



Curran Daly  
+ Associates  
EXECUTIVE RECRUITMENT FIRM

# 10 Strategies to Attract Tech Talent



01

**Consider every aspect of talent management.**

To be able to fulfill the needs of your tech talent, you must consider all aspects related to it. You need to focus on the entire employee experience across hiring, onboarding and ongoing skills development.

02

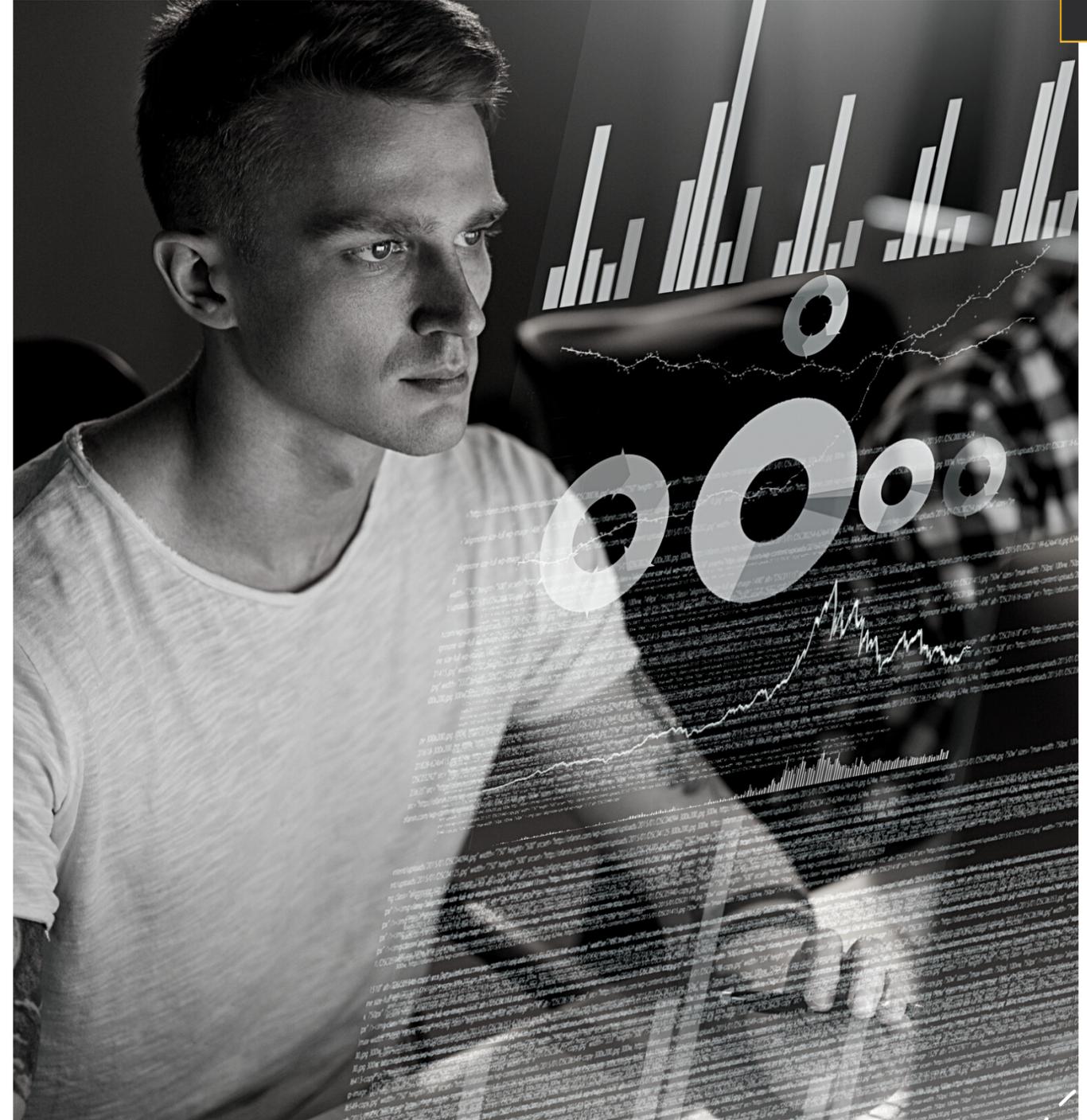
**Take a closer look at your talent gap.**

The usual once or twice a year workforce planning will not make the cut in today's fast-paced world. In order to keep up with the changing demands and shifts in the organization, taking a closer look at the talent gap and addressing it is a priority.

03

**Prioritize candidate experiences.**

When we notice a problem in the hiring process, we tend to address it as a company rather than see it from a candidate's point of view. Thinking of ways to solve hiring problems like a candidate will allow you to think outside the box and be less restrictive of what you can and can't do.



## 04

**You're the one being interviewed, not the other way around.**

Make sure that your employee value proposition is aligned with how your company works in reality. A disconnect in these two can easily shoo away top talent and worse, spread the word on third-party sites which may cause further lengthy process to fill positions.

## 05

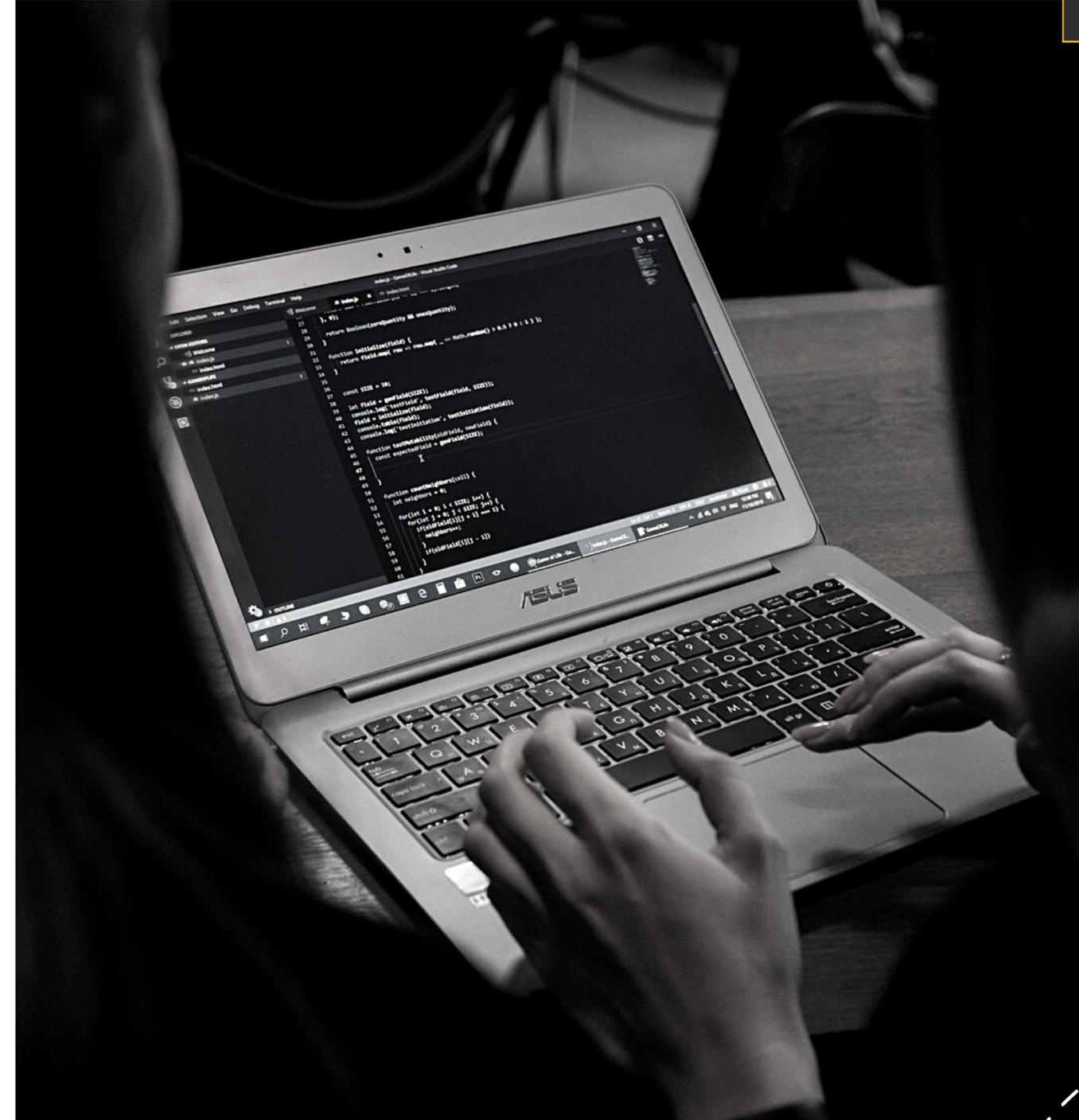
**Do not turn a blind eye on your talent problems.**

Continuously hiring or outsourcing talent will not solve your talent problems. Truth is, much of the talent you need will have to come from within the organization. A balance of internal skills building, external recruitment, and outsourcing is a good workforce plan.

## 06

**Create small, empowered teams with a clear goal and let them do their thing.**

Most of the time, even the best and brightest talents underperform due to the surplus of managers and bureaucratic processes that hinder them from doing a good job. To address this, start building, small, highly-motivated, agile, and self-managing teams that enable them to do team-level decision making, vision setting, and direction.



# 07

## **Top talent will not tolerate bad practices and meaningless toil – eliminate them.**

Provide a work environment that's going to allow top tech talent to fully exercise their craft with little to no barriers. Investing in low-code to no-code work-essential platforms is a great help to free the hands of your tech talent and focus on the most challenging tasks.

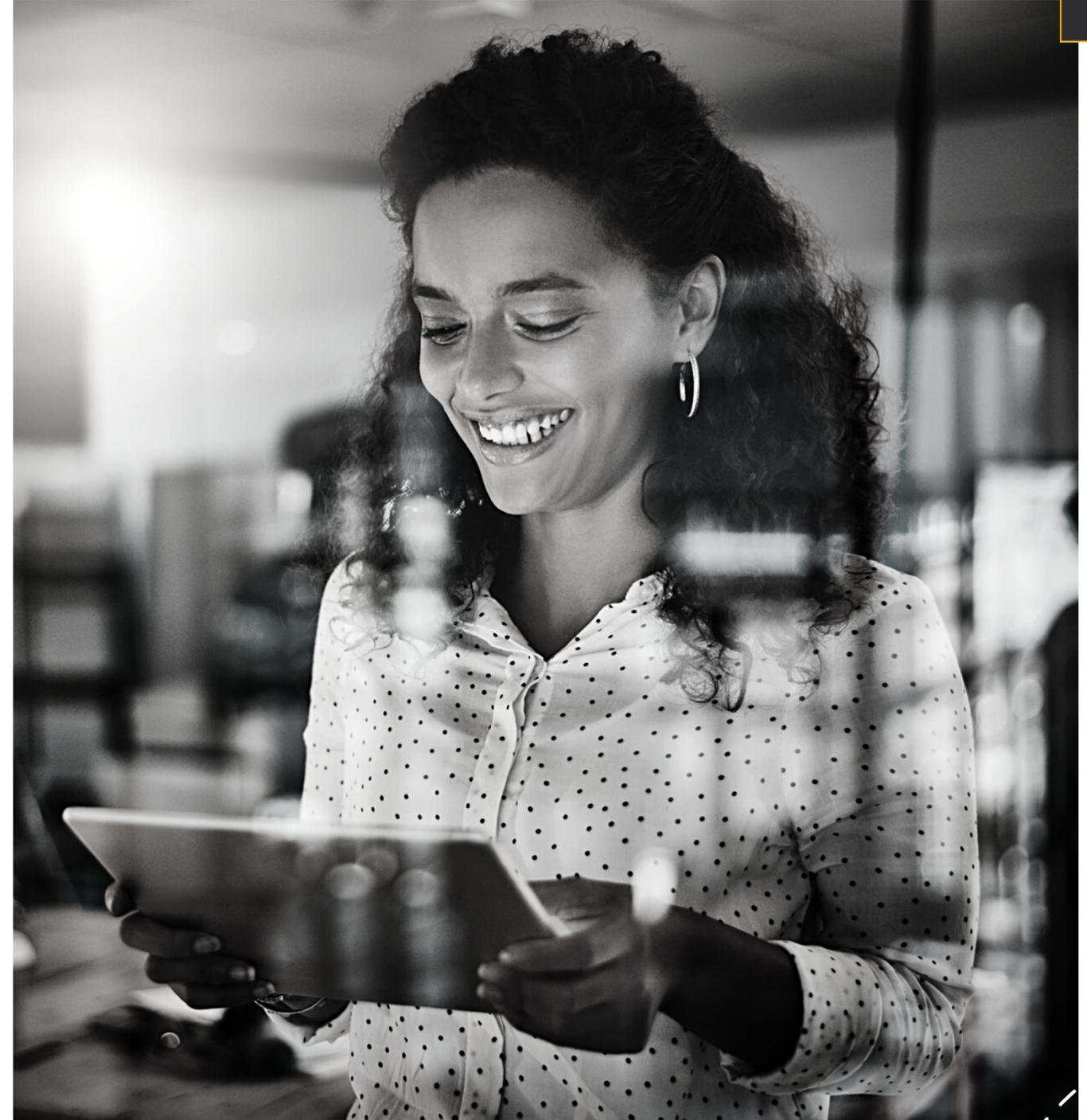
# 08

## **Make your tech talent's work happiness a priority.**

Top tech talent do not want to simply be known as code writers but rather as innovators and active participants in the business.

Make the quality of your tech talent's experience a primary success metric and make use of data to track their job satisfaction. Keep an eye out as well for how many other tech talents they are inviting to come work for you - word of mouth employee referral is a good signal that you're doing something right.

Growth is also a factor in work happiness and overall job satisfaction. Allowing them to experiment new codes or have their own passion projects, for example, contributes to this as well.



## 09

**Great engineers don't always mean good managers.**

More than two-thirds of engineers do not want to be people managers\* so don't expect them to be one. Establish managerial and non-managerial paths for your tech talent and allow them the freedom to choose which one they'd like to take with clearly defined job architectures and expectations for advancement.

## 10

**Diversity, equity, and inclusion (DEI) are necessities and not special initiatives.**

Technology talents expect to work in a diverse work environment. A third of recruiters cite job applicants inquiring about a company's DEI efforts.\*\* Your company's DEI must be continuously and regularly reviewed and measured to make sure that any unconscious bias be rooted out. Leaders must also step-up and act as role models towards unbiased behavior.

\*Developer survey 2019, Stack Overflow, April 2019.

\*\*Marc Holliday, "16 recruiting trends that are shaping 2021," NetSuite, April 5, 2021.

