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Acolyte Presents

8 STEPS TO…
ATTRACTING & ENGAGING TOP
TECHNOLOGY TALENT

Talent Insight Hub – Intelligence White Paper 2020

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INTRODUCTION

Acolyte is revolutionising how HR & Talent Professionals access and use talent data to drive effective recruitment.

Whether your workforce strategy is focused attracting the strongest talent or retaining existing staff, Acolyte uses big data, analytics and human experience to give you a unique perspective on your talent landscape.

Acolyte helps HR leaders embed recruitment success throughout their business by providing, crystal clear insight, a fresh perspective, a clear roadmap, and actionable next steps.

Demand for talent has never been more competitive and the best candidates today behave more like customers.

The opportunities presented by on-line job boards, social recruiting and professional networking sites such as LinkedIn, have changed the way that talent interacts with the labour market to find work.

Our mission is to provide you with the insight you need to create competitive advantage in this new talent landscape.

The '8 steps to…' series is part of Acolyte's suite of intelligence products designed to help HR & Talent Professionals proactively and successfully attract and retain the talent their organisation needs.

Alastair Gorton
Founder & CEO

METHODOLOGY

Acolyte is an award winning talent consultancy and technology company that has been guiding the recruitment profession for over a decade.

With a pedigree from world leading technology, legal, finance, strategy & staffing consultancies, our people continue to challenge traditional recruitment models and help our clients drive the talent agenda.

Strategic Talent Mapping	Competitor Talent X-Ray	Organisational Mapping	Employer Branding	Employer Value Proposition	Diversity and Inclusivity
Attraction Audit	Retention Review	People Pipelining	Global Talent	Strategic Workforce	Recruitment Process

Intelligence: Acolyte's suite of Talent Intelligence services provide the customised, data driven analysis our clients need to inform strategic thinking and drive growth.

Technology: Acolyte's SEARCH Talent Acquisition platform continues to redefine how organisations access the talent they need.

8 STEPS TO…ATTRACTING TOP TECHNOLOGY TALENT

In today's innovation-driven economy, where new exciting companies are born daily and the focus of traditional organisations is shifting to how to use technology to protect and grow existing markets; quality technology talent can be very hard to come by.

Even when organisation's are successful able to hire technologists, there is a constant threat of other companies approaching them with other opportunities.

The Forum for In-House Recruitment Managers identifies that the biggest challenge identified by employers is hiring quality candidates in an increasingly competitive market. Specifically, recruiters continue to highlight their concerns over a lack of specialist candidates, particularly for areas such as Technology and Digital.

Employers are increasingly being forced to rely on contractors as the candidates with niche skills are attracted to the monetary rewards of a flexible working environment.

Companies who want to build permanent technology teams need to work harder than ever to attract the people they need.

Here are 8 key steps that every organisation can take to help them attract and engage top technical talent.

> *Companies who want to build permanent tech teams need to work harder than ever to attract the people they need.*

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1. ENCOURAGE INNOVATION

The best candidates in this field are motivated by feeling that they are part of something 'at the cutting edge' that will create change. This frontier mentality is exciting and addictive.

An entrepreneurial culture and a feeling of being 'there at the beginning' of a project is a powerful motivator. Technologists want to belong and share in a journey with colleagues that they respect and can learn from.

Demonstrating that what you are doing is at the forefront of your industry shows that you share their goals and ambitions.

Try to be transformative in your goals

Encouraging technologists to have fun and experiment as a great way to offer up more autonomy and capitalises on the creativity and ingenuity of your team.

Importantly, this also builds a differentiating reputation in your talent market for being a place where independence, talent and success is celebrated.

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2.

SHARE THEIR PASSION

Technologists are passionate about about what they do.

It is not uncommon to find the strongest performers happily working on projects in their spare time, either on side projects or simply trying out new technologies, tools, and languages. Supporting and sharing in this passion is attractive.

Working with mentors and senior staff who share their ethos is very important. Professionals in this environment naturally enjoy working with someone stronger simply because they want to learn from the experiences of peers and colleagues that they respect.

The best engineers and developers work well in a team and they excel in environments where they are surrounded by technical talent.

A culture of collaboration is key.

Learning, exploring, teaching, navigating capacity constraints and problem solving are all part of the job and working through these challenges together is appealing.

Strong professionals readily share knowledge with team members and are happy to accept advice and input from their colleagues to reach a better solution.

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3. PROVIDE A PATHWAY TO SUCCESS

Technologists are natural problem solvers who strive to find the best method to meet a challenge.

Communicating how you will provide opportunities for them to excel and become technical leaders within the organisation will go a long way toward attracting the best talent, improve retention, and encouraging them to produce quality work after they join.

Tailor your opportunities to their career objectives.

For many technologists, career development is defined by increases to skills and experiences and is measured specifically by the range, variety and importance of the projects they are exposed to.

It is important to recognise how much professionals in this field value working on aspirational projects. Access to greenfield projects, or projects using the latest technology are primary career development drivers.

Be aware of what developers and engineers might want for their future. Many technology professionals would prefer to stay technical rather than go down a management path, but they still want to be sure they can continue to grow in the organisation.

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4. MAKE IT FUN

Technologists often seek challenges as a pastime. They are typically curious, analytical and excel in problem solving.

Gaming, with its imbedded challenges and rewards, is often a valuable outlet for these characteristics during down time.

Introducing gamification into your business can make work fun

This will resonate with your talent community, giving you access to the widest pool of energised and engaged employees.

While professionals in this field can be introverts, they usually value the sense of belonging and comradeship that comes with being part of an aspirational team both professionally and socially. Smaller, more intimate team events may prove to be successful motivators.

Technologists enjoy recognition (though be aware that private rather than public recognition may appeal to their often more introvert nature). They may especially appreciate peer recognition for an outstanding contribution to a project.

Establishing a culture in which people regularly thank each other and express gratitude to their co-workers and staff can make for a happy and attractive workforce.

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5. CULTIVATE THEIR CREATIVITY

Today's technologist is creative. Creating new code or designing new solutions for complex technical problems is considered a work of art by many technologists, as it requires high levels of imagination and talent.

To support this, visual materials such as sketchpads and whiteboards will give the team the opportunity to visualize every idea and boost productivity.

Making sure that you provide space for a meeting room or a hall with sofas and break out areas where staff can relax and easily chat will show new talent you understand their needs.

This is a community that rarely feels limited by geographical boundaries

Technologists are used to communicating and exchanging knowledge and ideas virtually within a worldwide network.

Companies who support this interaction and that can demonstrate a global outlook will be attractive to these individuals.

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6. PROVIDE ACCESS TO THE LATEST TECHNOLOGY

This is a community that is pushing back the frontiers of what is possible. They are at the forefront of a world progressing at a rapid pace with new tools, languages and programs released every day.

Professionals in this environment know they need to stay up to date with the latest technologies and have a genuine commitment to continuous learning.

The best candidates are attracted by an employer who is committed to their professional development and understands how this knowledge enhances their skills and capabilities.

Technologists need access to the right tools.

Specialists in the technology field always need maximum horsepower, pushing hard drives and CPUs to the limits, it is essential to provide them with the most up-to-date technology, along with several screens, smartphones and tablets for testing.

They can quickly become frustrated and demotivated when forced to use outdated technology which impedes the quality and efficiency of their work.

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7. ENCOURAGE THEIR CURIOSITY

Professionals in this area are highly intelligent and inquisitive, and generally don't like to be spoon-fed individual tasks to accomplish.

Taxing problems and puzzles engages higher levels of thinking.

There is an innate sense of curiosity in the best developers and giving them a problem and challenging them to solve it makes for much more inspiring work and enables them to become invested in finding a solution.

Employers who are open about the need to balance this curiosity with business deadlines can expect increased levels of ownership and commerciality in their teams.

The best candidates also understand they will need to work independently to build a well-functioning project and often have to accept that they may have to work without formal specifications. The pay-off for this is level of ownership is having appropriate access to management and strong recognition at completion of projects.

Employers should recognise that the love of challenge found in the strongest technology professionals can mean companies may have difficulty attracting them or keeping them in the business if the work assigned is too easy or mundane.

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8. REWARD THEM APPROPRIATELY

The increasing demand in fields such as software development and IoT means technology professionals command high salaries. They are aware of this and it is a well-known advantage of working in the field. Many will look for a new job for the chance to earn better compensation.

Employers must ensure they pay enough that salary isn't an issue.

Addressing the motivators for seeking another role will also ensure an employer has a competitive edge when it comes to attracting and retaining the best talent.

The ability to work with new technologies, access to challenges that permit creative freedom and a recognition of how highly they value flexible, results-orientated working are all usually high on the wish list of a technologist.

Recognising the need to balance work with homelife is also important. The stereotypical software engineer, for example, is burning the midnight oil, energised by solving the problem they're working on. If they feel they may be scolded for coming into the office late, they are more likely to spend those evening hours on pet projects that have nothing to do with work.

An employee who is trusted to get their work done is more likely to work on their own time than one who is mandated to be in the office at times that are difficult for them.

The more flexible an employer can be, the more likely they'll be to have loyal employees and the more attractive they will be to potential candidates in the market.

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THE ACOLYTE TALENT PLATFORM

FIND

Choose from the best PASSIVE and ACTIVE talent. Search functionality that gives your team direct access to every candidate at every level in any sector or geography.

RETAIN

Immediately access key information that will maximise retention in your workforce. Including: Diversity & Inclusivity, Salary Benchmarking, Talent Hotspots, Competitor Activity & Candidate Sentiment Analysis.

HIRE

Campaign management that identifies, screens, qualifies & introduces you to exactly the right people. Improving hiring success and adding powerful diagnostic capabilities for every recruitment campaign.

GROW

Also benefit from access to Acolyte's suite of talent intelligence services which provide the customised, data driven analysis you need to inform strategic thinking and drive growth.

HIRE TALENT DIRECTLY

Acolyte's mission is simple:

To create a platform that offers employers the insight and recruitment solutions they need for direct, scalable and cost-effective access to the high-quality talent required to meet their business objectives.

We harness data, AI and the latest technology to energise hiring in your business and empower your in-house recruitment and HR teams to deliver direct hire strategies.

Success

"Professional, quick to deliver results & cost effective, In a trial between contingent agencies alongside Acolyte and the best and successful candidates always came via the Acolyte Platform"

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