Compare the availability of key skills, the growth of these skills, with the demand, to evaluate potential gaps in your market. Note that job post data is a current snapshot. To get trending data, you will need to download the reports and track this manually.

1. Go to Talent Pool Report.
2. Search for your location, skills you're looking to assess, and industries that exist in your location.
3. Toggle to Skills tab.
4. Leverage number of professionals, open job numbers, and 1y growth of professionals to assess whether your region can upskill in certain areas to fill hiring demand in the region.

The screenshot shows the LinkedIn Talent Insights interface. The main report is titled "Talent Pool Report" for "United States - Autonomous Vehicles - 7 industries" with 5,896 professionals on LinkedIn. The "Skills" tab is active, displaying a table of common skills among the talent pool. The table has columns for Skills (100), Professionals, % of total, and Job posts. The skills listed include Autonomous Vehicles, Engineering, MATLAB, Automotive, C++, Python (Programming Language), Software Development, Manufacturing, Machine Learning, and C (Programming Language). The number of professionals and job posts for each skill are shown, along with a bar chart comparing the number of professionals to the number of job posts. The interface also includes filters for Location (United States), Skill (Autonomous Vehicles), and Industry (Automotive, Mechanical Or Industrial E..., Electrical & Electronic Man..., Computer & Network Secu..., Research, Transportation/Trucking/R..., Industrial Automation).

| Skills (100)                  | Professionals | % of total | Job posts |
|-------------------------------|---------------|------------|-----------|
| Autonomous Vehicles           | 5,885         | 100%       | 1,253     |
| Engineering                   | 3,723         | 63%        | 841       |
| MATLAB                        | 2,625         | 45%        | 6         |
| Automotive                    | 2,599         | 44%        | 321       |
| C++                           | 2,378         | 40%        | 436       |
| Python (Programming Language) | 2,229         | 38%        | 366       |
| Software Development          | 1,868         | 32%        | 492       |
| Manufacturing                 | 1,748         | 30%        | 153       |
| Machine Learning              | 1,713         | 29%        | 279       |
| C (Programming Language)      | 1,706         | 29%        | 0         |

Note: Data is representational and for demonstration purposes only.



Step  
**3**

# Upskill workforce & Drive Employment Outcomes

Step-by-step Talent Insights instructions

## What are skill gaps compared with major / other cities?

Compare and contrast availability of talent, core skills of each talent pool, and emerging skills to look out for.

1. Run the same talent pool reports for two regions (while location filter may be different, make sure other search filters are the same).
2. Extract key insights such as number of professionals, 1yr growth, etc. to compare side by side.
3. Compare current core skills of these workforces to see if your location and your competitor location have similar skill sets to offer potential employers.
4. Compare emerging or fastest growing skills to determine whether your region can upskill your current workforce or move in a new direction based on employer demands or continue to strengthen emerging skills in your region.

3

Core Skills

Python  
C++  
Machine Learning  
MATLAB  
Software Development  
Algorithms  
C  
Artificial Intelligence

4

Emerging Skills

Data Science  
AWS  
LiDAR  
Artificial Intelligence  
TensorFlow  
Sensor Fusion  
Electric Vehicles  
Deep Learning

San Francisco  
Autonomous Vehicle  
talent pool

3,776

Professionals

▲ 23%

Singapore  
Autonomous Vehicle  
talent pool

248

Professionals

▲ 36%

C++  
Python  
C  
Robotics  
Software Development  
Machine Learning  
MATLAB  
Artificial Intelligence

PyTorch  
Sensor Fusion  
Deep Learning  
LiDAR  
Pattern Recognition  
SLAM  
TensorFlow  
Drones

Yellow = core skill differences between SF & Singapore  
Red = common emerging skillsets seen across SF & Singapore

Note: Data is representational and for demonstration purposes only.





# Step 3

## Upskill workforce & Drive Employment Outcomes

Step-by-step Talent Insights instructions

### What roles are most in-demand, and how can we fill those jobs with our unemployed workforce?

Based on fastest growing occupations in the last year and open job posts, you can assess how to upskill unemployed candidates to fill the gap.

1. Run a Talent Pool Report.
2. Input your location & the function you're looking to help fill.
3. Navigate to Titles tab & change "View By" to Occupation (right top).
4. Explore Most Common Occupations to see what's currently the most popular in your selected region which can help inform short term strategy
5. Scroll down to Fastest Growing Titles (you can also toggle this to Occupation) to see what's growing fastest in your selected market which may help inform longer term strategy

**Talent Pool Report**  
United States - Autonomous Vehicles - 7 industries  
5,896 professionals on LinkedIn

Location: United States X +  
Skill: Autonomous Vehicles X +  
Industry: Automotive X, Mechanical Or Industrial E... X, Electrical & Electronic Man... X, Computer & Network Secu... X, Research X, Transportation/Trucking/R... X, Industrial Automation X +

**Titles** | most common occupations among this talent? | View by: Occupation

| Titles                  | Professionals | % of total | Job posts | Gender | Your talent | Top Employers |
|-------------------------|---------------|------------|-----------|--------|-------------|---------------|
| Software Engineer       | 675           | 11%        | 262       |        |             |               |
| System Engineer         | 217           | 3%         | 44        |        |             |               |
| Founder                 | 113           | 2%         | 0         |        |             |               |
| Research Engineer       | 112           | 2%         | 6         |        |             |               |
| Research Assistant      | 103           | 2%         | 0         |        |             |               |
| Control Engineer        | 93            | 1%         | 10        |        |             |               |
| Driver                  | 88            | 1%         | 14        |        |             |               |
| Chief Executive Officer | 87            | 1%         | 8         |        |             |               |
| Engineering Manager     | 80            | 1%         | 0         |        |             |               |
| Co-Founder              |               |            |           |        |             |               |

**Titles (100)** | 1y growth | Professionals | Job posts | Your talent | Top Employers

|                            |      |    |    |  |  |
|----------------------------|------|----|----|--|--|
| System Test Engineer       | 425% | 21 | 10 |  |  |
| Safety Engineer            | 200% | 24 | 8  |  |  |
| System Engineering Manager | 167% | 16 | 1  |  |  |

Note: Data is representational and for demonstration purposes only.



# Step 3

## Upskill workforce & Drive Employment Outcomes

Step-by-step Talent Insights instructions

### What companies are hiring?

Identify companies that are aggressively hiring in your region to facilitate employment conversations and build relationships to create more opportunities for your workforce.

1. Run a Talent Pool Report.
2. Input your location.
3. Navigate to Company tab and toggle job post numbers from highest to lowest to see which companies have the most job openings in your location.
4. Click on the job post number to drill down and find specific job titles the company is looking to fill.
5. Click “See Job” to open the job posting for further exploration on roles & responsibilities, skills needed, compensation, etc.

The screenshot displays the LinkedIn Talent Insights interface. At the top, a 'Talent Pool Report' for Singapore is shown, indicating 2,141,426 professionals on LinkedIn. The 'Company' tab is selected, showing a table of companies with columns for 'Company', 'Professionals', 'Job posts', and 'Attrition'. A callout box highlights the 'Job posts' column for Nanyang Technological University, showing 3,032 job posts. Below this, a list of job posts is displayed, each with a 'See job' button.

| Company                     | Professionals | Job posts | Attrition |
|-----------------------------|---------------|-----------|-----------|
| Harsco Corp.                | 6,400         | 3,032     | 15%       |
| Citizens Communications Co. | 5,618         |           | 8%        |
| Sovereign Bancorp Inc.      | 2,616         | 1,020     | 15%       |

**Companies**  
Nanyang Technological University (3,032)

**Locations**  
Singapore (3,032)

**Skills**  
Research (2,463)  
Analytical Skills (929)  
Engineering (884)  
Computer Science (741)  
Programming (670)  
See more

**Function**  
Research (1,575)  
Engineering (429)  
Community and Social Services (208)  
Information Technology (192)  
Education (131)

**Research Associate (Machine Learning)**  
Singapore, Singapore · Associate · Full time · 5 days ago

**Project Officer**  
Singapore, Singapore · Entry level · Full time · 4 days ago

**Research Assistant [LKCMedicine] SGUnitedJobs RIE**  
Singapore, Singapore · Entry level · Full time · 5 days ago

**Research Fellow (Mechanical/Electrical/Computer/Civil & Environmental Science/Engineering)**  
Singapore, Singapore · Associate · Full time · 4 days ago

**Research Fellow (Genomic and Gut Microbiome)**  
Singapore, Singapore · Associate · Full time · 5 days ago

Note: Data is representational and for demonstration purposes only.





Step  
**3**

# Upskill workforce & Drive Employment Outcomes

Step-by-step Talent Insights instructions

## Which Universities and Programs are producing the right candidates that employers are seeking?

Identify universities in your region that are funneling top candidates to employers, and find out which program / degree is most valuable for certain jobs in high demand.

1. Run Talent Pool Report.
2. Input your location and title of interest.
3. Navigate to Education tab to see top schools in your searched location, numbers of alumni currently with this job title, recent grad number for this job title, and top employer hiring from these school.
4. Scroll down to see fields of study that is funneling candidates to this job title.

The screenshot shows the LinkedIn Talent Insights interface. The main report is for Singapore, with 2,141,426 professionals on LinkedIn. The filters are set to Job Title: Data Scientist and Location: United States. The Education tab is selected, showing a table of schools and a dropdown menu for fields of study.

| Schools (100)                           | Professionals | Recent grads | Your 1y hires | Gender | Top Employers |
|---|---------------|--------------|---------------|--------|---------------|
| University of California, Berkeley      | 1,705         | 591          | 3             |        |               |
| Georgia Institute of Technology         | 1,563         | 654          | 0             |        |               |
| Columbia University in the City of N... | 1,459         | 692          | 1             |        |               |
| Stanford University                     |               |              |               |        |               |
| University of Illinois Urbana-Ch...     |               |              |               |        |               |
| University of Washington                |               |              |               |        |               |
| Northwestern University                 |               |              |               |        |               |
| University of Michigan                  |               |              |               |        |               |
| University of California, Los An...     |               |              |               |        |               |
| The University of Texas at Aust...      |               |              |               |        |               |

| Fields of study (98)                   | Professionals | Recent grads | Your 1y hires | Top Employers |
|--|---------------|--------------|---------------|---------------|
| Computer Science                       | 8,976         | 2,873        | 3             |               |
| Mathematics                            | 7,279         | 1,007        | 5             |               |
| Statistics                             | 7,111         | 2,496        | 12            |               |
| Data Science                           | 6,071         | 4,053        | 4             |               |
| Physics                                | 5,435         | 635          | 0             |               |
| Electrical and Electronics Engineering | 5,245         | 935          | 10            |               |
| Economics                              | 3,123         | 383          | 1             |               |
| Applied Mathematics                    | 2,474         | 608          | 1             |               |
| Computer Engineering                   | 2,341         | 580          | 1             |               |
| Mechanical Engineering                 | 2,194         | 332          | 0             |               |

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# Step 3

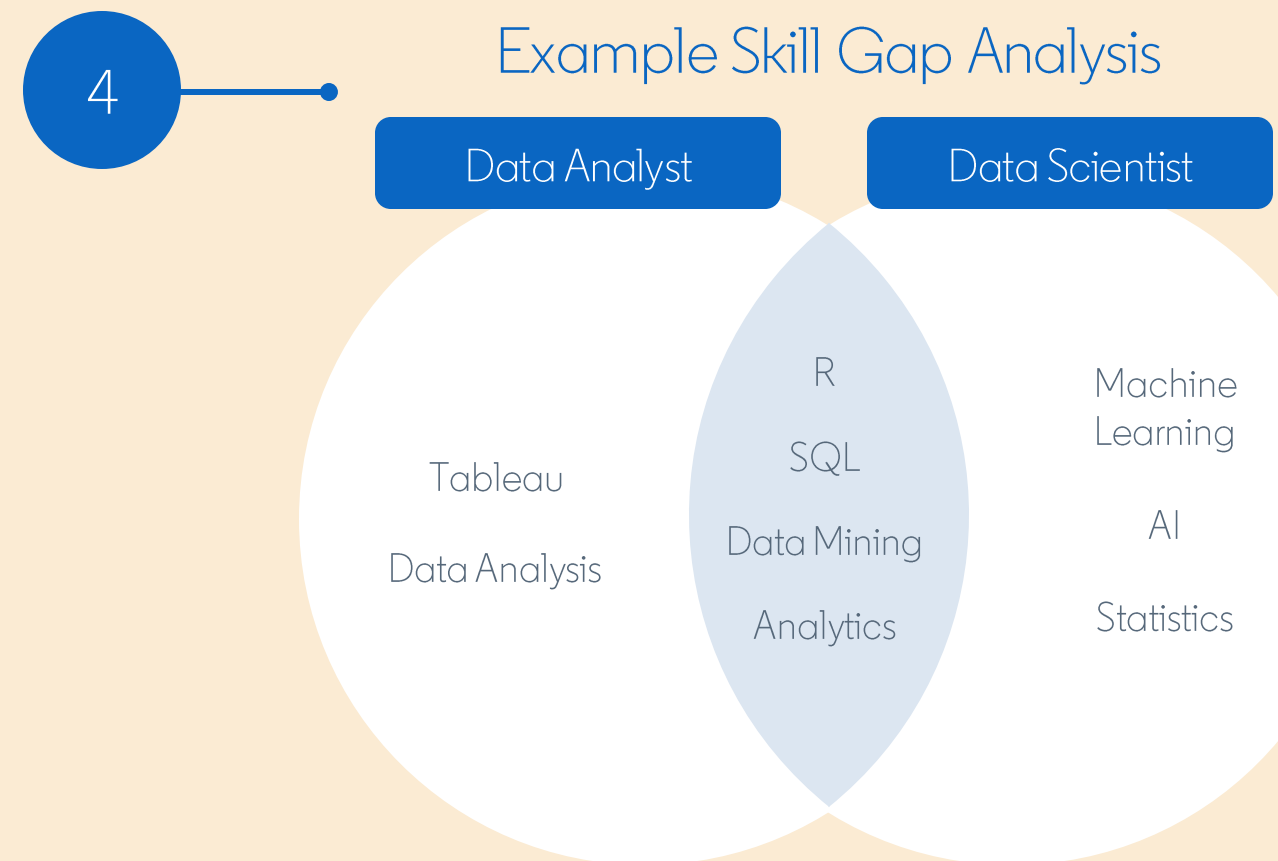
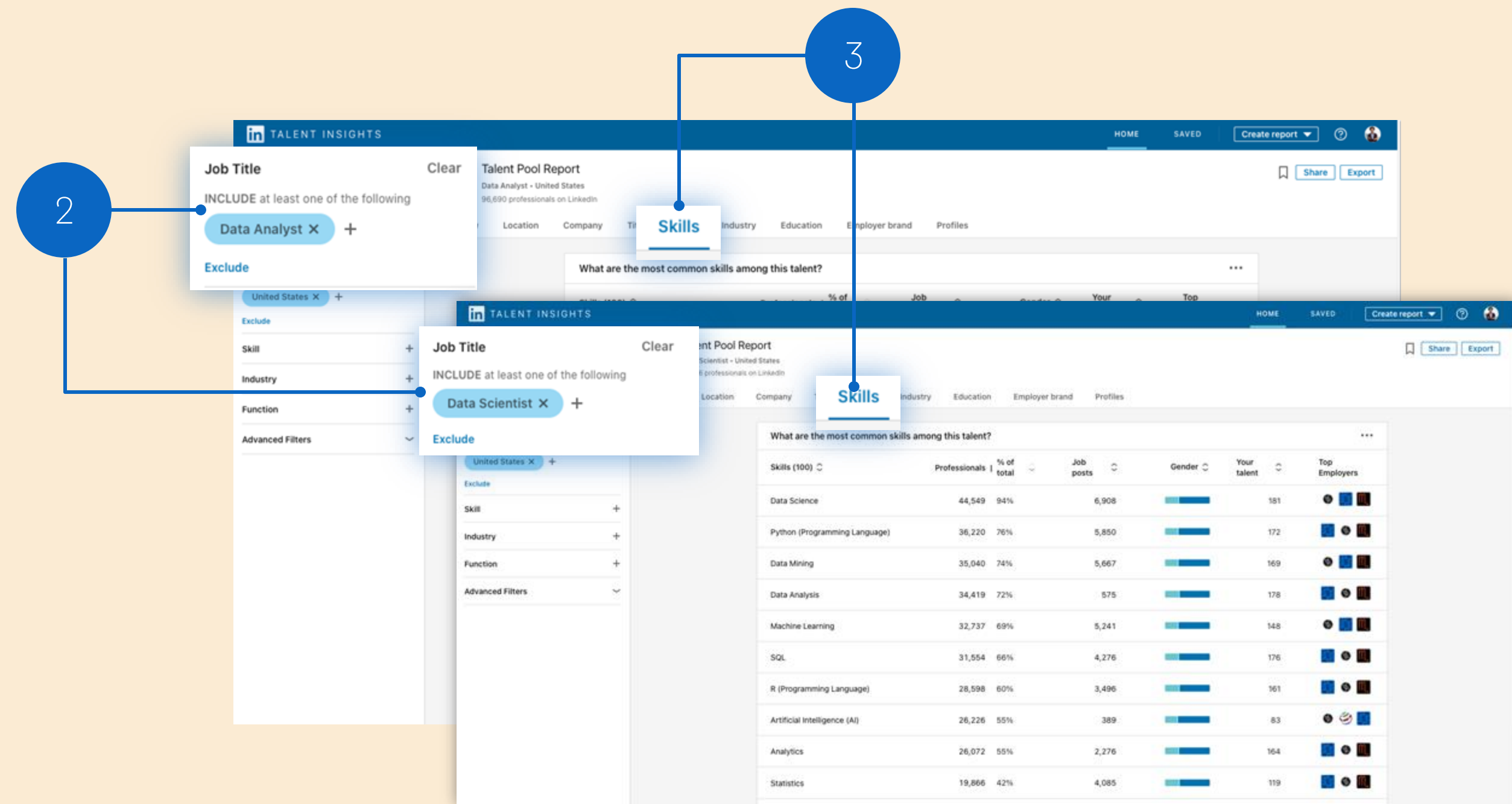
## Upskill workforce & Drive Employment Outcomes

Step-by-step Talent Insights instructions

### How can we facilitate career transitions?

Identify adjacent titles that have similar skills profiles, to chart potential career pathways. Bridge skill gaps by comparing the top skills of one role vs. another.

1. Run two Talent Pool Reports side by side and input your location in both reports.
2. Input one title in first report, and another title in second report (eg. Data Analyst vs. Data Scientist). This works best for career progressions or adjacent titles.
3. Navigate to skills tab for each report to compare and contrast skills needed for each job.
4. Identify skills needed to progress or promote from one role to another.



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Step  
3

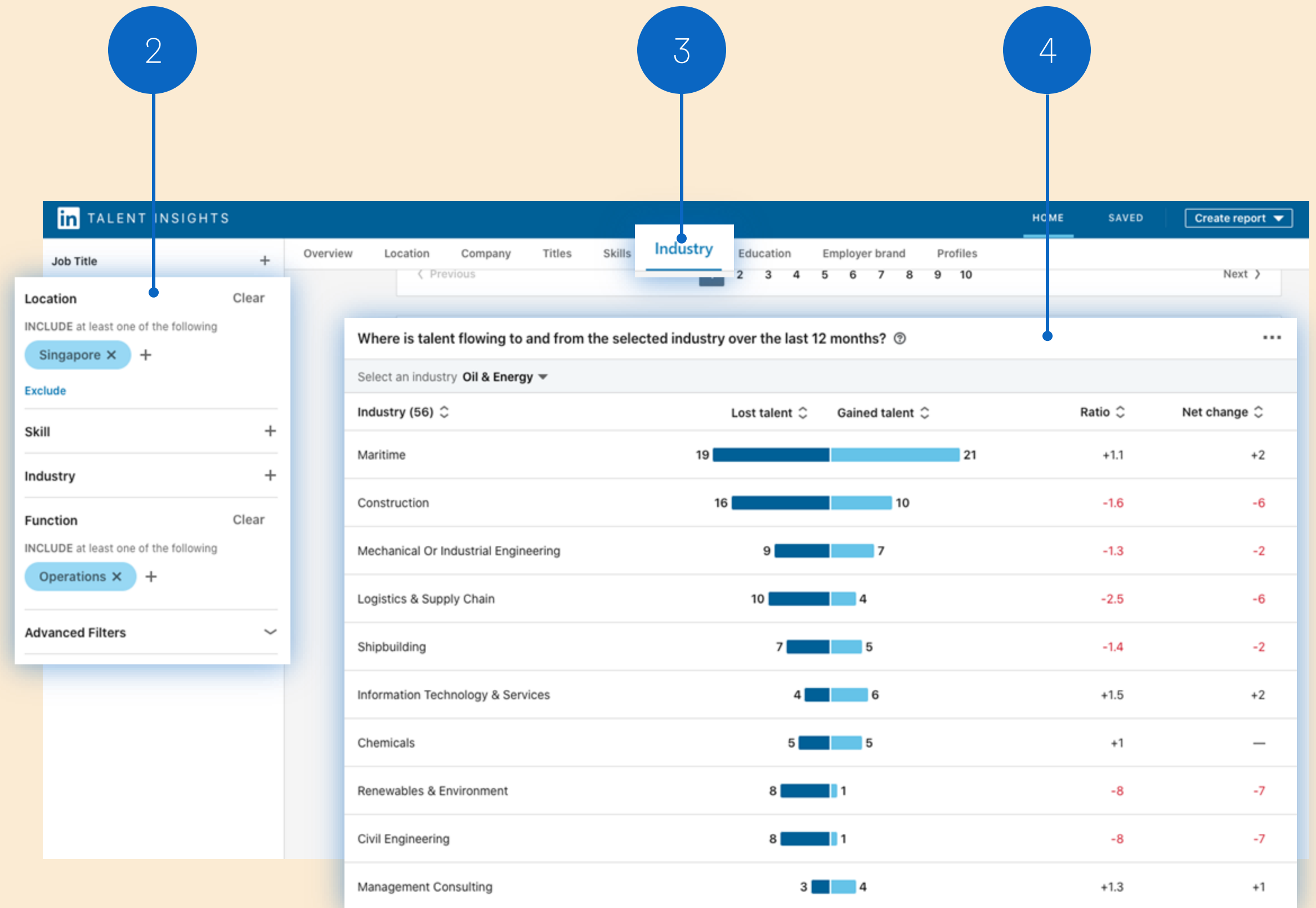
# Upskill workforce & Drive Employment Outcomes

Step-by-step Talent Insights instructions

## How can we facilitate industry transitions?

Better understand how talent is moving across industries can allow you to help facilitate career conversations, develop program, and foster relationships with employers.

1. Run Talent Pool Report.
2. Input your location and function of interest.
3. Navigate to Industry tab and explore where this talent is flowing to and from to learn more about movement between each industry.
4. Major or abnormal trends can imply relationship building opportunities with new companies/industries emerging in your market, or upskilling opportunities to retain or attract back companies that may have left your location.



Note: Data is representational and for demonstration purposes only.



# Step 3

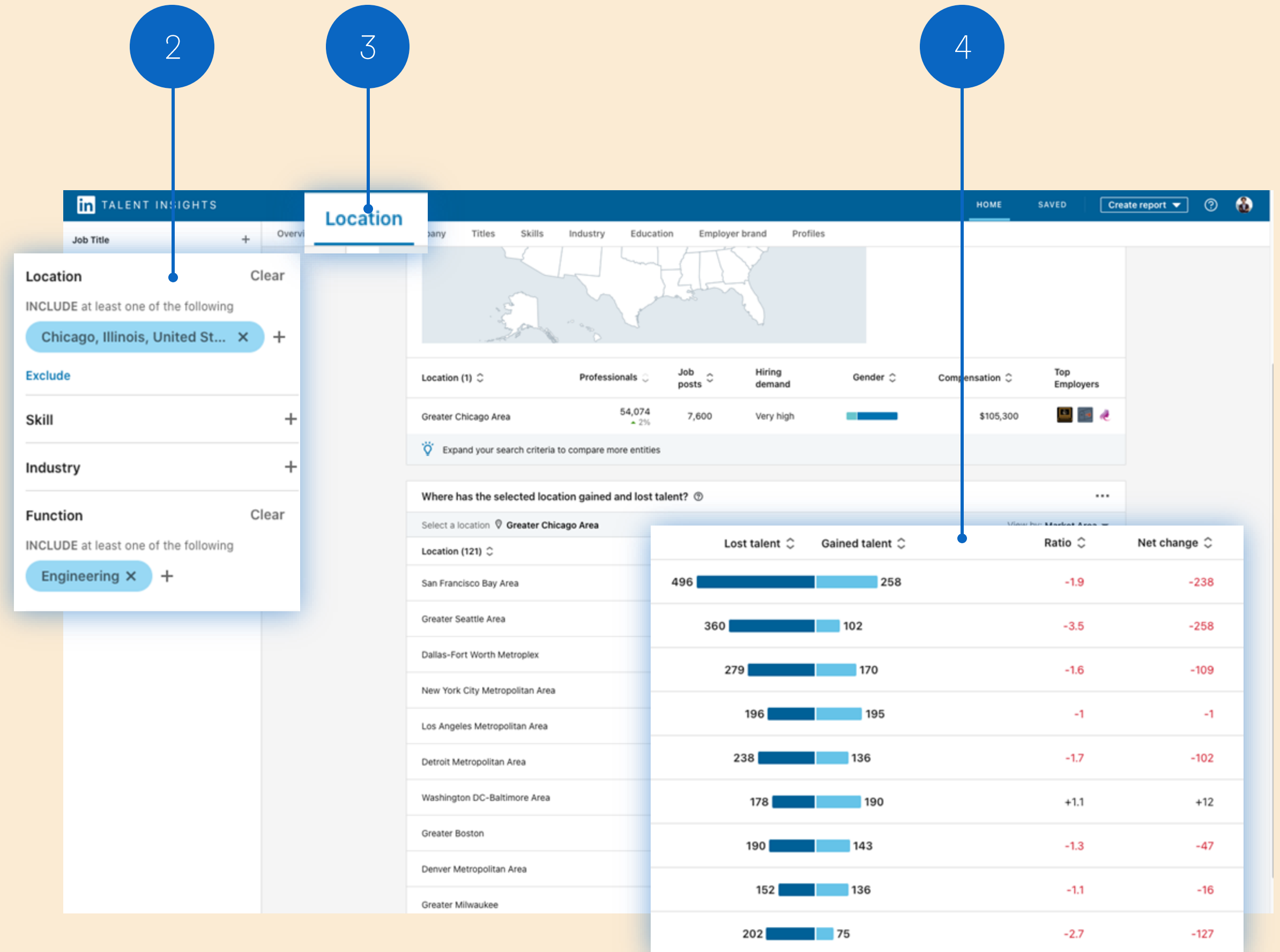
## Upskill workforce & Drive Employment Outcomes

Step-by-step Talent Insights instructions

### How to understand geographic mobility and opportunities to attract or retain talent

Observe trends for geolocation migration and determine necessary programs or efforts to attract new talent or retain existing talent.

1. Run Talent Pool Report.
2. Input title or function of interest and your location (Recommendation: choose a specific city, and avoid broad searches).
3. Navigate to Location tab and explore “Where has this selected location gained and lost talent” to see migration trends (if you do not see this section in your search result, it’s likely because your location is too broad).
4. Utilize Ratio and Net Change data to assess biggest changes and most impactful migration pattern.



Note: Data is representational and for demonstration purposes only.

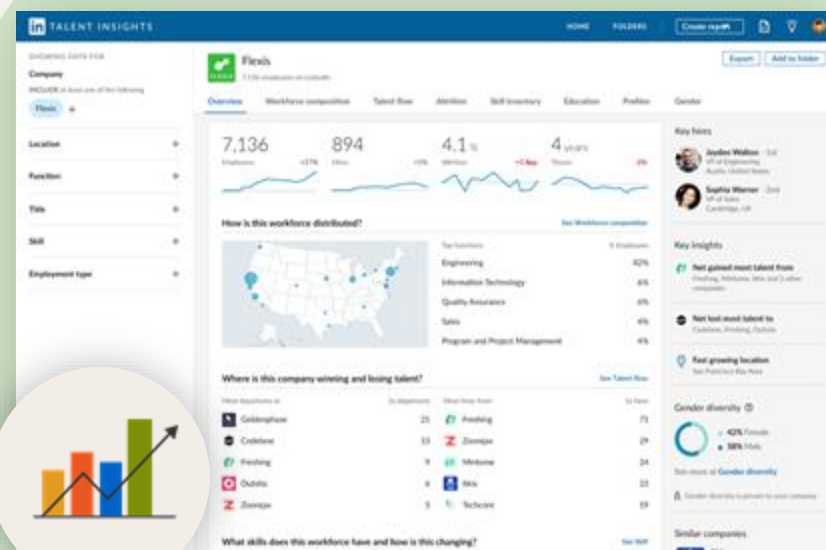


# Next Steps & Resources



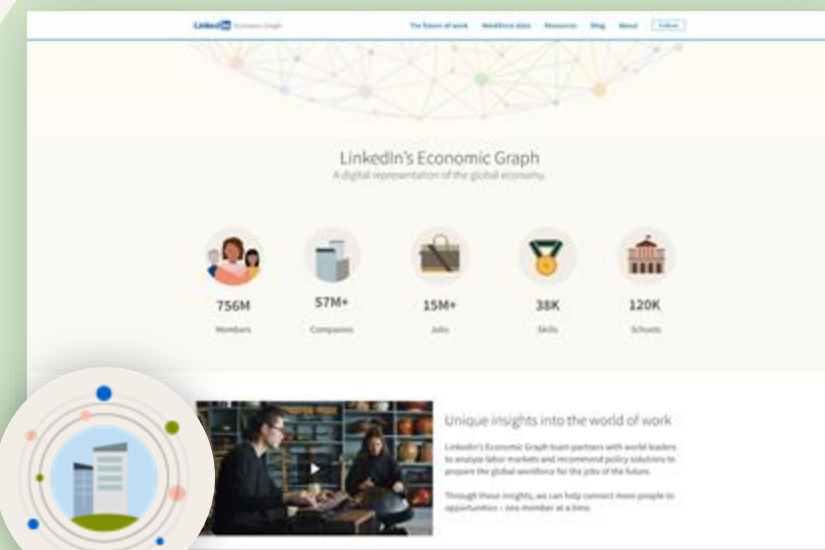


# Next steps: Put your insights to work



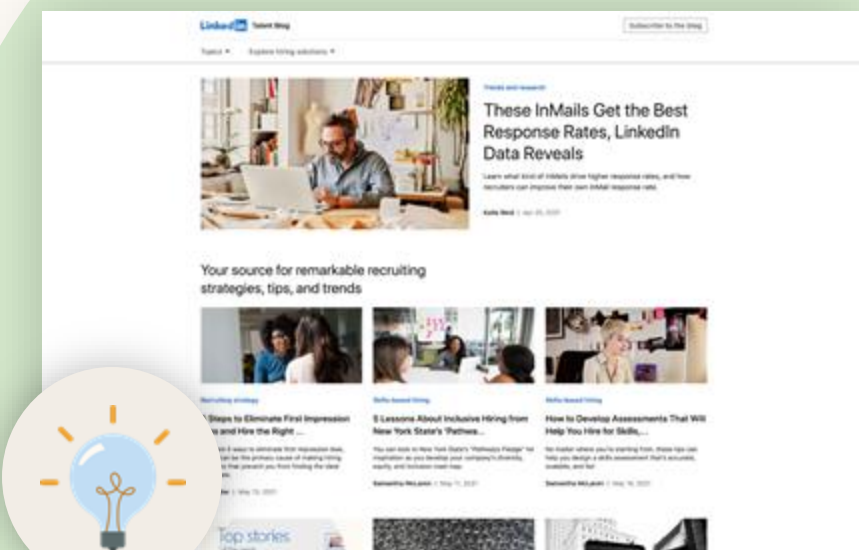
## Drive Better Outcomes

- Identify programs and initiatives that need labor market data
- Use real-time insights from LTI to drive better outcomes across your development portfolio



## Leverage other LinkedIn Resources

- Explore LinkedIn Learning as a potential solution to upskill your workforce
- Check out [LinkedIn's Economic Graph](#) Page for global workforce trends, thought leadership, and monthly Workforce Reports



## Stay Current on Evolving Trends

- Get news, perspective, and insights from leaders in [Economic Development](#) and [Government](#) on the [LinkedIn Talent Blog](#)



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