

Technology & Consulting

Segment Burst

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Retaining tech talent in the Great Resignation

The now trendy term 'Great Resignation' caught on across recruitment seconds after it was coined. It's no surprise when considering the scale of impact on the tech sector.

According to [TalentLMS](#), 72% of technology professionals are considering quitting their job within the next 12 months.

Organisations will rely heavily on technology to reimagine their way forward. This figure proves how crucial it is to attract, and most importantly, retain great tech talent.

[McKinsey](#) explains, tech workers in today's market understand how quickly tech skills evolve, and they seek employers with comprehensive skill development programmes.

In fact, 9 out of every 10 tech workers consider learning and development a must have resource. For many, not having this opportunity available is a decisive factor for leaving their current employer.

Hybrid work is no longer a novelty in the benefits category but has become a standard expectation. Employees, especially those in tech, crave flexibility in terms of the workplace, working hours and autonomy.

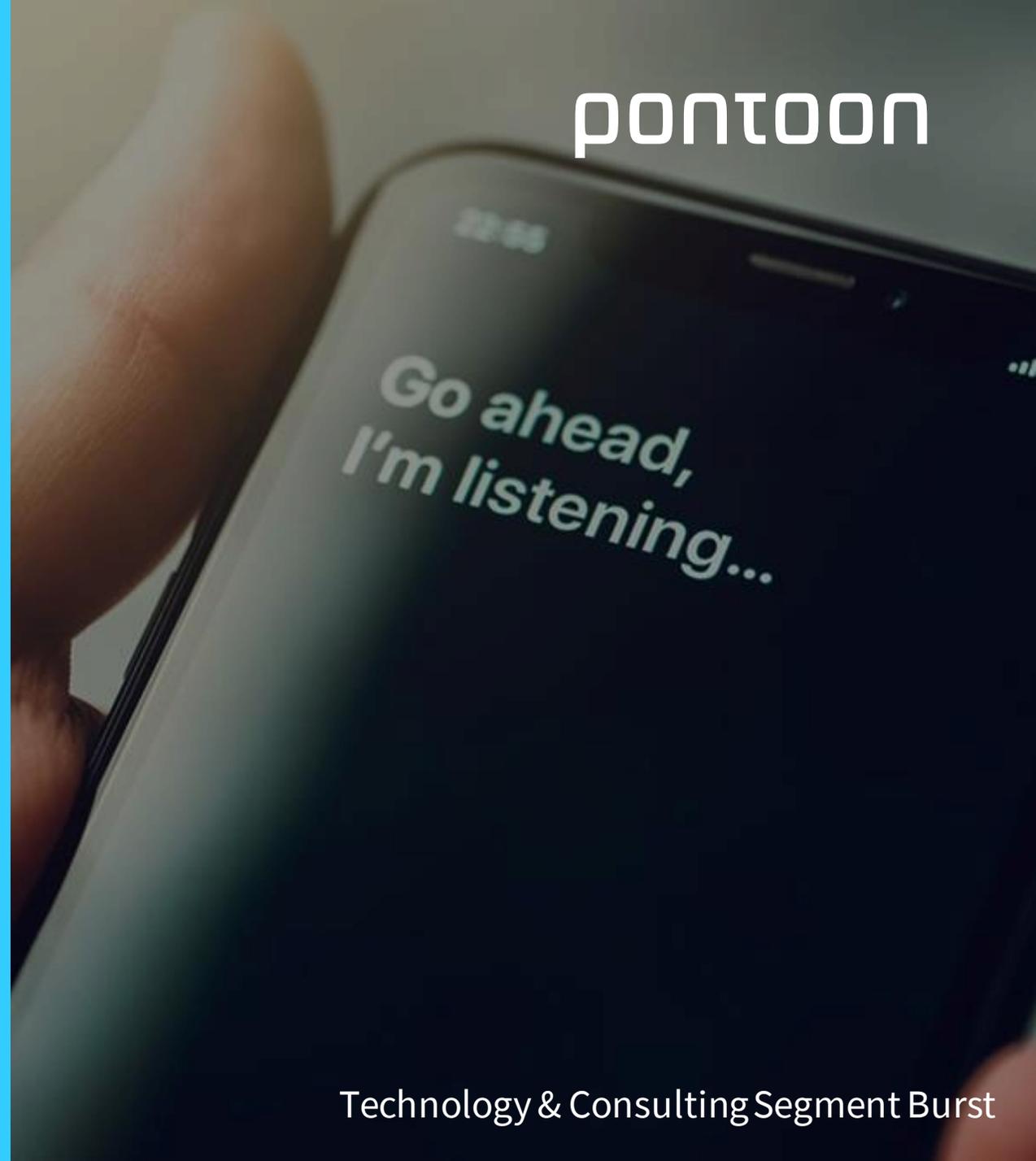
This flexibility also extends to the tools employees prefer and seek out. The technology that a firm provides to their workforce is seen as a reflection of a company's agility and continuous improvement mindset. It also shows the organisation's willingness to let candidates customise their personal employment experience.

How does your organisation facilitate skill development and flexibility?

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Money talks in technology

Expectations are high when it comes to talking financial compensation. Dice.com reports that [61%](#) of technologists received a salary increase in 2021, up from 52% in 2020. The average tech salary in 2021 reached [\\$104,566](#), a 6.7% increase compared to 2020.

Even for the biggest players in tech, financial resources are not unlimited. The Great Resignation has inspired creative approaches when it comes to employee pay agreements, including geo-neutral pay and revised bonus structures.

Apple, for example, is getting creative with their pay structures, offering “[retention grants](#)” worth between \$100K – 200K to keep senior engineers from leaving. Startups, like app-based rating agency SharpRank, [pay in cryptocurrency](#) to attract talented Gen Zers.

According to Workable, [76%](#) of tech candidates said compensation was their top priority. This comes as a challenge to organisations who are managing budgets while still recovering from pandemic impacts.

[Fast Company](#) surveyed workers to understand the top five reasons why employees look for a new role. The results: financial factors are still number one on the list of drivers for a job change.

Employers must continue to make market adjustments when it comes to competitive pay. Actively listening to candidates' requests during the interview process, market rate analysis, and aligning strategy to market demands is a good place to start.

Speed to hire is crucial for IT talent

In today's IT talent market, active tech candidates entertain new opportunities everyday. In fact, [60%](#) of IT specialists claim to interview with multiple organisations simultaneously before deciding on an offer.

LinkedIn reports that, on average, it takes [44](#) days to fill most IT positions. As such, employers must increase tech hiring speed or risk losing candidates to the competition.

While speed to hire is critical, quality is still just as important. Managers need to use smart assessment tools, creating best practices to evaluate candidate hard skills and culture fit.

[Akkodis'](#) tech hiring experts recommend the following hiring strategies to help:

- **Benchmark qualifications** – take profiles of top performers to revise job descriptions and be more selective in candidate interviewing.
- **Update the hiring criteria** – reduce the number of people and approvals in the process.
- **Offer a test drive** – hire talent on a probationary status or freelancing period to assess skills and see if it's the right fit for them.
- **Have your team weigh in** – if the candidate fits in with your existing team culture, they are more likely to accept an offer.

Case study

Our global Internet technology customer needed to source, recruit, hire, and upskill 200 female identifying IT professional in 6 months. Here's how we helped:

- **Grassroots marketing campaign** - we partnered with local non-profits and consulted key stakeholders. Our efforts developed a digital marketing campaign and attracted local female talent through powerful messaging and imagery.
- **Innovative media campaign and sourcing strategy** - through job profiling and market mapping, the team showcased female employees in digital and print campaigns as well as Facebook group promotions, LinkedIn advertising, and female influencer manifesto videos.
- **Relationship management** - our local team established trust and confidence with female candidates within the community – we connected on a personal level and offered emotional support and motivation as needed.

This effort resulted in hiring and upskilling 200 female-identifying IT professionals in only 4 months.

[Read the full case study here.](#)