

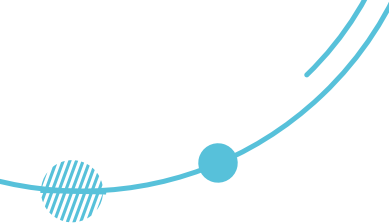
# HOW TO ATTRACT TOP TECH TALENT

A COMPREHENSIVE GUIDE



ADVISE.CONSULT.HIRE





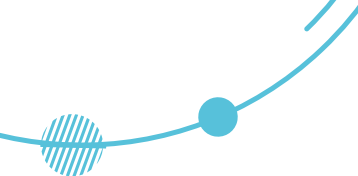
# YOUR TOP TALENT GUIDE

- 1: Understanding your top talent
- 2: Leveraging market insights from talent partners
- 3: Investing in tools to locate and identify top talent
- 4: Creating a strong and authentic EVP
- 5: Showcasing creativity/skill during hiring process
- 6: Promoting your EVP effectively
- 7: Maintaining a warm and engaged talent pipeline

**This eBook is a valuable resource for anyone who is responsible for attracting top talent, including:**

- Human resources professionals
- Hiring managers
- Recruiters
- Business leaders

**Attracting top talent is a complex process,** but it is essential for the success of any Tech organisation. This eBook provides a comprehensive guide to attracting top talent, from understanding your target audience to showcasing creativity and skill during the hiring process. By following our tips, you can attract the best talent for your organisation.



# 1: UNDERSTANDING YOUR TOP TECH TALENT

**To attract top talent**, it is crucial to have a clear understanding of their characteristics and values. This section will guide you through the process of identifying your target audience and considering diversity and inclusion factors. By strategising how to reach out to these individuals and recognising the significance of passive talent, you can expand your talent pool. Learn effective techniques to engage with passive candidates and develop a timebound plan with realistic resource allocation for successful recruiting.

**The first step is to understand who your top tech talent is.** This involves comprehending their skills, experience, career goals, values, and priorities. It also entails understanding the work environment they prefer.

## **Defining your target audience**

The initial stage in understanding your top tech talent is defining your target audience. This entails identifying the specific skills, experience, and values that are most important to you. Once you have determined what you are looking for, you can start identifying potential candidates.



## **Considering diversity and inclusion**

In today's world, it is more important than ever to have a diverse and inclusive workforce. This means attracting and hiring candidates from various backgrounds and experiences. A diverse workforce offers a range of perspectives and experiences, which can lead to better decision-making, innovation, and problem-solving.



## **Reaching out to passive candidates**

Not all top talent is actively seeking a job. In fact, many exceptional candidates are passive, content in their current positions but open to new opportunities. Reaching out to these passive candidates requires personalised and compelling messages that highlight the benefits of working for your company.



## **Engaging with passive candidates**

Once you have connected with passive candidates, it is essential to engage with them effectively to attract them to your company. Providing them with information about your company and the available positions, addressing their questions, and making them feel valued are crucial steps in nurturing their interest.





## Developing a timebound plan

Developing a timebound plan is crucial for attracting top talent. A well-thought-out plan with realistic resource allocation increases the chances of successful recruiting. Start by setting clear recruitment goals, whether it's hiring within a timeframe or emphasising diversity and inclusion.

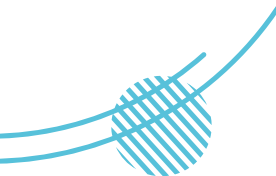
Establish a defined recruitment timeline with designated deadlines for each task, such as posting job ads, conducting interviews, and making offers. Utilise various channels like job portals, social media, and employee referrals to reach potential candidates.

Foster a positive candidate experience by prompt communication and feedback. Leverage employer branding to showcase your company's values and vision. Continuously monitor and evaluate your plan's effectiveness, making necessary adjustments for better outcomes. A comprehensive timebound plan enhances your chances of recruiting top talent who align with your organisation's culture and contribute to its long-term success.

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***Organisations using market intelligence for talent acquisition strategies are 2.5 times more likely to meet or exceed their hiring goals.***

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## 2: LEVERAGING MARKET INSIGHTS FROM TALENT PARTNERS

It is crucial to stay ahead of the competition and understand market trends. Gaining technological and market insights regarding candidate availability and movement. By monitoring competitor offerings and industry trends, you can tailor your recruitment strategies accordingly.

### Benefits of leveraging market insights

There are several benefits to leveraging market insights from talent partners, including increased visibility, improved targeting, and increased efficiency.



**Increased visibility:** Talent partners help you see the bigger picture and understand the trends shaping the industry, enabling better decisions in talent acquisition strategy.



**Improved targeting:** Understanding the market landscape allows you to better target your recruiting efforts, saving time and money while attracting top talent.



**Increased efficiency:** Talent partners assist in automating and streamlining your recruiting process, freeing up time to focus on other business aspects.



# HOW TO LEVERAGE MARKET INSIGHTS

**Several approaches can help you leverage market insights from talent partners:**

- ✓ **Attending industry events:** Participate in industry events where talent partners often sponsor or attend. This allows you to learn about the latest trends and gain insights from experts.
- ✓ **Reading industry publications:** Stay up to date with the latest trends and developments by reading industry publications that provide market insights.
- ✓ **Using online tools:** Access market insights through online tools, which provide information on candidate availability, salary trends, and industry forecasts.

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***82% of recruiters believe that market intelligence is crucial for talent acquisition success. - LinkedIn Study***

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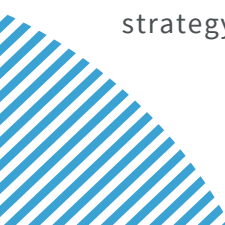


### 3: INVESTING IN TOOLS TO LOCATE AND IDENTIFY TOP TALENT

Technology plays a vital role in modern tech recruitment. Various tech tools and platforms can enhance your talent sourcing efforts. Partnering with tech talent specialists can help you access hidden talent pools. Additionally, utilising innovative marketing approaches can make your company stand out and attract top talent.

#### **Benefits of using tech tools:**

Using tech tools offers numerous benefits, including increased reach, automated processes, and better decision-making.

- **Increased reach:** Tech tools enable you to reach a wider audience of candidates, attracting top talent you may not have otherwise reached.
  - **Automated processes:** Tech tools streamline and automate your recruiting process, saving time and allowing you to focus on other aspects of your business.
  - **Better decision-making:** Tech tools provide data and insights that inform better decisions about your hiring strategy.
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# TYPES OF TECH TOOLS

**Several types of tech tools can be used for talent acquisition:**

- ✓ **Applicant tracking systems (ATS):** ATS software helps track and manage the recruiting process efficiently.
- ✓ **Social media:** Utilise social media platforms to reach out to candidates and promote your open positions.
- ✓ **Talent assessment tools:** These tools aid in screening candidates and identifying those with the desired skills and experience.
- ✓ **Recruitment marketing platforms:** Employ these platforms to create and manage employer branding campaigns.

## **Partnering with tech talent specialists**

In addition to using tech tools, partnering with tech talent specialists can enhance your ability to attract top talent. These specialists have access to extensive networks and can help you find the right candidates for your open positions.

## **Utilising innovative marketing approaches**

To attract top talent, utilise innovative marketing approaches that make your company stand out from competitors. This could include running paid advertising campaigns, creating relevant content, or attending industry events.



## 4: CREATING A STRONG AND AUTHENTIC EMPLOYEE VALUE PROPOSITION (EVP)

**To attract top talent**, you must have a compelling Employee Value Proposition (EVP) that resonates with your target audience. This section emphasises the significance of understanding your target audience and tailoring your EVP accordingly. By highlighting your company's unique culture, benefits, and growth opportunities, you can attract and retain top talent.

**An Employee Value Proposition (EVP)** is a statement that describes the value an organisation offers its employees. It is crucial to differentiate your company and attract top talent.

“ **84% of organisations use social media for recruitment, highlighting the importance of leveraging technology for talent acquisition.** - Society for Human Resource Management ”



## Importance of an EVP

An EVP is essential for attracting and retaining top talent, as candidates often compare EVPs when considering job offers. A strong EVP gives you a competitive edge.

### Tips for creating an authentic EVP:

- Involve your employees in the process to reflect the true company culture.
- Be honest, transparent, and avoid overselling.
- Keep your EVP up-to-date as your company evolves.

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***71% of professionals expressed willingness to accept a pay cut to work for a company with a mission and values they believe in. - LinkedIn Survey***

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***Companies with a strong EVP are 2.5 times more likely to attract top talent. - Glassdoor***

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## 5: SHOWCASING CREATIVITY AND SKILL DURING THE HIRING PROCESS

To differentiate your company and leave a lasting impression on candidates, this section provides guidance on developing a unique approach, maintaining momentum throughout the process, and demonstrating a deep understanding of candidate needs.

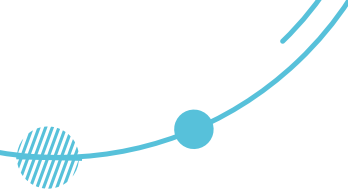
### Importance of a positive candidate experience

A positive candidate experience is crucial for attracting and retaining top talent. Tips for creating a positive candidate experience include a strong job posting, responsiveness, personalisation, and creativity.

### Showcasing creativity and skill during the hiring process:

- Utilise video interviews to create a more personal connection and showcase company culture.
- Gamify the process to engage candidates and make it more enjoyable.
- Offer unique perks to stand out from competitors.

***69% of job seekers are less likely to apply for a job if they had a poor candidate experience during the application process. - CareerBuilder***



## 6: PROMOTING YOUR EVP EFFECTIVELY

To attract top talent, effectively promote your EVP through self-promotion, company branding, networking, and partnerships.

### Importance of promoting your EVP

Promoting your EVP effectively is crucial for attracting top talent and setting your company apart from the competition.

### Tips for promoting your EVP effectively:

- Be clear, concise & authentic in all marketing materials.
- Promote your EVP consistently across all channels.
- Network and utilise partnerships to expand your reach.

***“Employee referrals are the top source of quality hires, indicating the power of networking and leveraging existing talent.” - LinkedIn Survey***



## 7: MAINTAINING A WARM AND ENGAGED TALENT PIPELINE

Building and maintaining a talent pipeline is essential for a proactive recruitment strategy. This section emphasises the importance of dedicating time and resources to pipeline management, adjusting strategies based on market feedback, and nurturing potential candidates.

### Importance of maintaining a talent pipeline

Maintaining a talent pipeline ensures a pool of qualified candidates for future positions, saving time and allowing for proactive recruitment.

### Tips for maintaining a warm and engaged talent pipeline:

- Personalise outreach to candidates.
- Keep candidates informed about open positions and decisions.
- Offer opportunities for candidates to stay connected.
- Be responsive and maintain ongoing engagement.



***70% of candidates are more likely to apply for a job if they had a positive experience with the company in the past. - LinkedIn Survey***



**THANKS FOR READING, WE HOPE  
YOU FIND THIS HELPFUL**

**For more information on how to  
attract top talent - book a  
discovery call now with Aaron**

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