MOTION RECRUITMENT
JOBSPRING | WORKBRIDGE

COMBATTING THE TALENT SHORTAGE IN TODAY'S MARKET



Whether you are building a team from scratch, filling a vacant seat, or hiring a consultant for that new project, the biggest challenge is finding qualified talent. No matter the industry, hiring skilled workers today is difficult. Unemployment has hovered at 4% nationally for some time now. In specific sectors, such as IT (computer programmers/Information systems), unemployment is as low as 1-2% (*TechServe Alliance*).

Back in 2010, the hiring landscape was drastically different. Qualified talent was readily available, so employers had a large pool to draw from for every hire. In the years immediately following the Great Recession, companies adopted intensive hiring processes meant to arduously vet each applicant. Businesses were bearish on the market and did not want to make a costly hiring mistake. This led to long interview practices, multiple screening techniques, and ultimately, indecision.

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Now, nearly a decade post-recession, many companies have maintained the same extensive hiring practices despite the modern marketplace. But in order to make a successful hire for that growing team or bring on that consultant for your software application, hiring practices need to evolve. In tech, highly-skilled candidates are often on the market for less than a week. With this in mind, companies can no longer rely on the hiring "luxuries" of the past. Here are some easy changes you can make to your hiring process to attract and on-board top talent in today's fast-paced market.

HIRE FOR APTITUDE OVER EXPERIENCE

Be open to hiring candidates who have less than 100% of the required skills for your role, but the aptitude and attitude to attain them. Yes, this may seem counter-intuitive, but the long-term benefits can be huge. Not only does it take longer to find the candidate that checks off all the boxes on the job req, the candidate may grow bored quickly and start looking for that next challenge sooner, putting you in the potential position of needing to re-fill that role again.

Hiring someone with only 70-80% of the required skills you are looking for will give the person room to grow into the role. Consider bringing that individual on as a contractor to start (typically 6 months). Once they have proven their value, you can then convert them with confidence as a full-time employee of your company.

Most importantly, these candidates will want your job. The odds of having them accept and start with your company will increase drastically. With time-to-fill decreasing, and increased engagement from your new hire, your team will be moving in the right direction in no time.

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MOVE QUICKLY

WITHIN THE TECH SECTOR, WE SEE THE AVERAGE CANDIDATE INTERVIEWING WITH AT LEAST THREE DIFFERENT COMPANIES.

The biggest advantage you can give yourself in this market is speed. If you find a contractor or candidate you like and can do the job, hire them. Waiting days or weeks to make a formal offer can hinder the candidate's experience, which decreases the likelihood they accept your position. Within the tech sector, we see the average candidate interviewing with at least three different companies. Being decisive, flexing on your requirements, and moving quickly will help you attract the talent you need to get the job done.

Try shortening your interview process by skipping the phone screen. Instead, line up 3-5 quality applicants to come in within a two to three hour period and do speed-round interviews of 20 minutes each. Not only will you get a better sense for their qualifications and culture fit, but you will be able to better sell your opportunity. Can't skip the phone screen? If you like the candidate while speaking with them, schedule that in-person interview with them live on the phone. We suggest having that next meeting happen within 48 hours of the first call.

PARTNER WITH TRUSTED 3RD PARTY VENDORS



Whether you're considering working with a MSP provider or thinking about partnering with a staffing firm, make sure to vet your 3rd party vendors. Look for vendors who are specialized and localized. Hiring for a Software Engineer in Washington, D.C. is very different than hiring for one in San Francisco. You will want to find someone who is well-versed in your region, industry, and specialty. Not only will they understand the local market better, but they will be able to use their network of contacts to give you the competitive edge you hired them for.

You'll also want to consider your vendors' sourcing capabilities. In a market where actively-interviewing talent is basically non-existent, look for suppliers that focus on and invest in sourcing technology and best practices. These vendors are more likely to have extensive pipelines of both active and passive candidates. Examine their vetting process. If they are local, as discussed above, they should be meeting with each candidate in person. In-person meetings build stronger relationships, which come in handy at the offer phase. Your supplier can use that strong relationship to ensure the candidate accepts. Look at their track records of percentage of offers accepted and contract assignments completed. These metrics will give you a good indication of whether the vendor is someone you want to partner with.

CONCLUSION

The competition for talent coupled with increasing business demands make finding the right contractor or employee a daunting task. Before implementing these tips, do an audit of how you hire and who is involved in the process. Changes to hiring, specifically within the enterprise environment, can be difficult. Get the right stakeholders or business leaders involved and committed to helping change hiring practices. Look for talent with ability, be prepared to move quickly, and be selective with your vendor partnerships to stay ahead of your competition.

Motion Recruitment Partners, LLC *is parent company to Jobspring Partners and Workbridge Associates, leading providers of high impact technology and creative staffing solutions across North America. Our unique dual-brand approach of two competing offices in the same cities doubles the recruitment workforce in each city allowing for broader market coverage and exceptional productivity for clients.*

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