

SCOUTING REPORT

2024 TALENT TRENDS



Know the right plays to lead in the global race for talent.

TeamKC is a collective of more than 1,000 recruiters and HR leaders from across the Kansas City region providing real-time insights that are shaping the market's talent acquisition, retention and development strategies.

More than ever, fostering authentic connections both in the workplace and our communities is key to finding the best talent and helping them thrive here in KC.

The 2024 TeamKC Scouting Report focuses on regional trends and five national workforce themes impacting today's organizations and breaks them down into key findings to take your talent playbook to the next level.

The clock starts now, time to make moves.

TEAM  /  AREA
DEVELOPMENT
COUNCIL

KC REGION FAST FACTS

CURRENT STANDINGS:



Labor Force
1,151,848



Unemployment Rate:
2.5% KC vs. 3.5% U.S.

HIGHLIGHTS:



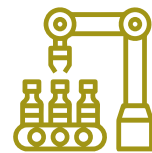
Distribution

**Fastest-growing industry
in the last five years**



Health Care

**Largest industry of
employment in the market**



Skilled Manufacturing

**Job growth of 22% in the
last five years**



Digital Health

**100+ digital health
companies and
25,000+ workforce**



Cybersecurity

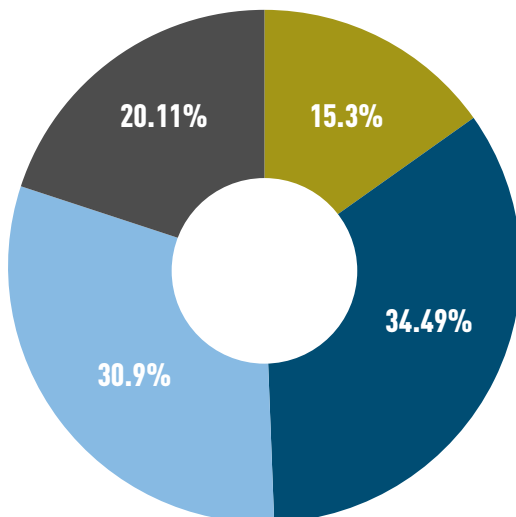
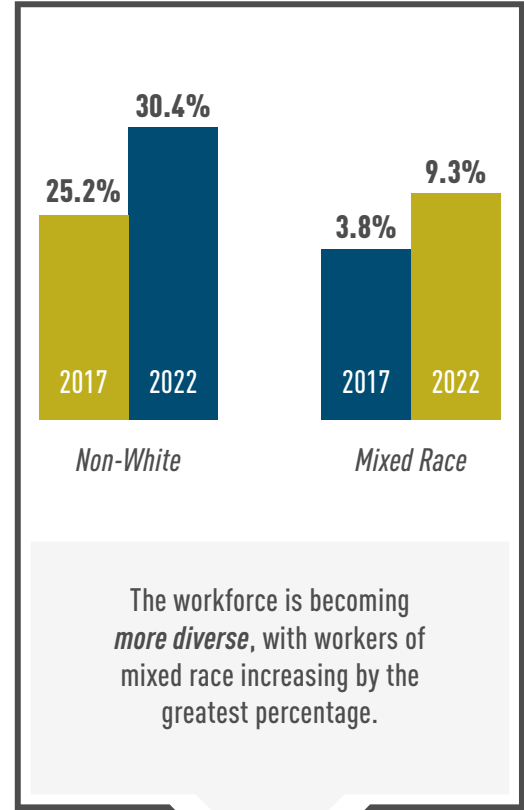
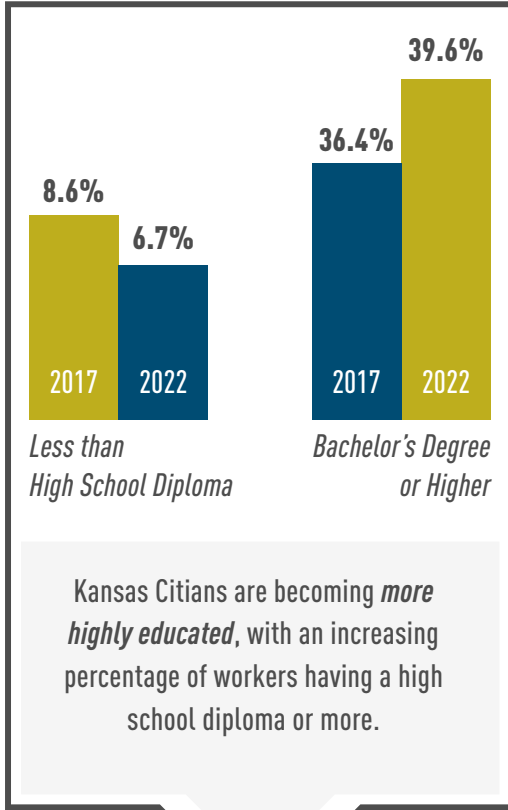
**Fourth-fastest-growing
occupation in the
next five years**



A/E/C

**No. 6 most concentrated
architecture and engineering
labor market in the U.S.**

WORKFORCE AT A GLANCE



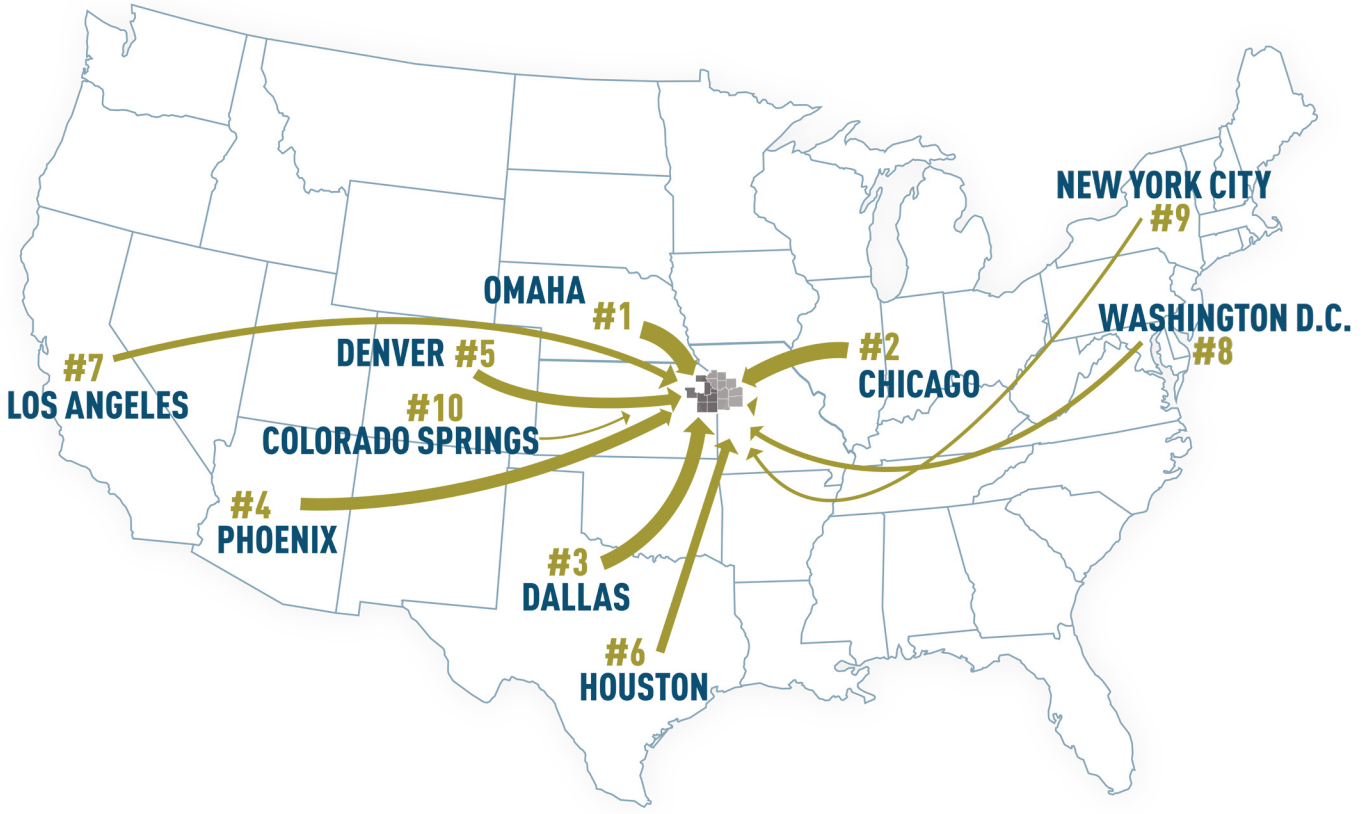
- 15-24
- 25-44
- 45-64
- 65+

Individuals aged 65+ are a significant portion of the workforce, signaling *future labor shortages* as they retire.

FAST FACTS

KC REGION

+ Top 10 Markets Moving to the KC Region



+ Top 10 States for In-Migration

#1 Texas	#6 Florida
#2 California	#7 Iowa
#3 Colorado	#8 Oklahoma
#4 Illinois	#9 Georgia
#5 Nebraska	#10 Arizona



Explore the pages of KC Options magazine to discover the people and places that make KC a top destination to live and work: [KC.org/KCOptions](https://www.kc.org/KCOptions)

Sources: U.S. Census Bureau; 2017-2021 and 2016-2020 American Community Survey, 5-year estimates

+ Multi-Generational Talent

Key Factors:

- Regarding company-specific initiatives, all generations in the workforce believe a **people-first culture** is a top priority.
- **93%** of new grads prefer **in-person and hybrid work** to remote.
- For Baby Boomers, Gen Xers and Millennials, **competitive salary and merit increases** bear the biggest impact on job satisfaction.
- **83%** of Gen Z believe **mentorship** is crucial for their professional development.
- **19%** of Americans aged **65+** worked in 2023, nearly double from 1988.

Your Next Play:

- Create **mentor programs** that tap into KC networks to connect multiple generations in the workplace.
- Plug into **TeamKC's intern program** to add networking, KC-specific information and events into your summer experience.
- Encourage and proactively engage in **philanthropic and civic efforts** across the KC region as retention and talent-sourcing strategies.



+ Artificial Intelligence

Key Factors:

- **81%** of HR leaders have explored or implemented AI solutions for efficiencies.
- Only **41%** of business leaders believe they are adequately educating their employees on the benefits and capabilities of AI.
- **One in three** executives expect to adjust their talent strategies in the next 24 months because of generative AI.
- HR roles are the job positions most often listed with AI as a desired skill set.

Your Next Play:

- Engage with **KC tech industry groups** for dialogue and best practices in AI.
- Explore traditional and non-traditional workforce development programs to **upskill** your current talent.
- Attend **TeamKC Roundtable discussions** for real-time feedback on how KC-area employers are leveraging AI.



43% of HR practitioners feel confident in their **knowledge of AI**



+ Diversity, Equity, Inclusion and Belonging (DEIB)

Key Factors:

- The focus for DEIB is shifting from attracting a particular “headcount” to helping employees feel like they belong, both at home and in the community.
- DEIB is extending beyond conventional areas to include neurodivergence acceptance, as 1 in 6 children have a developmental difference.
- DEIB roles are among the fastest-growing in the country, with “vice president of diversity and inclusion” coming in at No. 7.

Your Next Play:

- Develop inclusive programs aimed at fostering neuro-acceptance, catering to both workers with neurodiverse traits and those caregiving to others.
- Harness TeamKC Belonging Guides to help your talent find their community in Kansas City.
- Create psychological safety for employees by creating inclusive environments at work and encouraging community connections.



+ Employer Branding**Key Factors:**

- Companies are recognizing the importance employer branding has on **finding the right talent**.
- **90%** of companies with top-notch employer branding recognize that employee experience – and what they say about it – has a significant impact on **public reputation**.
- As job seekers increasingly use AI and chatbots to **streamline their research** on potential employers, having strong and consistent branding is more important than ever.

Your Next Play:

- Evaluate the **job seeker's perspective** when designing and executing your employer brand.
- Feature your people, workplace and company culture when telling your **unique employer story**.
- **Optimize your online presence** across channels so that AI can accurately represent your work environment and culture.
- Integrate TeamKC resources, including KC Heartland videos and belonging guides, to help **tell the Kansas City story** alongside your employer brand.



9 out of 10
companies are
focusing on building
or maintaining a **strong**
employer brand



+ Skilled Workers

Key Factors:

- **Ongoing labor shortages** are requiring employers to rethink skill requirements and priorities when hiring.
- **92%** of talent professionals believe that soft skills are of equal importance to conventional field-related skills.
- Two years in a row, the Kansas City unemployment rate has stayed at a **50-year low** - signaling a **very tight labor market**.

Your Next Play:

- Address workforce shortages by **focusing on skills** versus traditional education and experience requirements.
- Partner with local schools and workforce programs to **upskill** workers, ensuring current talent is up-to-date on the latest technologies and strategies.
- In addition to resume experience, **explore potential talent's soft skills** through cover letters and interviews, assessing teamwork, communication and empathy.



Employers report
88% fewer "mis-hires"
by shifting focus to
skills-based hiring



Let's Connect



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