Sourcing and AI

strategic planning in the age of artificial intelligence

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Leading the LinkedIn Office Berlin

3 things to achieve – the 3 A´s

1

Accept change

agree that digital transformation changes the way we work

2

A different angle

see LinkedIn and its potential in a different way

3

Adapt technology

rethink your HR and sourcing strategy by leveraging data

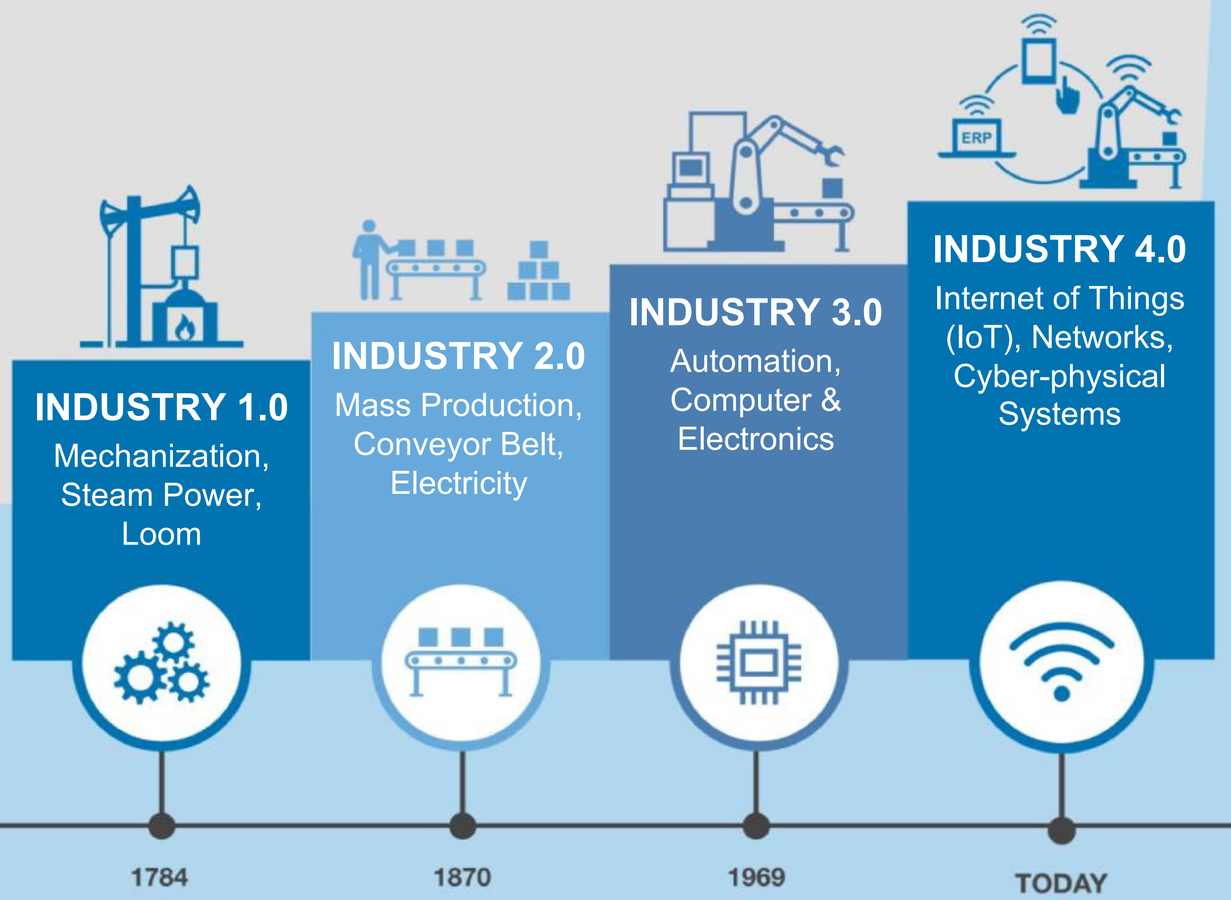
Source: (1) IDC (2) Forrester (3) Intel

The role in HR has changed.Today you have to be :

- a campaign manager
- a marketing specialst
- a social media manager
- a sales professianal
- a data analyst

INDUSTRIAL REVOLUTION

TRANSFORMING ECONOMIES THROUGH INNOVATION



Growth effect p.a. global GDP*

1.2% (until 2030)

0.6% **0.4%** **0.6%**

* Source: McKinsey Global Institute 2018

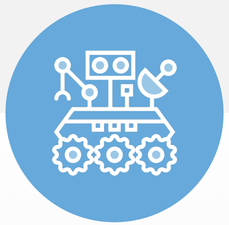
DATA AND TECHNOLOGY DO CHANGE EVERYTHING

as well the jobs of tomorrow

DATA UND TECHNOLOGY CHANGE EVERYTHING

BIG DATA

the amount of data increases 2x every 2 years



AI and automation

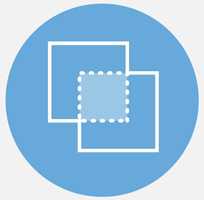
300% growth into AI investment at average UK company

INTERNET OF THINGS (IoT)

2015 – 15 billion connected devices
2020 – 200 billion connected devices

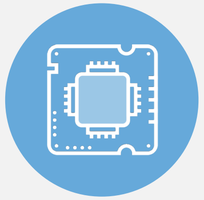
Source: (1) IDC (2) Forrester (3) Intel

3 TRENDS for the labour market of the future



Lack of qualification & skilled labour

Especially low skilled jobs will be automated. The lack of skilled labour will remain..

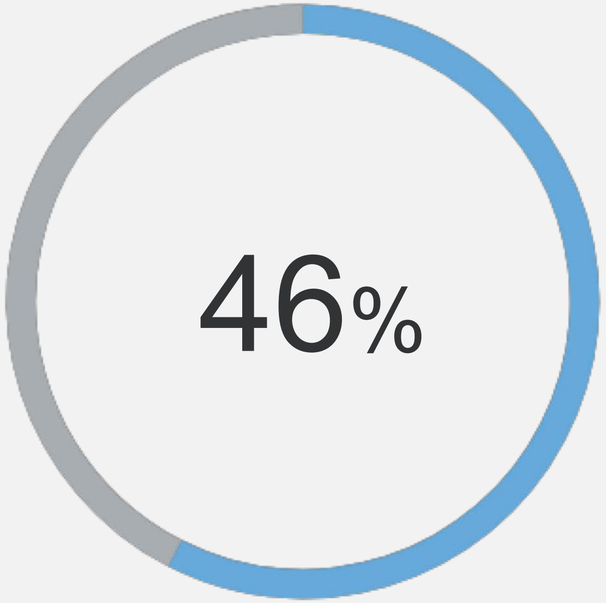


AI & automation

Automation is changing economy and workforce planning. By increasing acceptance this trend will get stronger.

TALENT INTELLIGENCE.

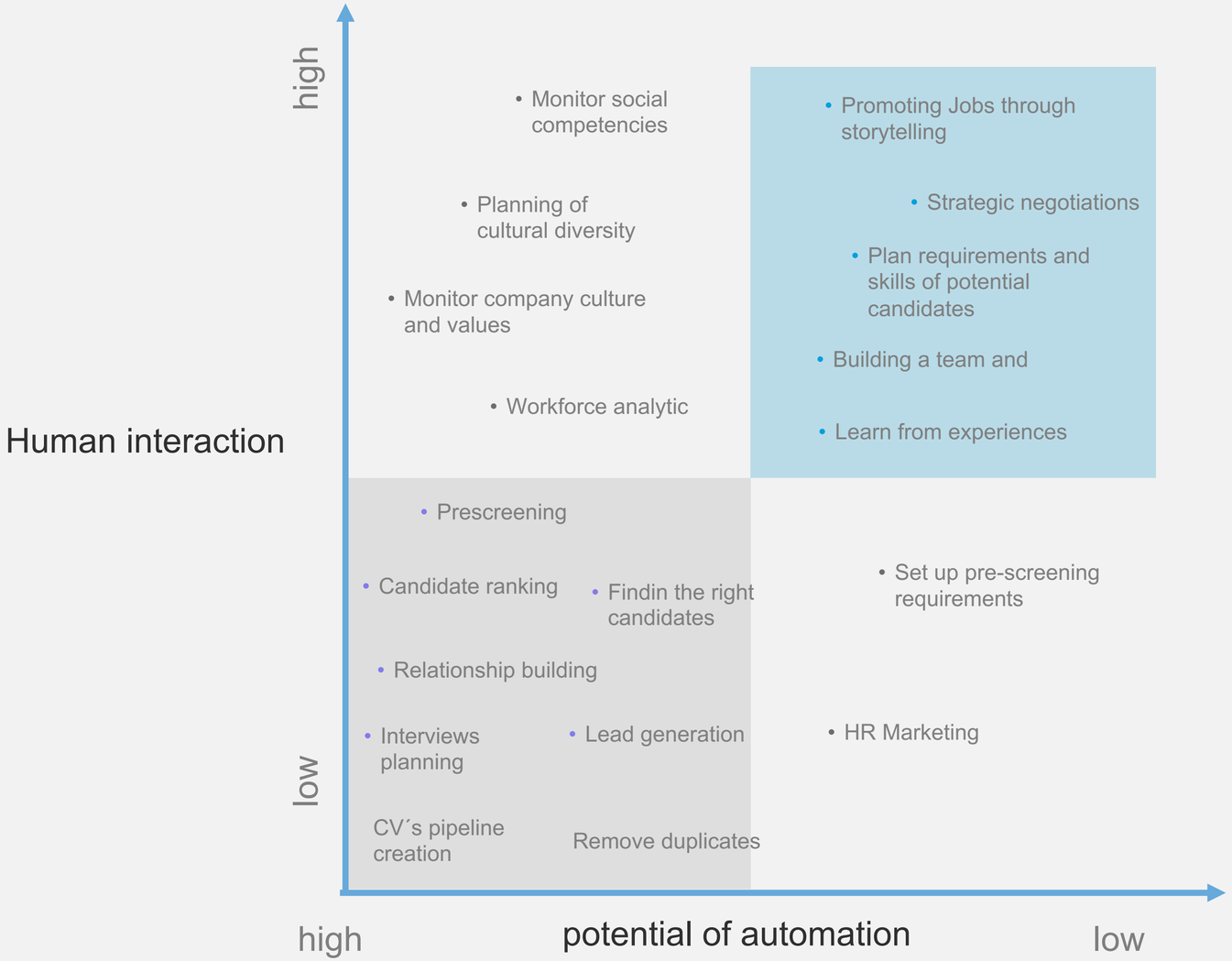
The best candidates and successful teams are key differentiators to remain competitive. Data analytics for strategic workforce planning is no longer an exclusie topic for HR.



automation potential for processes in Germany, UK, France, Italy and Spain.

Source: Mckiney Global Institute

Where to use and not to use AI in HR



Skills which can´t be replaced by AI

Social interaction with candidates

- Relationship Buildung
- Recognize potential
- Recognize social competencies
- convincing, negotiating

Source: LinkedIn Global Recruiting Trends 2018

COMMERZBANK-RESEARCH SURVEY

Companies describe the lack of skilled labour as a risk for economic success.

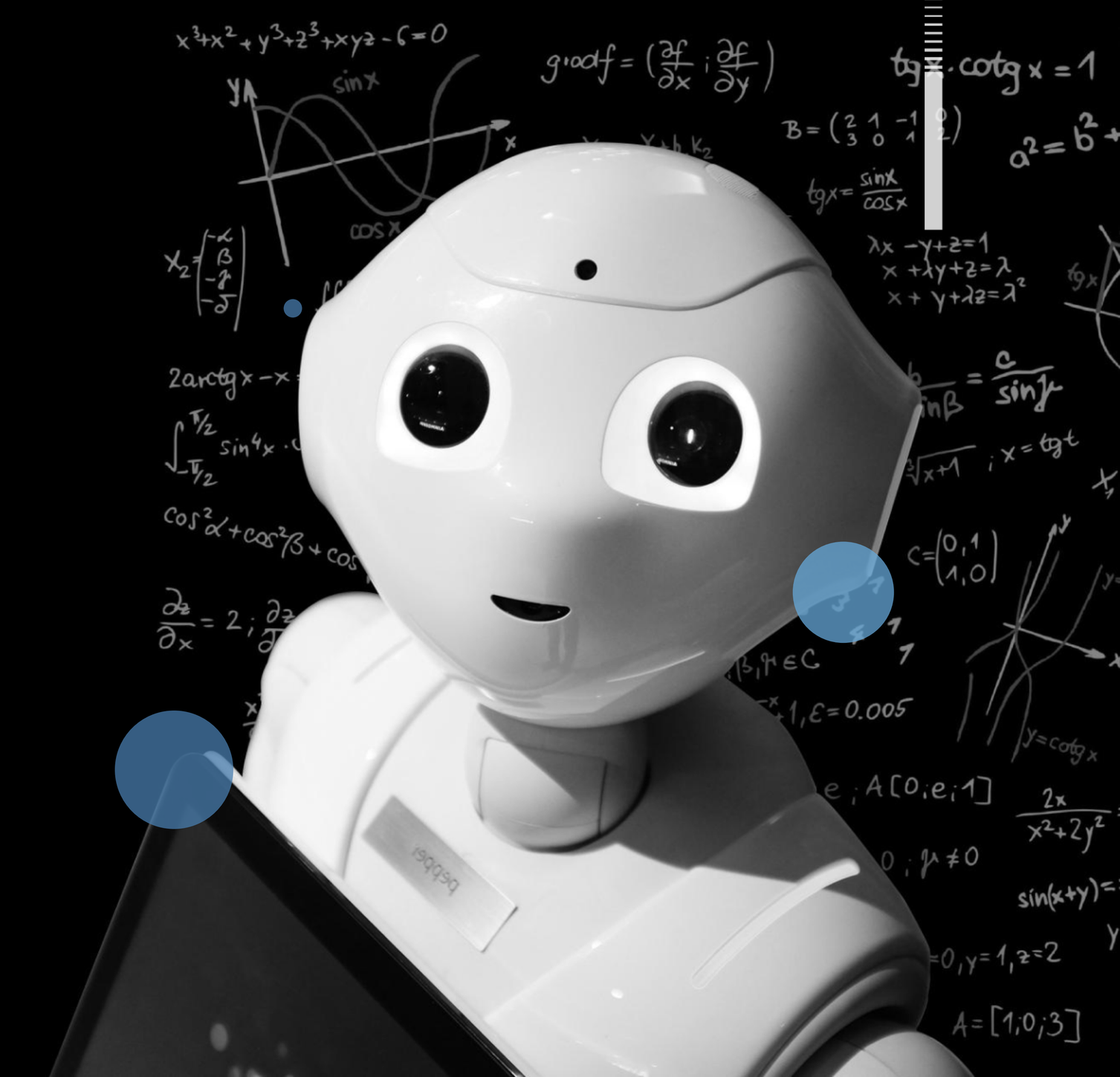
61%

rate it as high risk

Quelle: Commerzbank-Research, Mai 2018, unter mehr als 300 mittelständischen Kunden

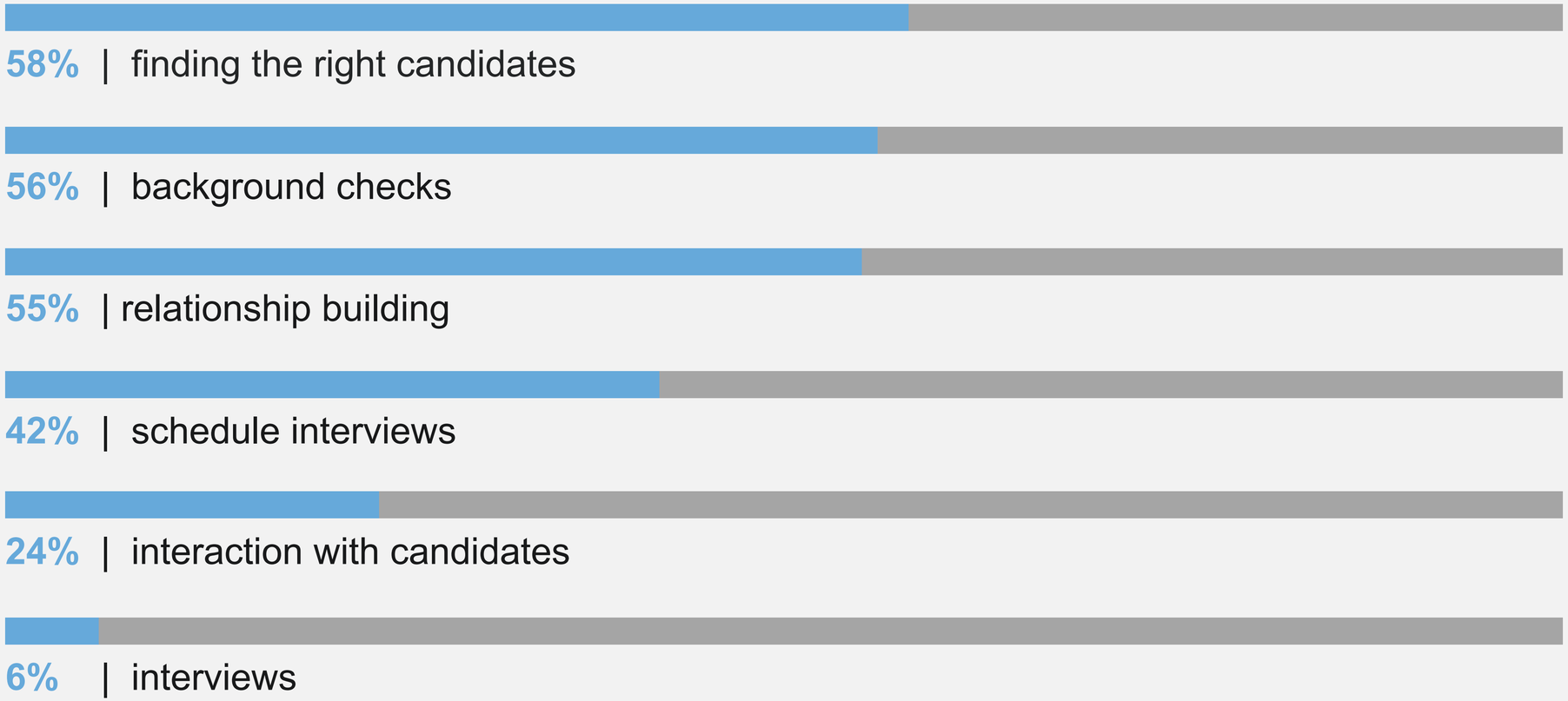
AI is here to support you.

Not to replace you



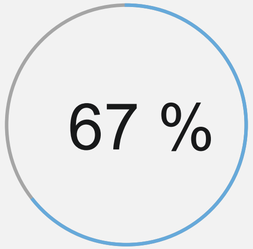
Leveraging AI in recruiting processs

where data can help you

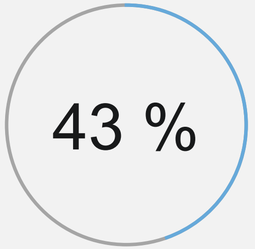


Source: LinkedIn Global Recruiting Trends 2018

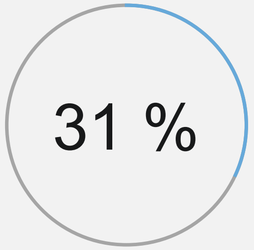
Key Advantages of AI in recruiting



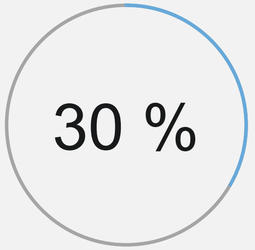
Efficiency / Time saving



Less biased decisions



Improved quality of candidates



Better RIO

Source: LinkedIn Global Recruiting Trends 2018

”Digital communication is completely different from in person face 2 face conversations. One will give you surface insights. And the other really gives you depth.” (Joe Gebbla, Airbnb)

71%

of CEO’s see workforce data as competitive advantage

Uplevel HR in board and management meetings.

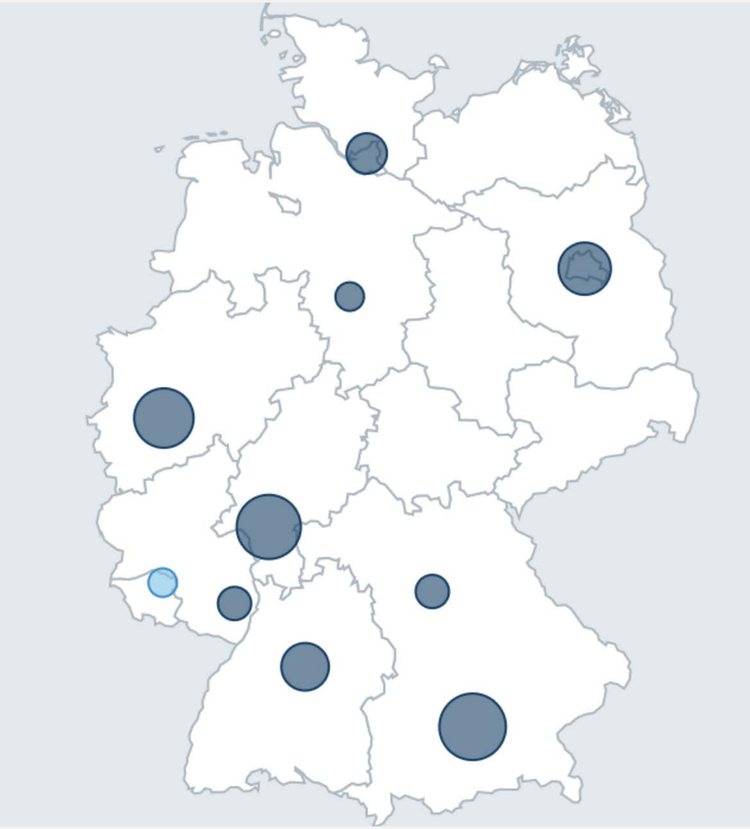
You should give insights on:

1. Hiring Strategy
2. Employer Branding
3. Competitive Intelligence
4. Geo Location Decision
5. Workforce Planning

Lack of talent

Business Challenge as an example:
Building a center of excellence for cyber security in Berlin

Where are the experts ?

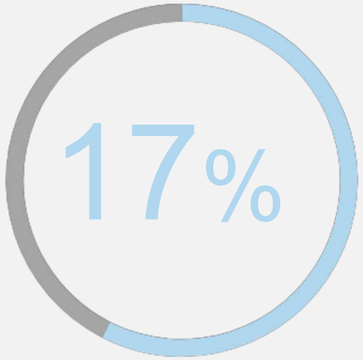


Location (87)	Professionals	1y growth
Munich Area, Germany	4,777	▲ 4%
Frankfurt Am Main Area, Germany	4,488	▲ 4%
Cologne Area, Germany	3,842	▲ 2%
Berlin Area, Germany	2,834	▲ 3%
Stuttgart Area, Germany	2,010	▲ 4%
Hamburg Area, Germany	1,436	▲ 3%
Nürnberg Area, Germany	823	▲ 2%
Mannheim Area, Germany	745	▲ 3%
Saarbrücken Area, Germany	487	▲ 4%
Hannover Area, Germany	463	▲ 5%

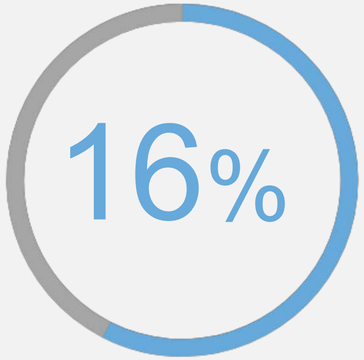
Source: LinkedIn September 2018

High demand on skills

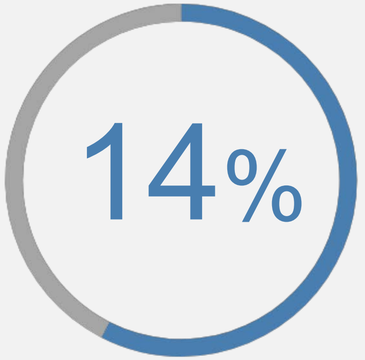
Where do live the most cyber security esperts in Germany ?



Munich



Frankfurt



Cologne

Source: LinkedIn September 2018

Lack of talent

TALENT INTELLIGENCE

Business Challenge as an example:
Building a center of excellence for cyber security in Berlin

2. demand at various locations

Location (87)	Professionals	1y growth	Job posts	Hiring demand
Munich Area, Germany	4,777	▲ 4%	541	Very high
Frankfurt Am Main Area, Germany	4,488	▲ 4%	429	Very high
Cologne Area, Germany	3,842	▲ 2%	468	Very high
Berlin Area, Germany	2,834	▲ 3%	352	Very high
Stuttgart Area, Germany	2,010	▲ 4%	287	Very high
Hamburg Area, Germany	1,436	▲ 3%	156	Very high
Nürnberg Area, Germany	823	▲ 2%	103	Very high
Mannheim Area, Germany	745	▲ 3%	82	High
Saarbrücken Area, Germany	487	▲ 4%	16	Moderate
Hannover Area, Germany	463	▲ 5%	79	High

Source: LinkedIn September 2018

Lack of talent

TALENT INTELLIGENCE

Business Challenge as an example:

Building a center of excellence for cyber security in Berlin

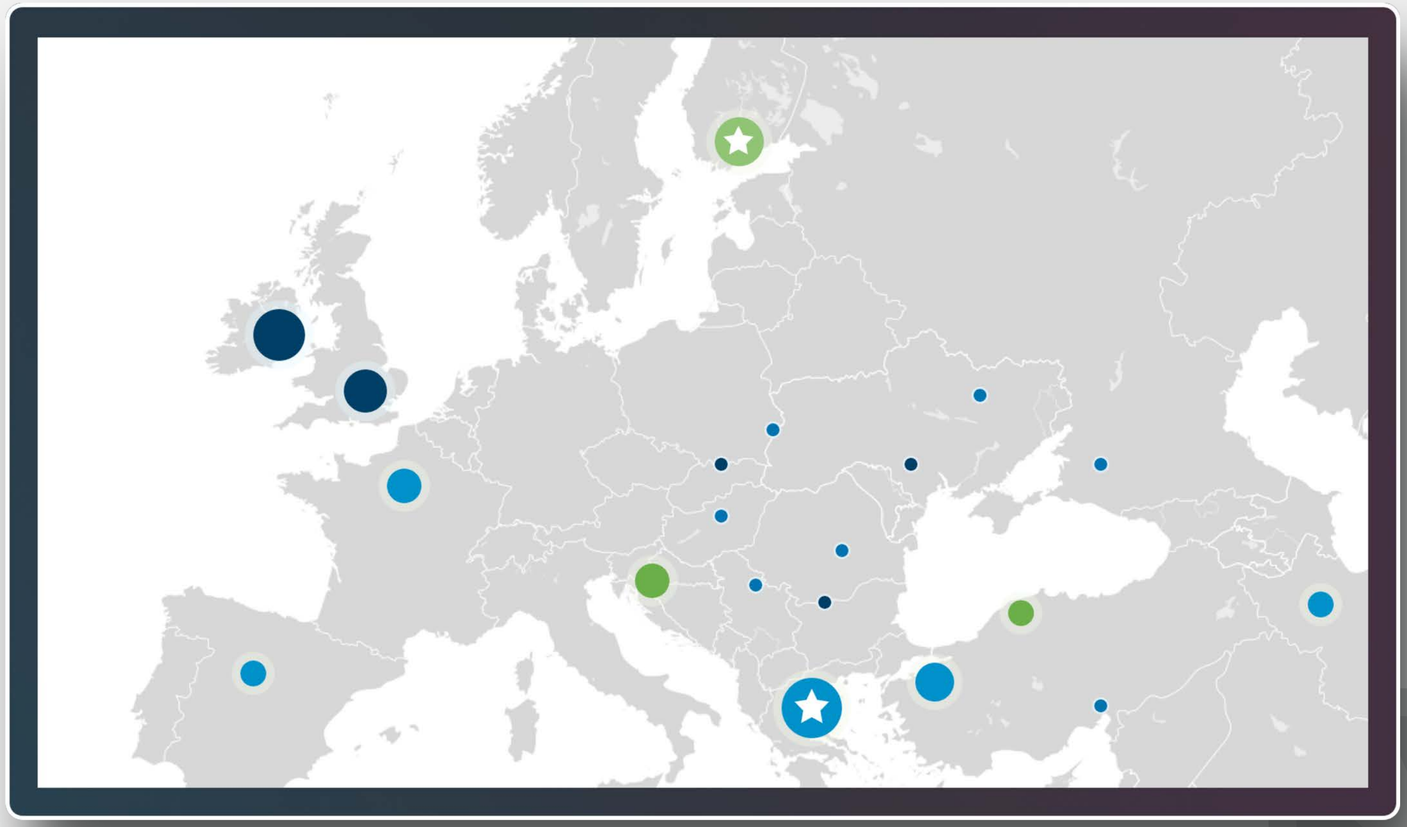
3. Which companies in Mannheim, Saarbrücken and Hannover do employ cyber security experts?

Company (95)	Professionals	1y growth
SAP	89	▲ 16%
United States Air Force	81	▼ 1%
US Army	35	▼ 3%
Karlsruhe Institute of Technology (KI...	19	▼ 10%
Siemens	17	▲ 6%
1&1 Internet SE	15	▼ 6%
Sophos	10	▼ 29%
Schweickert Netzwerktechnik GmbH	10	▼ 9%
Finanz Informatik GmbH & Co KG	9	0%
Center for IT-Security, Privacy and Ac...	9	▲ 29%

Sourcer: LinkedIn September 2018

Sourcing for experts globally

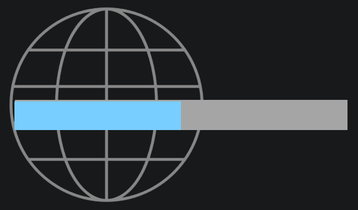
Regions with a high supply on cyber security experts



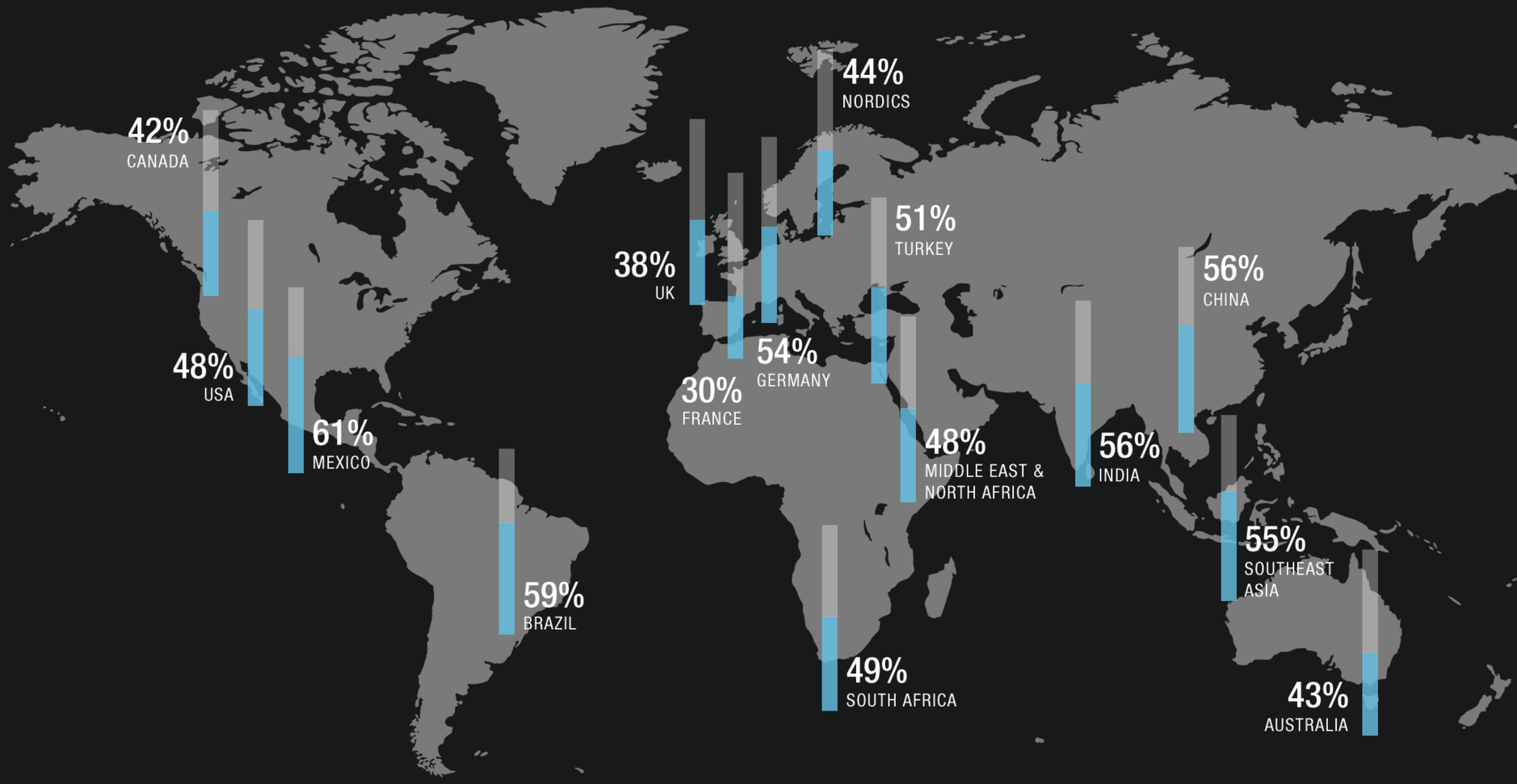
Quelle: LinkedIn September 2018

Global Importance of the usage of data

Percantage of people stating that the usage of data in HR is a Top Trend.



50%
Global average



Source: LinkedIn Global Recruiting Trends 2018

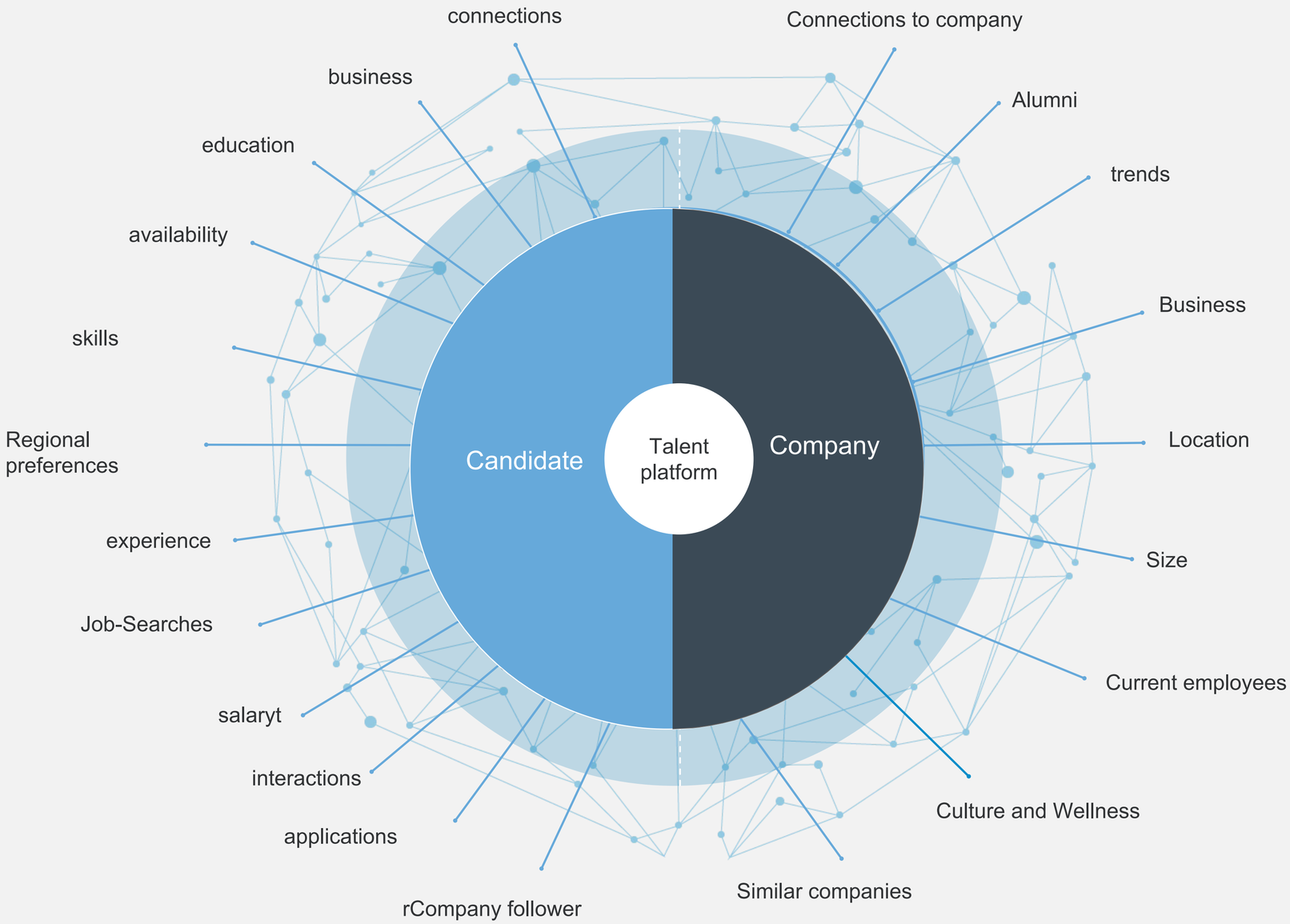
How can LinkedIn help you?

LinkedIn is a database

LinkedIn is a platform with:

575 M members
26 M companies
15 M jobs online
50 K skills
60 K schools

TALENT PLATFORM



“Flying cars are not a very efficient way to move things from one point to another”

BILL GATES

Founder of Microsoft Corporation

Let´s connect

Happy to chat.

Marc Oliver Nissen - MCMI

Leading the LinkedIn Berlin Office

Thank you.

Talent Solutions