

how to attract



great tech
and IT talent.

introduction.

Whether your business is producing software, manufacturing appliances or shipping packages, digitalization is transforming your business. And accompanying this change is the need for engineering and technology specialists – from app developers to data scientists to cybersecurity experts. With many of these skills in high demand, winning over these workers has become a battle not only with companies in your sector but just about every industry today. So how can you position your business to be a more attractive employer?



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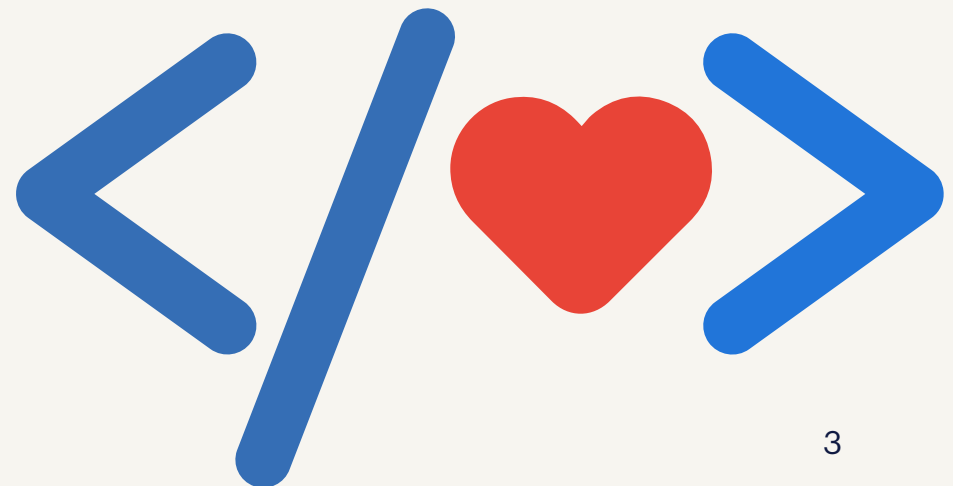


It's no secret that digital and tech skills are some of the hardest to come by these days. **The European Commission** predicts that by next year, nearly three-quarter million jobs in the ICT sector could go unfilled. **One report** estimates that the U.S. by 2030 will lose \$163 billion in revenues due to a shortage of technical talent. **Another report** claims that lack of skills in artificial intelligence is slowing its adoption by Asian companies, which means they will be unable to fulfill their potential to innovate. It may be difficult to believe that in an age where the tech sector is the new gold rush, the shortage of tech "miners" is growing.

For human capital leaders around the world, it's a problem they face every day. Companies currently building out their digital footprint face many challenges, with acquiring the right talent one of the most difficult to overcome. For companies that have not historically been considered on the cutting edge of technological innovations, winning over top skilled workers can be a frustrating experience. With highly admired companies such as Google, Amazon, Apple and

other dominant players in the field attracting many qualified candidates – for example, **google receives more than 1.1 million applications annually** – other businesses face some tough competition for those prized tech candidates.

Winning over some of those workers may be more difficult in today's highly labor-scarce market, but you can even the playing field by adopting some pragmatic tips and playing off your employer strengths. Attracting and acquiring tech talent should be no different than your approach to hiring any other skillsets; you just need to develop the right messaging and play in the right hunting grounds.





six tips

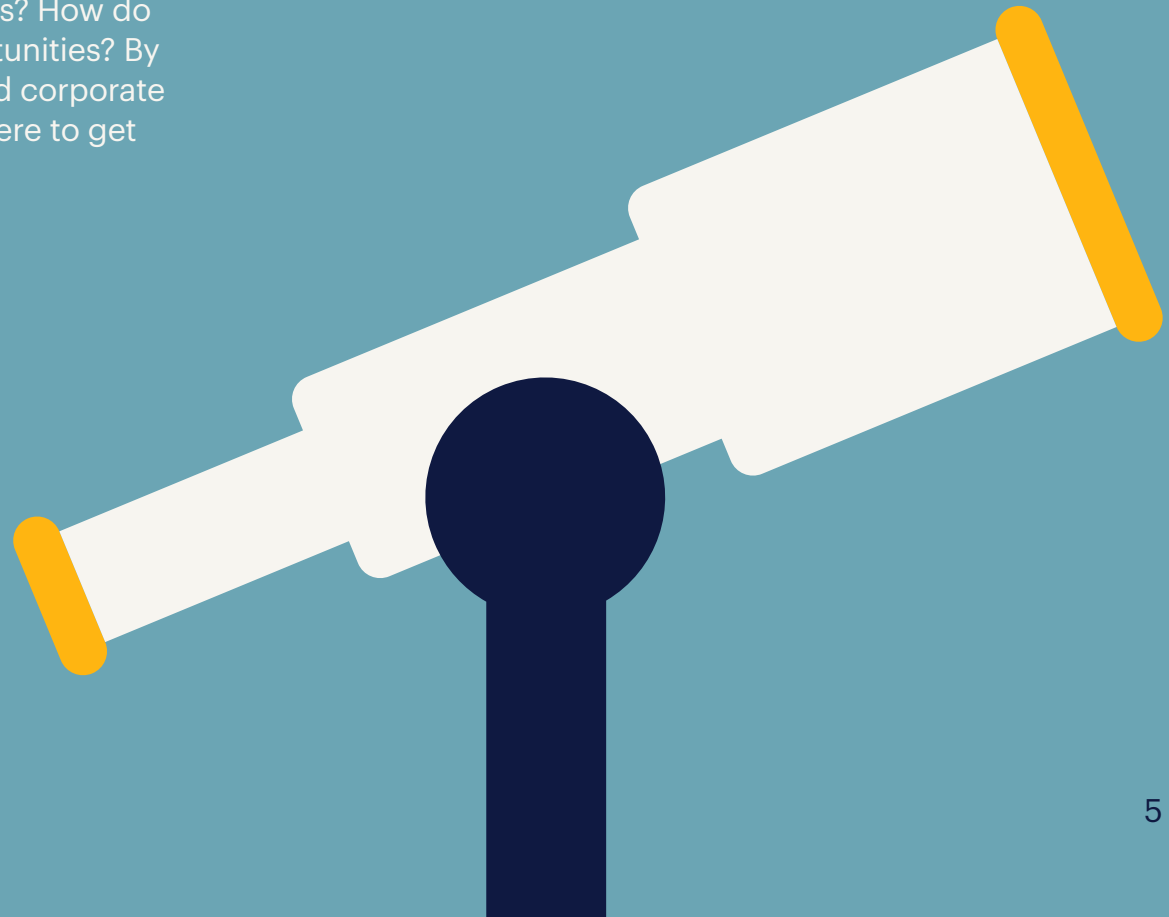


for success.



1. start with an assessment.

You might believe your your company possesses a strong **employer brand**, but have you performed an assessment recently? Understand how your corporate and employer brand is perceived by your target audience and prioritize measures to further elevate your brand. Do you have a great reputation among college grads and experienced workers? Are you well-known in your key markets? How do job applicants find out about your career opportunities? By assessing key metrics around your employer and corporate brands, you will gain a sense of direction for where to get started.





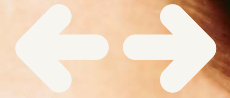
2. define your EVP.

What's your employee value proposition and does it match up with what your target group desires? If your company prides itself for being in business for decades, it might not resonate with technology workers who are looking for an entrepreneurial culture. Making sure the EVP aligns with talent is one of the most important considerations in talent attraction, but many hiring managers aren't able to voice what their company offers. Make sure your entire organization is familiar with your EVP.



3. learn what motivates applicants.

Do you know what tech workers want in an ideal employer? Is job security a priority over a pleasant work environment? How about interesting job content? It's no secret that many Silicon Valley companies have in recent years ratcheted up more and more outrageous employee perks, but do you know if these will appeal to the talent you hope to attract? To find out, begin with studies such as [the Randstad Employer Brand Research](#), a global survey of workers around the world about their desires and attitudes. Also ask your employees and job applicants (successful and those passed over) for their input.





4. create a plan of action.

You can't create an employer brand; rather, you can influence how job seekers perceive it. Develop a plan of action for communicating to technology workers, whether through recruitment marketing efforts such as campus events, social media campaigns or even general advertising like **those created** by GE several years ago. Be clear about what each of your activation steps are meant to accomplish and measure afterward to assess success.





5. monitor the chatter of action.

Leverage social media such as Stack Overflow, LinkedIn, employee review sites such as [kununu](#) and media coverage to listen to what the market is saying about your employer brand. You can't negate poor reviews, but you can address them with the reviewers or try to improve on areas of your business that receives the most amount of criticism. You can also leverage these channels to amplify your messaging to drown out the detracting voices.





6. create a memorable experience.

Do you know what job applicants have to say about their experience with your recruitment function? It might surprise you if you don't survey candidates whose applications have been completed. One of the most important elements of your employer brand is your candidate experience, so make sure you are transparent and communicative about the application process. Remember, job seekers who encounter a negative candidate experience will also have a negative view of a company's products and services.

Finding and hiring today's top technology and IT workers shouldn't keep you up at night as long as you follow these six steps to enhance your attraction strategies.





Interested in more talent attraction strategies?
Check our [workforce insights hub](#).