

Combating the skills shortage: how to hire top tech talent in London

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How do you attract the best tech talent to your company?

Hiring amazing tech talent in a competitive market

1. Efficient & successful hiring processes => the faster the better
2. How to talk to and resonate with engineering talent
3. Closing talent, salary data and getting to yes

Successful and efficient hiring...

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Define your hiring process up-front

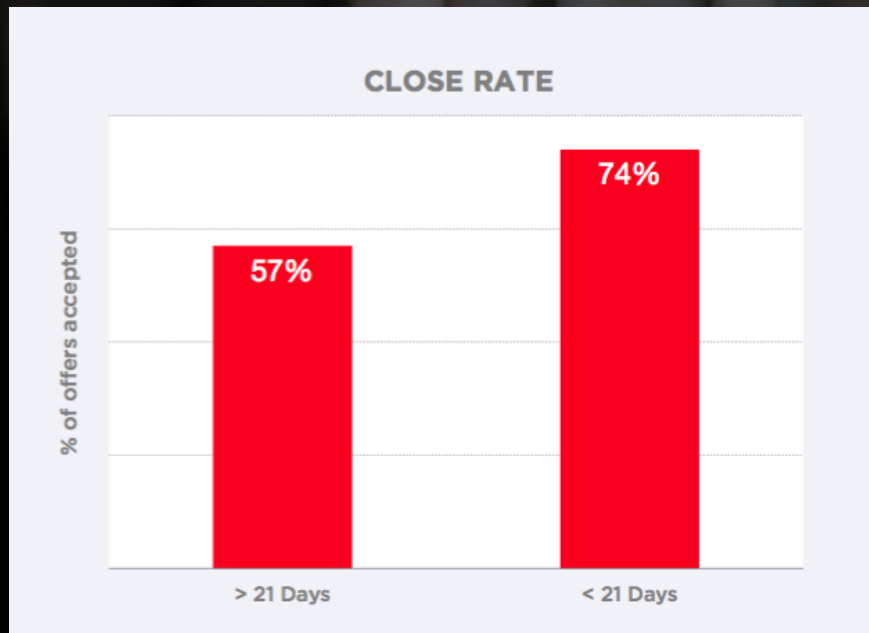
- **Define** what you need... so that you know when you've found it
- **Culture and values** - just as important as salary or tech stack
- **53%** of people hate their jobs because of the company culture
- Start to build **playbook** - skill set, culture fit, attributes

Hired's hiring process

1. First phone call with Hiring Manager or Recruiter (15 -30 min) to assess alignment & pitch company.
2. Second technical phone call with manager (30 min): Algorithmic questions, CS fundamentals.
3. Onsite: code review, coding, bug fixing, breakfast and lunch w/ team, stack tour (1 day).
4. Third phone call with Head of Engineering (30 min).

- Nidhi Gupta, SVP Engineering at Hired

The faster the better



- **Top 10%** of talent exits the market within 10 days
- **17% less likely** to close a candidate > 21 days
- **Avoid** rescheduling interviews
- **Communication**
- Talk **compensation** up front
- **Streamline** your hiring process

Resonate with engineering talent...

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The New “Brand” Definition

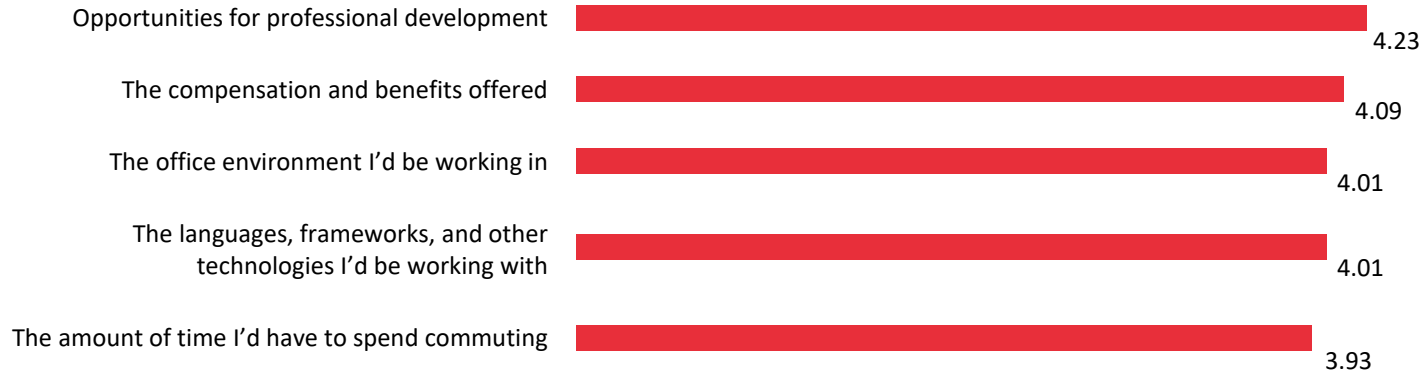
- “Performance” is not financials, but how a company treats its people
- Millennials rate learning and growth as 2x more important than compensation/benefits

Top Things That Matter to Employees

Relative degree of importance (excluding salary)



The Top 5 Things Developers Consider



Speaking their language

- Too much focus on you, no focus on them
- Missing technical detail
- Generic, lacking personalisation

Hello Simon,

Hope you are doing great.

I'm the CEO of XXX, a start-up that got XXX million users in less than a year and XXX million EUR in funding. We reached profitability and are growing by XXX% m-o-m. We are looking for an amazing iOS engineer to join our product team. It's a super interesting project and your experience seems to perfectly fit what we are looking for. Would you be interested in joining our 20 FTEs team and spread love with us

Many thanks, XXX

Speaking their language

- Be authentic
- Focus on the stack and specific challenges
- **‘Woo’** the candidate with **personal** messaging

Hello James,

Hope you are doing great.

We are a startup working on XXX. The backend solution is pretty far along and we are working on finishing up work on the frontend for a launch soon. The base tech stack on the backend is C# asp.net MVC which connects to a SQL database. It is a fairly thin layer and mostly returns requests to the client which is a large single page application. On the frontend we use react.js for the view layer, backbone.js for the data layer and few smaller libraries for date manipulation and internationalization. If this sounds interesting let me know.

Many thanks, XXX

Your tech EVP

- **Competing** for top talent - small startups to big corporates
- More difficult for larger companies who have their broad EVP to communicate as well as attracting tech talent
- Interesting work **38%**, salary **37%** and work life balance **34%**
- Tech employer brand = Engineering Team **Culture** + Tech **Stack** + **Problem** to be Solved
- Help the candidate **visualise** working for you
- Training and development

Getting to an offer...

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Closing candidates

- Understand the **equity offer**, add value
- **Tag team** the offer call with the Hiring Manager
- Get to **yes** - ask questions, what's missing?
- Give them space, but always establish a **decision making timeline**

Take aways

- Define what you need so that you know when you've found it
- Keep candidates engaged and move fast
- Speak their language
- Set salary expectations up front
- Tag team the close and don't forget to sell

Your questions

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