



Navigating Market & Talent Trends in the New Year: Strategic Planning for 2025

ASA ExecuVision

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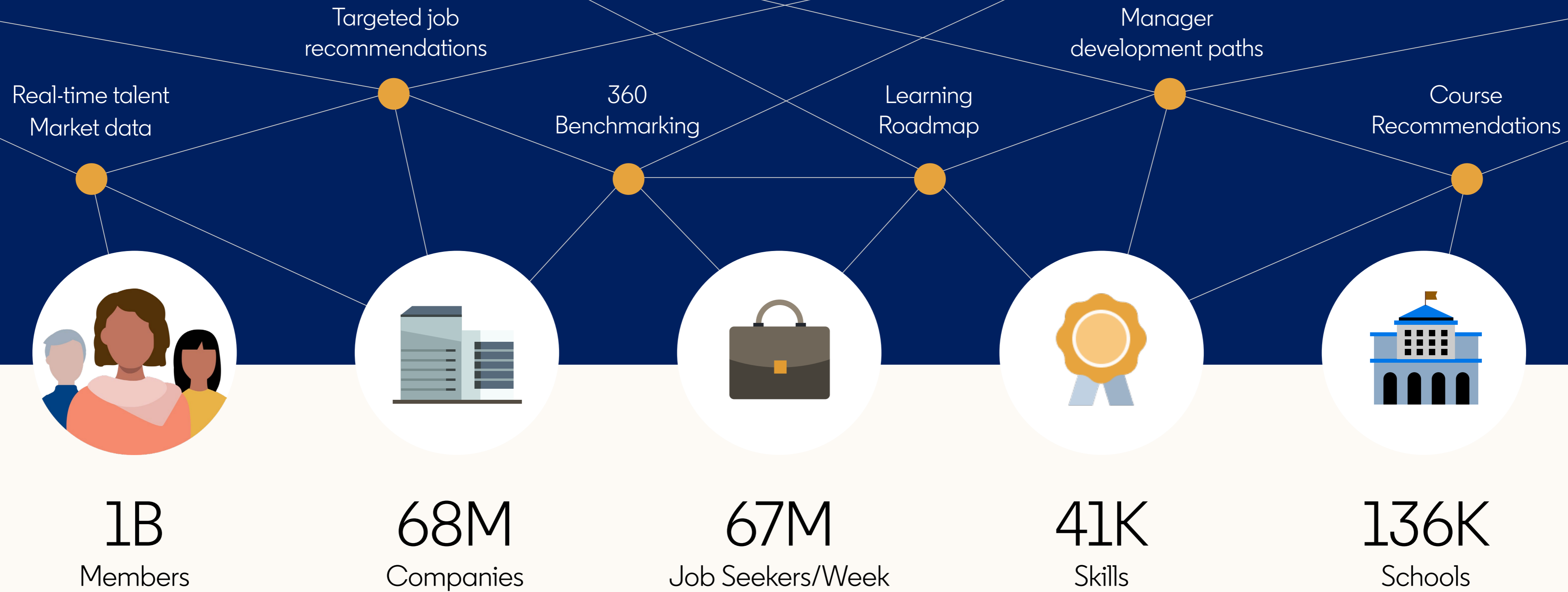
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LinkedIn connects over 1 billion professionals worldwide



LinkedIn Economic Graph

How LinkedIn connects the dots between hiring, business development, and talent engagement strategies

Our Vision

Create economic
opportunity for every
member of the
global workforce





Even in a challenging labor market, work continues to change, and AI is at the forefront

It's a Challenging Labor Market

- 1 While we see a rebound in LinkedIn's Workforce Confidence Index which increased 20% in the US by January from a record low in November.
- 2 28% of professionals are saying the job market is so bad that they do not plan to look for a job in 2025
- 3 That said, 39% of professionals surveyed globally believe the job market is going to get better in 2025
- 4 However, 22% of working professionals who were looking for a new job in 2024 are still looking for new opportunities in 2025

Work is Changing

- 1 Nearly two-thirds of professionals worldwide say they are feeling overwhelmed by how quickly work is evolving
- 2 Organizations that embrace AI can gain a competitive advantage: 51% of the businesses that adopted generative AI reported a revenue increase of 10% or more.
- 3 Professionals entering today's labor market are on pace to hold up to twice as many jobs on average over the course of their careers compared to those who entered 15 years ago

Current Talent Trends

Work is changing and AI has a role to play

Demand for adaptable talent is rising

It's Time for Action



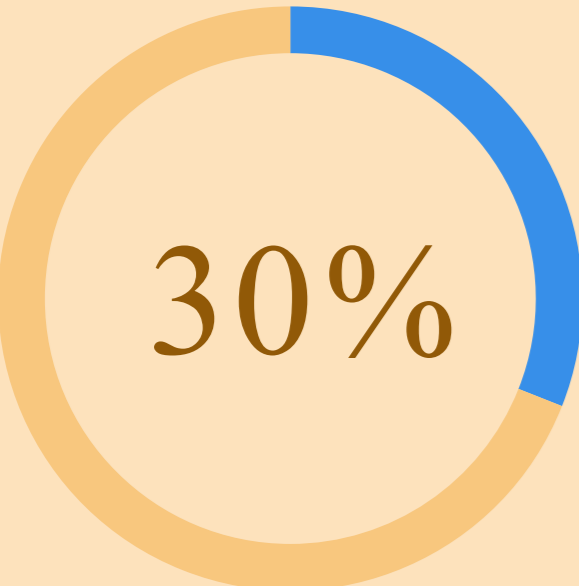
Work is changing
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While AI may feel like a recent trend, it's not. Over the past eight years, hiring of AI talent across the board has increased by more than **300%** globally.

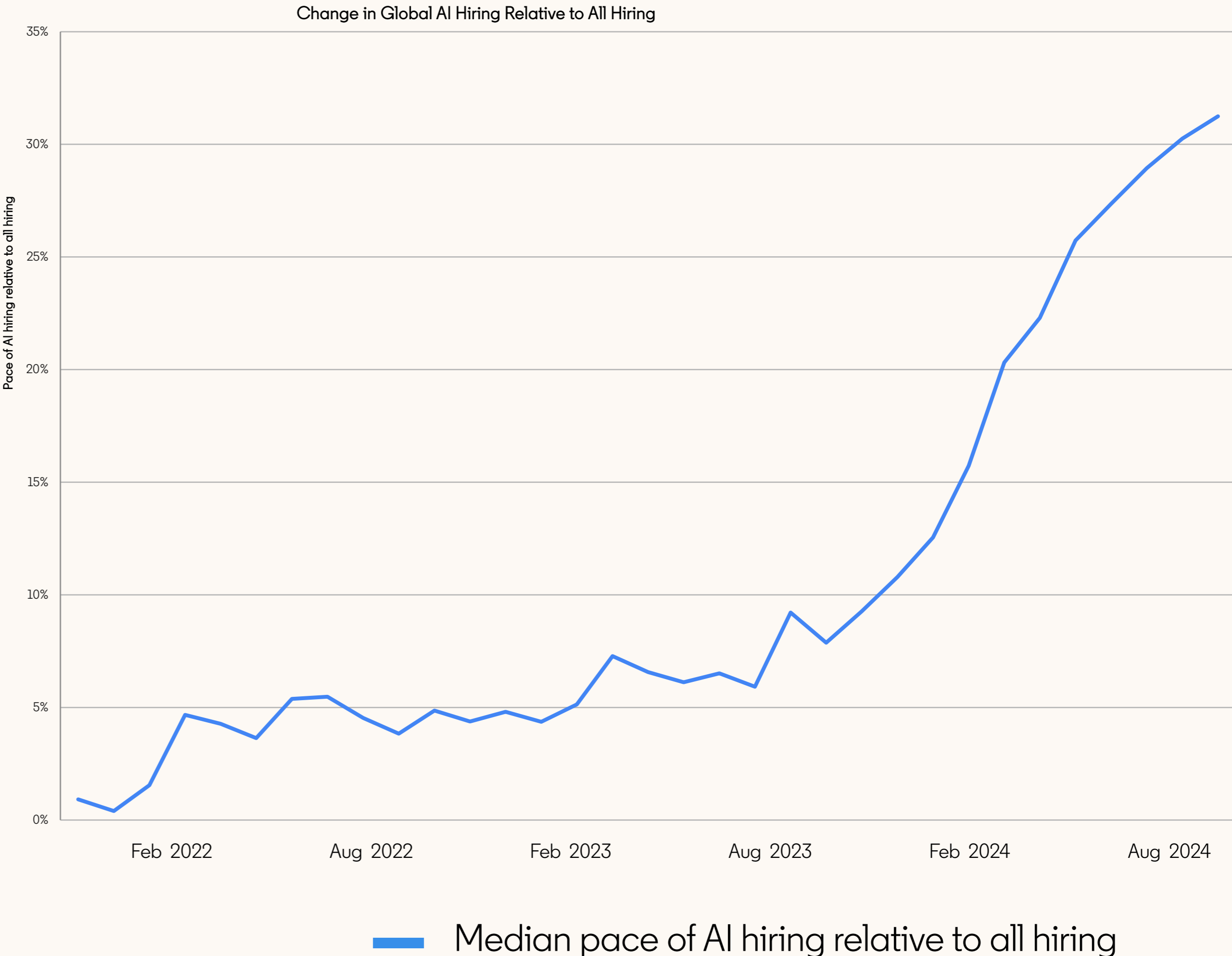
And comparing the hiring of AI talent relative to all hiring, it's increased by **30%** globally since last fall. Professionals who lean into the technology now are most likely to succeed.

↑ **300%**

Global AI hiring has increased over 300% in eight years.



Since last fall, AI hiring has grown 30% faster than overall hiring.



Professionals are leaning into this shift by acquiring new skills and experiences to remain competitive in an evolving and challenging job market.

The workplace today is almost unrecognizable compared to 2000.

Globally, more than

10%

of workers hired today have job titles that didn't exist in 2000.

And in the US, it's closer to 20%.



Here are the most common job titles globally that didn't exist in 2000:

| | |
|----|----------------------------------|
| 1 | Data Analyst |
| 2 | Full Stack Engineer |
| 3 | Frontend Developer |
| 4 | Social Media Manager |
| 5 | Web Developer |
| 6 | Data Engineer |
| 7 | Business Development Specialist |
| 8 | Data Scientist |
| 9 | Human Resources Business Partner |
| 10 | Relationship Manager |

AI is powering a similar shift right now. For the vast majority of people, AI isn't replacing their job but will likely transform it, and their next job might be a role that doesn't exist yet. For instance, Artificial Intelligence Engineer is one of the fastest growing jobs in 15 countries and ranked # 1 in the [Netherlands](#), [UK](#), and [US](#).

2025 Jobs on the Rise: Artificial Intelligence Engineer Ranks #1

| | Netherlands | UK | US |
|---|----------------------------------|----------------------------------|------------------------------------|
| 1 | Artificial Intelligence Engineer | Artificial Intelligence Engineer | Artificial Intelligence Engineer |
| 2 | Business Director | Home Health Aide | Artificial Intelligence Consultant |
| 3 | Information Security Officer | Aircraft Mechanic | Physical Therapist |
| 4 | Client Advisor | Data Governance Manager | Workforce Development Manager |
| 5 | Management Advisor | Environmental Officer | Travel Advisor |

According to the report, 75% of global knowledge professionals now utilize generative AI at work, with nearly half adopting it over the last year.

Separately, another role emerging is Head of AI. In the US, the number of companies with a "Head of AI" position has tripled in the past five years and in the last two years alone, we've seen more than a 50% increase. Looking into the future, at the current pace, this number will double again within the next three to four years.



AI at Work

68% of people say they struggle with the pace and volume of work

46% feel burned out

A typical worker must read about 4 emails for every 1 they send

Using AI at Work

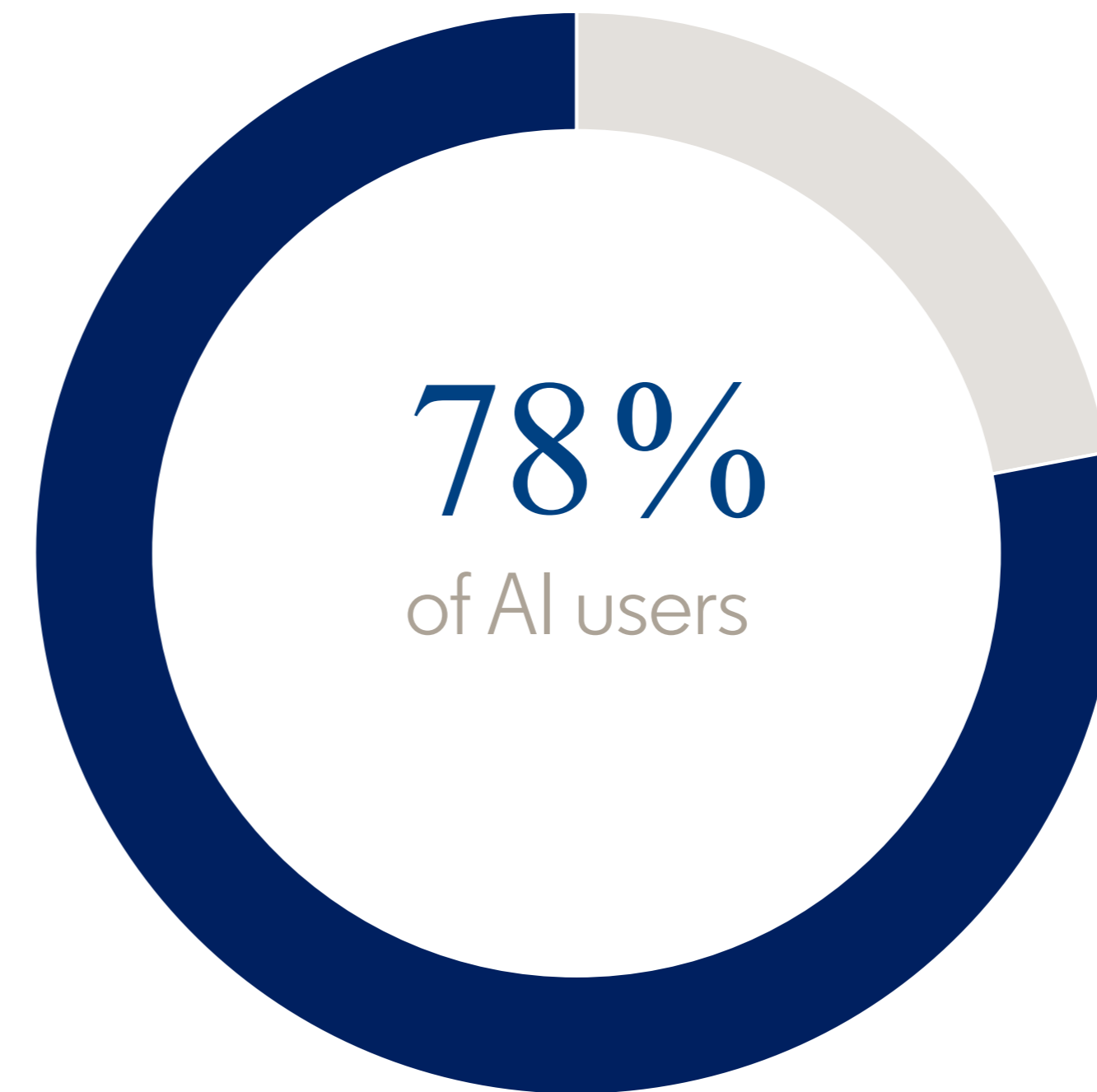


AI at Work

52% of people who use AI at work are reluctant to admit to using it for their most important tasks.

53% of people who use AI at work worry that using it on important work tasks makes them look replaceable.

Bringing Own AI to Work



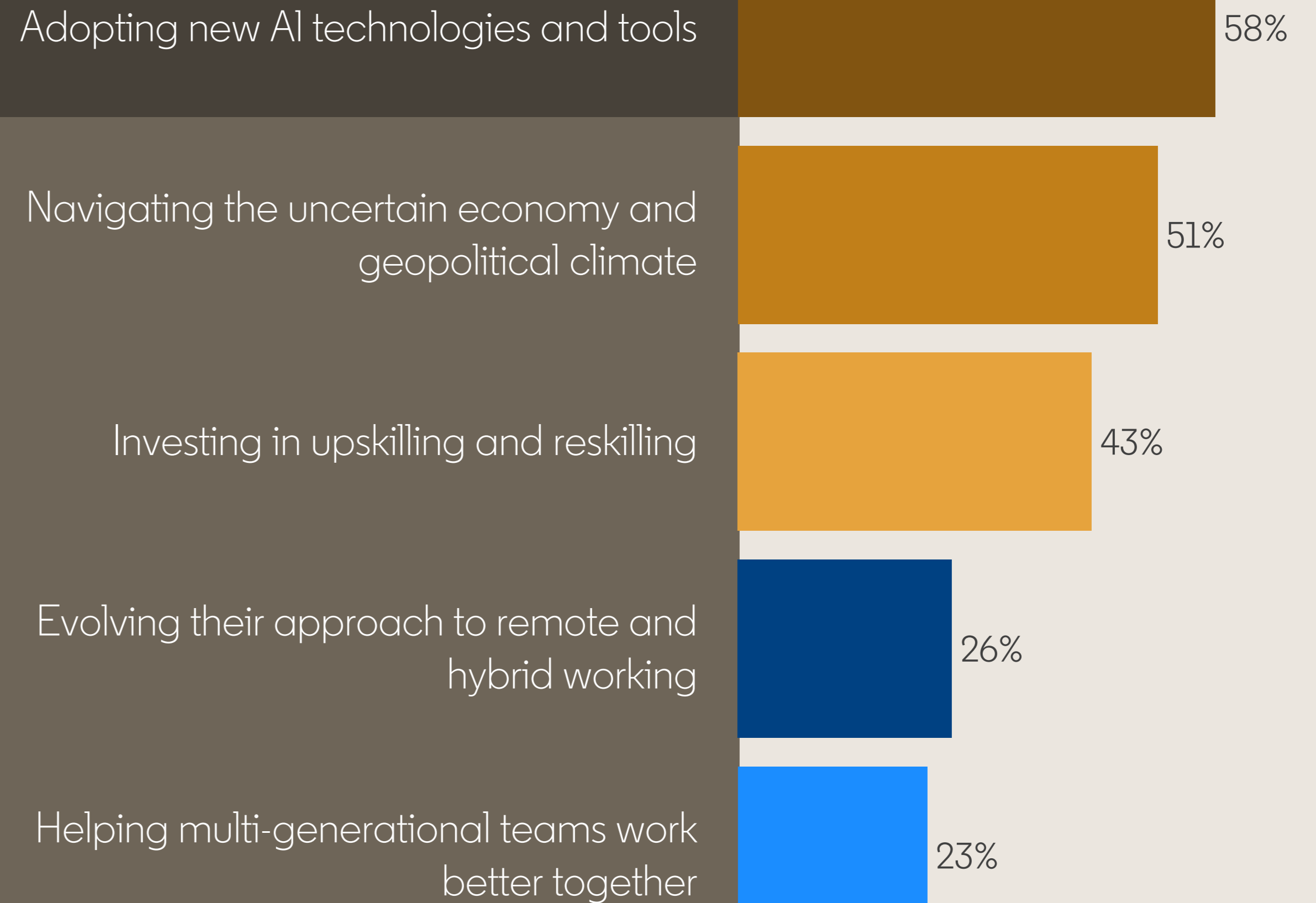


Demand for
adaptable talent
is rising

Companies are leading through the evolving labor market



Top changes executives are focused on for 2025:



Beyond demand for AI talent, we're starting to see a rising demand for non-technical professionals with proficiency in AI tools. The percent of jobs on LinkedIn listing an AI literacy skill increased more than six times over the past year.

1 in 500

Despite this rapid ascent, AI literacy demand remains rare with only 1 in every 500 jobs requesting it.

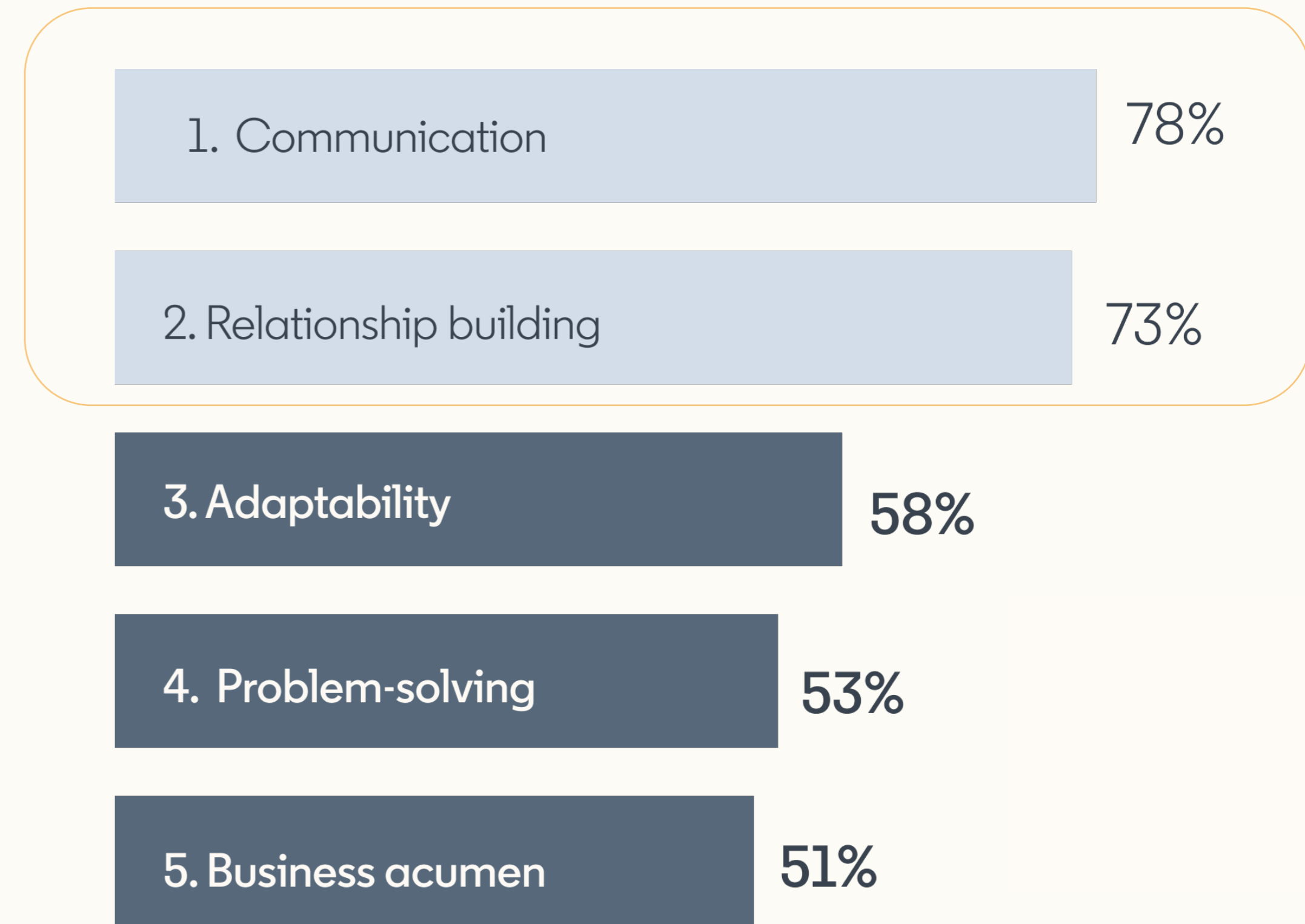
LinkedIn [research](#) suggests GAI could impact the majority of US jobs and eventually be incorporated into their daily tasks, transforming some occupations more than others.



Marrying AI literacy with soft skills is the key to success

Even as AI increases in relevance, business leaders point to human-centric soft skills as the differentiator when it comes to career advancement.

The winning talent combination right now is balancing interpersonal excellence with a dynamic AI toolkit.



Professionals with **1 or more of the 5 soft skills** above see **3x more promotions** than those without those skills.



It's Time for Action

Building Momentum: Your AI Recruitment Strategy for the Future

Crawl

Walk

Run



Lay the Foundations

- Explore AI-Powered Tools
- Agree on a Skills-Based Approach
- Assess AI Readiness



Expand and Deepen AI Adoption

- Experiment & Refine
- Invest in Training
- Challenge Thinking with Data
- Your Value Proposition?



Scaling for Long-Term Success

- Integrate across your organization
- A Culture of Excellence
- Build Future-Ready Client Partnerships
- Ethics at the Forefront

Critical Questions to Define Your Talent Strategy



How can AI help your recruiters solve business problems and deliver more value beyond just automating tasks?

Use AI to go beyond efficiency—focus on freeing recruiters to build relationships and solve complex challenges.

What skills do your recruiters need today to meet the evolving expectations of tomorrow?

Equip recruiters with consultative skills, data fluency, and business acumen to meet evolving client demands.

How can you use technology to help your clients reimagine what their workforce could look like in five years?

Recruiters can partner with clients to shape the future and lead in workforce innovation.

Are you ready to lead the change, or are you waiting to follow?

Key Actions to Future-Proof Your Talent Strategy

Build an AI-Powered Recruitment Engine

- Automate tasks (sourcing, screening, scheduling) with AI to focus on strategic hiring decisions
- Align tools with goals and foster AI literacy in your team
- Focus on delivering value beyond efficiency

Empower Recruiters as Strategic Partners

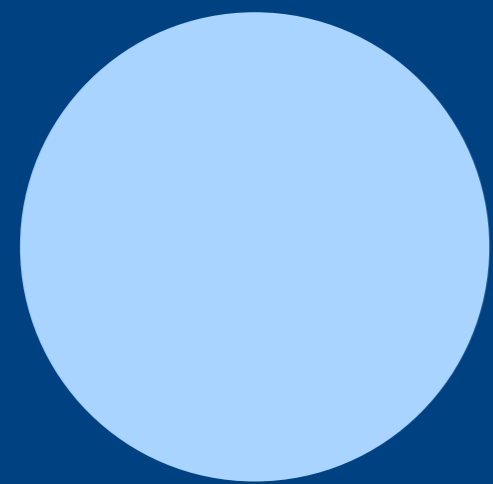
- Equip recruiters with skills to shift from hiring to advisory roles
- Encourage learning, data-driven decisions, and client-focused strategies

Build Future-Ready Partnerships

- Help clients adapt to AI and predictive analytics
- Offer tools and insights to build agile, adaptable teams

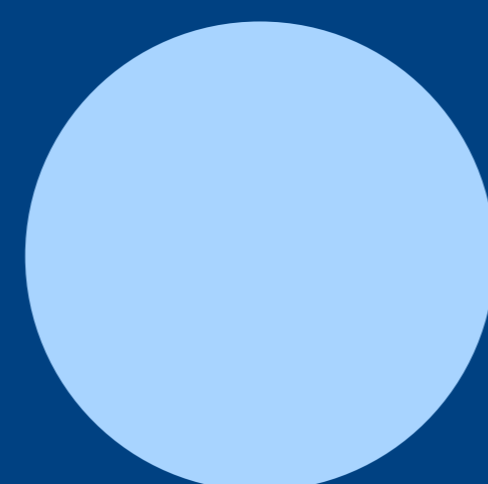


Leading the Future of Recruitment Starts with You



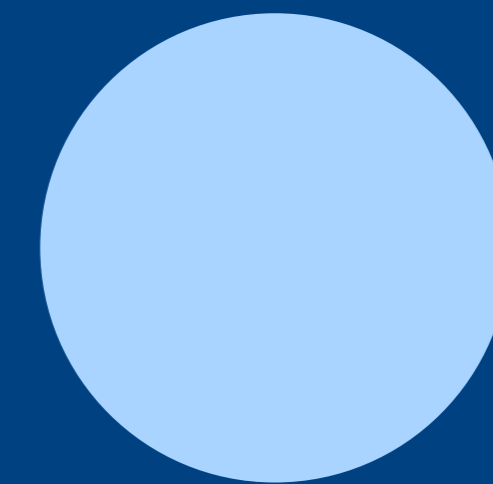
Harness AI for Strategic Impact

Use AI to boost efficiency, personalise experiences, and deliver strategic insights.



Empower Your Teams

Help your teams adapt, experiment, and succeed with new technology.



Build Future-Ready Client Partnerships

Create lasting relationships based on trust, data, and value.

Thank you!