How to attract, hire, and retain top talent at tech companies
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Introduction

As you actively look to hire top talent for your tech company, take a moment to imagine your ideal candidate’s profile. Do they have years of experience under their belt? A couple of stints in the Bay Area or another tech hub? Glowing recommendations from Silicon Valley startups that are now doing incredible numbers?

If these descriptions match your expectations for a top tech hire, stop imagining. Quickly too, because this stereotyped profile is now obsolete.

The world has changed. Developers, product marketers, customer success managers, and tech sales leads no longer have to be based in the Bay Area to be top of their game. There are hidden pockets of tech talent worldwide, and distributed teams are shattering the myth that top cities for tech talent exist.

And as the world begins to ease back into its new normal post-pandemic, hiring freezes are lifting, and companies are hiring back roles they had previously cut in the pandemic. But people leaders are realizing that good talent is hard to find.

Many factors are at work here.

For starters, most tech companies didn’t suffer the pandemic’s economic consequences (most experienced unprecedented growth in the last two years.) This has led to a scramble for top tech talent (no matter their geographical location) to keep up with this growth.

Unfortunately (or fortunately, it depends on how you view it) for most companies, remote work, and flexible work options mean we are in a new era. An era of employee autonomy. One where the ball is in their court. And with tons of companies worldwide lobbying for their attention, we now have a talent demand-supply gap.
A startup in Toronto that hired locally is now losing skilled local candidates to U.S.-based tech companies. After working remotely for the last two years, the talent pool has realized they can work anywhere and earn more competitive wages. Suddenly the local talent pool for this Toronto startup has shrunk. But wait, not if they look outside their backyard for talent.

To put it another way, companies looking to hire top tech talent face wage inflation and a competitive landscape that extends far beyond their local market to the entire world. As a result of all of this, finding qualified candidates for tech roles has become extremely difficult.

These events have permanently altered the hiring landscape for HR departments and employers around the world. Traditional HR has long placed compensation and benefits at the top of its priority list.

But people leaders must now rethink their hiring, payrolling, and employee support strategies. In our Future of HR report released in July, 67% of HR respondents confirmed that recruiting, onboarding, and developing the best talent was top of their priority list.

But with so much competition, how do you attract, hire, and retain top tech talent for your company in a time when they are needed the most? The bigger question is if tech talent had to choose between your company and another, would they choose you?

This guide is for you if your answer isn’t a resounding YES! We’ve compiled a roadmap for hiring and retaining top-tier tech talent for your company, based on research of best practices for successfully navigating the changing horizon of talent acquisition.

The big question: *If tech talent had to choose between your company and another, would they choose you?*

We’ll discuss the most common issues companies face when hiring tech talent in the new workplace, as well as potential solutions. We’ll also discuss what tech talent looks for in a job, so you can strategically position your company to provide those benefits while avoiding hiring mistakes.

We obviously have a lot of ground to cover, so let’s get started.
Challenges of recruiting top tech talent

Here are some of the biggest roadblocks to hiring top tech talent:

- Shortage of available talent
- Long hiring processes
- Rapid tech innovation
- Wage inflation
- Geographical limitations
Shortage of available talent

As technology permeates every aspect of our lives, those who deliver it must keep up with the rapid evolution of required skills. In other words, technological demands are outpacing the ability of industry workers to meet them.

According to a recent McKinsey survey, 87% of organizations are already experiencing a talent shortage or are expecting to face it within a few years. The U.S. talent shortage statistics released by ManpowerGroup revealed that 69% of U.S. employers struggled to fill positions in 2020, and tech positions are among the top 10 most challenging roles to fill.

Talent is incredibly scarce for certain positions, such as front-end developers, DevOps, cybersecurity, big data, AI specializations, and software engineers. Bureau of Labor Statistics data shows three job openings for every job-seeking engineer, amounting to about a million unfilled engineering jobs.

But it goes beyond technical roles. Knowledge workers such as business analysts, project managers, and content marketers at tech companies are in increasingly high demand. According to data from Braintrust, the average company is hiring for 66 knowledge worker positions. With half of all roles taking at least 30 days to fill, that’s the equivalent of three years spent searching for urgently needed talent.

And it’s not just tech companies who need them. All companies are becoming tech companies to some degree. In fact, per the Braintrust report, 46% of open tech roles are in non-tech industries that need to speed up their digital adoption to meet the demands of a new market.

Slow/long hiring processes

Slower decision-making is not always better decision-making in the tech recruitment industry. You might believe that giving yourself more time to gather applicants, research them, and interview them would result in better hires. However, the longer your recruitment process lasts, the more time your top candidates have to accept offers from other companies.

Also, a lengthy hiring process is expensive. The longer it takes to fill a vacancy, the more expensive it becomes because you’re wasting internal resources and not making money with the hired person. According to recruitment experts, a company loses $500 every day that a vacancy remains unfilled.

Actively provide feedback and updates throughout the interviewing process to keep suitable candidates engaged. Poor performance here could signal to a potential employee that internal communication or other processes aren’t very structured, which could be a deal-breaker. Working with a recruitment partner can help alleviate this because it provides a single point of contact for all parties.
Rapid tech innovation

Given the rapid pace of technological innovation, predicting what type of disruption businesses will face next is difficult. As a result, employers are rightfully looking for tech talent who can meet a specific need today and be future-proofed to remain relevant in the future.

This entails examining how a candidate’s skills have evolved to determine their adaptability and willingness to continue learning. Many times, this results in longer hiring processes, which is a problem in and of itself.

Employers are also in a pickle because they’ll most likely be spending a lot of money to hire top-tier talent, and they want that investment to pay off.

The best talent is expensive

Following such a turbulent period, top candidates are reminded of the value they bring, especially in industries poised for continued growth, such as tech, healthcare, finance, and customer service.

Because of the high-demand low-supply dynamic we discussed earlier, tech talent is scarce. And what goes hand in hand with scarcity? Inflation.

Hiring for tech was expensive, even before the talent shortage. With the surge in global demand, tech talent now realizes its worth. And they want to charge a premium for it.

While tech talent is motivated by more than just money, the big bucks are important. After all, reasonable pay is central to employee happiness. This means that small and medium-sized businesses may suffer compared to Silicon Valley firms that can afford to pay a higher price for the best tech talent unless they develop more intuitive compensation packages for potential hires (more on that soon).
Due to a scarcity of local tech talent, businesses are expanding their search geographically. An employer’s ideal candidate may live somewhere else in the world and won’t be available for an in-office position. This opens up possibilities for finding the best talent not just in another state or region but across the globe.

Higher-cost areas, such as the Bay Area and the Pacific Northwest, are thought to have the best talent pool.

On the other hand, companies leaving Silicon Valley are realizing that top tech talent isn’t restricted to large, dense, and expensive cities. If you work for a fully distributed company, you have an advantage in that you can hire talent that meets your requirements and lives in a location with lower living costs and a higher quality of life.

Remote work environments have reduced geographical barriers in the majority of cases. Before the pandemic, 17% of U.S. employees worked from home five days or more per week, but that number rose to 44% during the pandemic.

Remote work comes with its own set of challenges, such as time zone differences, management, and monitoring issues, but technology is increasingly enabling communication, collaboration, relationship building, and knowledge sharing.

Average annual wage for software developer roles

Salary info is used for illustrative purposes only and may vary depending on seniority, company’s market, and programming language.

Source: daxx.com

Geographical limitations

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<thead>
<tr>
<th>Country</th>
<th>Average Annual Wage</th>
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<tr>
<td>USA</td>
<td>$110,638</td>
</tr>
<tr>
<td>Switzerland</td>
<td>$95,394</td>
</tr>
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<tr>
<td>New Zealand</td>
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YOUR TECH TALENT GUIDE: HOW TO ATTRACT, HIRE, AND RETAIN TOP TALENT AT TECH COMPANIES
It’s hard to stand out if you don’t know what top talent want (anymore). When we think of a typical tech workspace, we imagine ping-pong tables, beanbags, on-site gyms, and elaborate snack bars as some of the attractive perks for tech talent.

But with distributed companies, these perks are irrelevant to employees’ needs. Perks will not keep employees happy if fundamental differences exist between what they want and what the company can provide.

Employee and candidate expectations have changed, and a good job today might look a lot different to people than it did at the beginning of 2020. Pay is a significant consideration for any employee, and being adequately compensated is critical to maintaining employee satisfaction. But money isn’t enough to keep tech workers motivated and engaged.

So, if it’s not just about the money, what do top-tier candidates want?
Transparency from leadership

Glassdoor defines a transparent workplace as one that operates “in a way that creates openness between managers and employers.” Candidates can self-select more efficiently if you are open and honest about your company’s culture, priorities, and salary ranges in job postings.

Your recruitment efforts will attract people who are genuinely committed to your mission and organization.

Putting your cards on the table early helps you build trust and recruit candidates who know what they’re getting into. No one wants to accept an offer only to discover that they fell for a fraud. Not to mention, such a move would reflect poorly on your brand.

Brand image and public perception are important factors in attracting high-quality talent.

Don’t make promises you can’t keep. Your honesty could land you a top-tier hire who values conscientiousness, as many tech professionals do. Transparency also indicates that your company involves employees in its plans and progress, a must-have for employee engagement.

Your recruitment efforts will attract people who are genuinely committed to your mission and organization.

Room for growth

Top talent wants to advance in their careers. And this requires they have the opportunity to pursue self-improvement actively. For tech pros, learning is a must.

Agility and staying current with a rapidly changing workplace and technological landscape are essential to their jobs. A software developer who doesn’t upskill regularly will quickly become obsolete. So, in today’s competitive landscape, providing engineers the opportunity to solve complex problems in a collaborative, educational, yet fast-paced environment is critical to securing quality talent.

An Indeed survey shows that 32% of tech employees cite self-improvement, whether in employee development or tuition reimbursement initiatives, as an important factor in determining job satisfaction. Nearly 50% of tech workers from the same survey said they would be willing to take a pay cut for a job that offered career advancement.
Diversity, Equity, and Inclusion (DEI) is a top priority for job seekers, even in pre-pandemic job market conditions. According to a Glassdoor survey, more than 3 out of 4 job seekers and employees (76%) said a diverse workforce is important when evaluating companies and job offers.

People leaders often focus their DEI initiatives on race, ethnicity, and gender diversity. But they may also include age, geography, and lifestyle (such as working parents who need flexible hours).

There is no excuse for your company to remain unilateral in its hiring patterns, especially with the global talent pool open to remote work and a plethora of solutions designed to help companies take advantage of a distributed workforce.

There are numerous reasons to strive for a more diverse workforce, including that diversity aids the promotion of more varied ideas and increased innovation. But, most importantly, all businesses should keep at least one reason in mind: the bottom line. According to a McKinsey study, companies with ethnic and gender diversity in their workforce are more profitable than those without.

**Attractive perks for tech talent before vs. after the pandemic**

- **From a great snack bar to home office allowance**
- **From ridesharing reimbursements to remote work**
- **From team meets to mental health support**
Diversity of the workforce is the second most crucial theme (45%) when communicating corporate values to employees and customers, according to stats from our Future of HR report. Because diversity is fundamental to a company’s brand identity and culture, it must be prominently displayed when marketing the company. If you’ve got it, flaunt it.

Flexibility

Employees have literally lived through a redefinition of work, and they don’t want to return to the former arrangements.

Take a look at the stats. Per a recent survey by insurance company Prudential, one out of every three American workers does not want to work for an employer that requires them to be on-site full-time, even after the pandemic is over.

Another survey conducted by Envoy, a manufacturer of workplace safety tools, backs this up. Nearly half of employees say they will likely look for another job if their current employer does not provide a hybrid workplace.

Employees have swallowed the metaphorical red pill of remote work and opened their eyes to the possibility of a better work-life balance than what was obtainable pre-pandemic.

And who can blame them?

Why return to a daily commute schedule when you can work in pajamas and actually be there while your kids grow? The COVID-19 pandemic has proven that we can work effectively from home without sacrificing productivity.

According to a survey by Mercer, an HR and workplace benefits consulting firm, 94% of employers said productivity was the same as or even higher than before the pandemic.

While a few days on-site per week may be acceptable, employees are not eager to return to the five-day-per-week office routine. In a widely publicized survey of tech employees, some even said they’d instead work from home full-time than take a $30,000 raise.

Allowing employees to be more flexible at work makes it easier for them to balance various aspects of their lives, such as caring for children and aging parents and taking care of themselves. And because flexibility tends to lead to increased productivity, it’s a win-win situation.

"Employees have literally lived through a redefinition of work..."
Top knowledge workers seek a streamlined, seamless tech package that allows them to work productively from anywhere, which goes hand in hand with the flexible work model. This is especially important as younger generations enter the workforce, because they are accustomed to and comfortable with technology.

Homes weren’t built for working before COVID-19, with squeaky chairs, intermittent WiFi, and painfully slow laptops. As a result, nearly one-third of businesses are investing in equipment upgrades so that their employees can work in a more comfortable and productive environment.

To help your employees be more productive, provide an allowance for remote office setups, laptops, webcams, noise-canceling headphones, and whatever other basics their jobs demand. The workplace has changed, and your employee benefits should be changing too.

Allowances for internet and cellular use to help offset employee operating costs also get bonus points.

### Quality tech tools

<table>
<thead>
<tr>
<th>Company</th>
<th>% Preference</th>
</tr>
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<tbody>
<tr>
<td>Amazon</td>
<td>64%</td>
</tr>
<tr>
<td>Microsoft</td>
<td>62%</td>
</tr>
<tr>
<td>Google</td>
<td>67%</td>
</tr>
<tr>
<td>Apple</td>
<td>69%</td>
</tr>
<tr>
<td>Salesforce</td>
<td>76%</td>
</tr>
</tbody>
</table>

Source: Blind

### $30,000 raise or permanent WFH arrangements?

% of employees that prefer permanent work from home over a $30,000 raise

<table>
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<td>Apple</td>
<td>69%</td>
</tr>
<tr>
<td>Salesforce</td>
<td>76%</td>
</tr>
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Remote support

Although the remote model is effective, employees may find it challenging to transition from physical workspaces to full-time work from home.

Although solitude is beneficial for reflection, it can be detrimental to mental health.

It’s been a challenging year for mental health, with people isolating themselves from friends, scrolling anxiety-inducing news, and the constant ping of notifications blurring the line between work and personal life. Providing mental health support lowers the stigma associated with seeking help. People will not suffer in silence if their workplace culture is healthy, and they will be able to bring their best selves to work.

Without the physical support of team members or the convenience of popping into a colleague’s office to share a coffee and brainstorm, it’s easy to burn out.

Employers must develop innovative, thoughtful ways to keep individual team members healthy, such as a therapy allowance or virtual team socials. Whatever you come up with, keep in mind that tech talent expects you to replicate the same sense of community they experienced in physical offices in virtual environments.

“Although solitude is beneficial for reflection, it can be detrimental to mental health.”
How to attract and retain top tech talent

Now that we have a firm hold on what top talent wants from an ideal job, let’s look at some practical ways to make your company their top choice.

- Invest in a smart recruitment strategy
- Understand your competition
- Be proactive about benefits
- Ditch the one-size-fits-all pitch
- Lead with your mission
- Sell meaningfulness and impact
- Leverage customer and employee testimonials
- Embrace flexibility
- Emphasize work culture
- Highlight career growth opportunities
Invest in a smart and modern recruitment strategy

While interviews are necessary, the traditional recruitment workflows might not play in your favor. The stakes are higher than ever. Simply posting job descriptions and expecting the applications to come pouring in might not exactly be a smart move anymore. Remember that each new hire is unique, so ditch generic job descriptions, think outside the box, and personalize the recruitment process for each role.

Plus, hiring a mobile workforce means that top talent will most likely judge your company based on the interfaces they encounter early on. To put your best foot forward, consider conducting a pre-employment assessment tailored to the specific position you’re looking to fill.

You can find ATS-compatible assessment applications for almost any tech skill or skill set, or you could hire a specialist tech recruiter to do the job for you.

A slew of hiring and recruiting startups (Turing or Hired to name a few) have also jumped on this trend, providing digital recruiting tools that speed up the hiring process.

Understand your competition

Make sure you know the market value of people in that position before you start recruiting for it. That way, you’ll be able to make sure you’re paying candidates a fair wage.

When it comes to choosing where to work, top tech professionals don’t always look at the pay they’re offered as the be-all and end-all; they consider various factors. If you can’t compete on wages with other companies, look for other ways to attract top talent. You could, for example, target a different type of candidate to fill the role.

As a cost-cutting measure, many businesses prefer to hire directly from universities. Because you’re giving inexperienced candidates a valuable introduction to the industry, hiring new graduates allows you to offer a lower initial salary. But that implies that your new hires will lack experience.

You could look for people who are further along in their careers to get the experience you need to round out your tech team. Top tech pros in their 40s and 50s may be more concerned with their work-life balance than with making a big salary, and you can appeal to them by giving them more flexibility in their schedules.
Be proactive about benefits

In such a competitive market, it’s critical to anticipate employee needs and provide benefits that you tailor to their requirements.

Consider remote learning, personal development programs, parental support services, and home office stipends to supplement in-office benefits. For example, companies like LinkedIn, VMWare, and Evernote now offer employees unlimited PTO.

Also, health is front and center, and the importance of wellness has become evident in the face of emergencies and disasters in recent years. Stats show that health coverage became the most expected benefit by 64% of U.S. job seekers in 2020.

The right kind of perks not only helps you attract quality talent, but it shows you trust them to do their best work, whether that happens on the kitchen table or in the office.

Lead with your mission

Tech employees are more enthusiastic about being a part of a mission, work culture, and team that inspires them than about a slightly higher salary or better benefits package.

Concentrate on communicating your brand’s “why”—the reasons you believe in and fight for the company’s mission daily. If you have a genuine passion for what you do, you will attract true team members rather than just “employees.”

A-players want to work in an environment where they can be surrounded by talent and learn daily. People today also want to be a part of a bigger picture; they need a job that makes sense in today’s world and aligns with their values. Use your branding and marketing to demonstrate your company’s camaraderie or cohesive team spirit. If there are any unique customs or rituals, promote them.

The hiring company, like the candidate, must also market itself.

Once you’ve found the right person, convince them of the importance of the position they’ll be starting. It’s critical to think about how that job role will affect people outside and inside the company. For instance, describe how a coding job will result in the development of payment software that will transform the lives of many communities all over the world.

The hiring company, like the candidate, must also market itself.
Leverage customer and employee testimonials

The most persuasive argument will come from your customers and employees, not from you. Content such as blog posts, videos, case studies, and testimonials highlight company culture and serve as a powerful endorsement to potential employees.

Publish and promote customers’ and employees’ stories about how they find meaning in their work—in their own words. These are highly influential and contribute to a positive public perception of your company. It also creates interest in your brand even before you start recruiting.

For example, UserGems, a Series A start-up on a growth spurt, has its employee testimonials boldly emblazoned on its careers page.

Embrace flexibility

Following the pandemic, businesses should consider remote work as standard practice. As discussed earlier, employees have tasted the flexibility of remote work, and no one wants to return to the rigidity of in-office work. If you have roles that require physical resumption, you could give employees the option to choose office locations, like LinkedIn and Spotify are doing.

Create flexible work schedules, and embrace the informality (and demands) of working from home. With adorable pets and toddlers making frequent appearances in work video calls, the pandemic reminded us of our humanity and how it’s perfectly fine to let that reflect in our work.

When professionals have more flexibility in where they work, they consider a variety of factors and pay. For many people, achieving a better work-life balance is more important than a fat check. Offering work schedules tailored to individual needs and wants can make a lower salary or a limited benefits package less of a deterrent to potential employees.

Offer schedules that accommodate a candidate’s personal needs, such as fewer meetings for working parents or those with aged relatives. Whether through flex scheduling or remote working on a permanent or part-time basis, doing this demonstrates your faith in your employees’ abilities and commitment.

"No one wants to return to the rigidity of in-office work."
Remember, your company is only as good as its workforce.

When it comes to landing rockstars, it’s essential to show that you share their career goals and demonstrate practical opportunities to help them achieve those goals. Hence, sharing opportunities for continuing education, in-house skill-based training, and technical upskilling can be game-changers.

Call it out in the recruitment process. Highlight it in your employee testimonials. Turn it into a beacon for the right kind of employees.

Career growth can often sound like a catchphrase, considering how industry experts throw the phrase around. But helping employees develop and grow keeps them on the job longer and strengthens the company’s human capital and intellectual property.

Your company is only as good as its workforce.
How do you find gems and shining stars?

So, we understand what top-quality talent wants and how to position your brand to attract them; let’s look at the top places to find top-tier tech talent.

How to find top-tier tech talent

- Check where techies play
- Lose your bias
- Look beyond the obvious
- Personalize your offers
- Develop creative recruitment strategies
- Work on your brand
- Use in-house or third-party recruitment firms
There’s an entire online world dedicated to bringing together all types of tech talent based on their shared interests, expertise, skill sets, and more. Look through LinkedIn Groups, technical help forums, GitHub, StackOverflow, RevGenius, Pavilion, Dribble, Behance, and other online communities to find someone who matches your profile.

According to Stack Overflow’s research, most developers learn about potential employers through the organization’s content. Press releases, videos, and blogs are all examples of this type of content.

With this in mind, increasing your company’s visibility is critical. Digital marketing across your social media platforms can help you achieve this.

Increasing your brand’s visibility in the media will help you attract and hire tech candidates while also strengthening your brand image. Posting high-quality content can help you build brand awareness and identity, as well as improve your hiring reputation.

If you prefer to get more hands-on with things, attend or organize in-person or virtual industry networking events. They’re a great way to get to know the attendees, learn about their interests, and see if they’re interested in new opportunities.

Be open-minded and willing to screen primarily based on value and skills. Also, ditch the idea that your ideal hire is a Zuckerberg-esque millennial who lives in hoodies and tee-shirts. If you mentally broaden the scope for your potential hires, you’ll save time otherwise spent digging down unfruitful paths and increase your chances of building a diverse team.

When reviewing resumes, consider using data masking techniques. These are also known as ‘blind applications,’ because they hide information such as race, nationality, gender, and age, leading to biased decisions. Another option is to skip resume-based decisions altogether. Instead, develop custom tests tailored to the job’s unique challenges and use them to evaluate candidates.
Look beyond the obvious

Remote work has broken the location barriers of access to global tech talent, so there are more than a few places to explore.

To take advantage of the global talent pool, you must be willing to dig deeper than the surface and look for opportunities that other companies have overlooked. Tech hubs such as Indianapolis are in the news for the right reasons—Salesforce’s largest presence outside San Francisco is in Indianapolis. But there are tons of underserved talent pools you can uncover by conducting the necessary research.

For example, Lagos (Africa’s Silicon Valley) is a hotbed for tech talent. With over 400 startups valued at more than $2 billion and multimillion-dollar exits such as Stripe’s $200 million acquisition of Paystack, sourcing talent here wouldn’t be out of place.

Coding bootcamps such as Ghana’s Developers in Vogue (an initiative that has trained and provided companies such as Microsoft, Vodafone, Zipline, and others with female developers) and Moringa School are also springing up across the African continent and Asia.

These learning accelerators provide talent that can compete with their international peers.

You must be willing to dig deeper... look for opportunities that other companies have overlooked.

Personalize your offers

It’s common to see perks like “office dog,” “unlimited cold brew,” and “team happy hour” when looking for tech-related job openings. Many job descriptions list these terms as benefits of employment.

However, in these COVID-19 times, these perks are out of sync with employees’ needs and demands. Welcome packages, a personal home office budget, or a food delivery account are likely to be more in line with what remote employees want now.

Innovative companies now offer childcare stipends, monthly food or health benefits, and pet adoption policies to attract and retain employees. Be sensitive and preemptive with your compensation packages; tailoring offers to meet recruits’ specific needs.
Develop creative recruitment strategies

A good challenge excites top tech pros.

Top tech professionals are always looking for new ways to learn and share their knowledge and skills with their peers. This is why leading tech firms regularly host coding challenges and workshops, hackathons, bootcamps, and tech meetups.

To attract top-shelf tech talent, consider organizing and attending these types of events.

Many cities and regions worldwide have vibrant tech scenes that attract both tech companies and top tech talent. These areas also have a year-round calendar of conferences, workshops, and social events that technology enthusiasts regularly attend.

Work on your brand

If you want to be attractive to tech pros as a potential employer, you need to establish a presence in the tech scene, whether or not you’re looking to hire right away. That’s because you want your target talent pool to immediately think of your company as an active participant in the tech sector doing exciting work when it’s time to hire.

There are several approaches to establishing such a presence. The majority of events will always be grateful for a corporate sponsor who can help them raise the funds they need to keep going. Sponsoring an event can help you get your name out there and into the minds of the people who will be there.

You could think about staging events if you want to be even more proactive. You’ll have more control over how prominently your name is displayed during and after the event if you do it this way. It does, however, necessitate a more significant investment of time and money.

It’s OK if neither of those options is financially feasible; simply showing up is worthwhile. Face-to-face networking establishes an emotional bond with your company, which is beneficial not only in terms of recruitment but also in terms of retention.
Many companies think that recruiting top talent is a job anyone can do.

But sifting through applications is a long and often tedious process that hiring managers just don’t have the time for. Working with an in-house or third-party recruiter can take this off your team’s plate. What’s more, recruiters often have experience and expertise sourcing candidates for specific roles and may be plugged into the networks, forums, and groups where A-players frequent. Beyond that, their specific experience attracting and recruiting top talent at not just your company but others may mean they are more adept at honing in on qualities, attributes, and soft skills that could be job-role relevant that you may overlook in the initial screening.

Recruiting for the tech industry is difficult, especially now that the stakes are even higher than before. Hiring a distributed workforce introduces new compliance, global payroll, and other challenges. The best option is to hire a professional recruiting firm with a team familiar with distributed teams and the challenges they face. You’ll save time, money, and effort trying to figure things out or putting out fires that are bound to happen.

“Recruiting for the tech industry is difficult, especially now that the stakes are even higher than before.”
Like it or not, there’s no going back to what we used to call “normal.”

The sooner your company embraces and adapts to the new normal of remote work and distributed workforces, the better. With the entire world at your fingertips, the tech talent pool has expanded, and hiring does not have to be limited by your location. Setting up a distributed team isn’t easy, but the benefits are well worth the effort, especially if you’re looking to build a solid, future-proof team.

Whether you’re hiring employees in India or Italy, we’ve got you covered at Oyster. Take a look at our global hiring guides to learn best practices for compliantly building a global workforce. But if you decide to hire professionals to take care of all the technical groundwork that comes with employing a distributed workforce, reach out to us. We help companies all over the world employ talent in more than 180 countries compliantly, in half the time, and without the hassle. With Oyster, the world is your talent pool.