



The TriCom IT Talent Shortage Hiring Guide



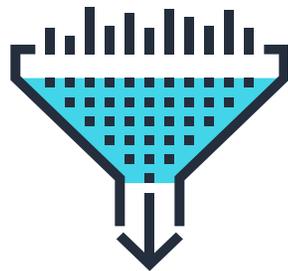
How To Save Time and Hire Smart Year Round

As we inch closer and closer to a full-employment market, your company will feel a greater strain on your technical workforce. **IT unemployment hit a record low of 1.8%** in June 2018, only bouncing up to 2% in October (a figure that is well below the **all-industry 3.7% unemployment rate**). Due to this tech talent shortage, the average hiring process now persists well beyond the 22 business day average to a 365 days a year, 24 hours a day talent acquisition process.

That's not to say your HR team can never stop working — far from it actually. Optimized hiring processes rooted in industry best practices and data-driven strategies through all stages of the recruitment funnel will enable your company to positively connect with top IT talent more effectively than ever before. In this eBook, we'll illustrate what your top competitors are already doing in their recruitment lifecycle all-year-long. Here's a look at the strategies we'll discuss to explain why effective tech recruiting never takes a break:



Proactive recruiting is no longer optional



Screening is a data-driven two-way street



Attracting candidates doesn't end at "you're hired"



Enhancing the reach of your hiring process

Nowadays, effective hiring is not a start and stop process. A successful talent acquisition strategy is optimized at every stage of the recruitment funnel — from proactive recruitment to a robust employee experience after candidates are hired. With these four strategies your business can overcome the IT talent shortage. Let's dive in.



Proactive Recruiting is no Longer Optional

Gone are the days of companies posting a by-the-book job advertisement and promptly receiving applications from dozens of qualified candidates.

The reality is that this tactic only works in a talent surplus market. In fact, a LinkedIn survey conducted by Lou Adler, Author and CEO of Performance-based Hiring Learning Systems, finds that **only 17% of the workforce** is still receptive to that hiring strategy – and they are people who are actively searching for new opportunities and are desperate to find them.

While frustrating, it's a challenge most companies seeking tech talent are facing. In today's candidate-driven market, proactive recruiting is key. The good news is, weaving proactive tactics into your talent acquisition strategy is easier than you may think.

Optimize your employer brand: Candidates, current employees, clients – they all want to partner with a brand they can feel good about. If your employer brand is lackluster, rigid, or worse, not defined at all, it can automatically raise red flags.



A sense of consumerism now pervades the recruiting process. Just as customers pick and choose from a plethora of brands based on reviews they access digitally, many people seem to use online resources to “shop” among potential employers – and decide to proceed with those companies that offer the kind of experience they're looking for.

- [Denise Yohn](#), Author and Brand Expert

In fact, [a survey of tech pros](#) found that 36% left their previous job because of the company culture and 39% started at a new company simply because they believed in their overall mission. Both of these aspects correlate to a strong employer brand. More so, the people drawn to jobs via an impersonal ad are typically those making a lateral shift and simply looking for an uptick in salary. On the other hand, when IT pros join your team because of an affinity with your company culture and mission, they're likely to have much lower attrition rates.

To optimize your brand from a candidate perspective, start by engaging with current employees. What do they love about your organization? What really drew them in from the get-go? How do your company's values resonate with them? Take these learnings to heart and work with your marketing team, or a third-party, to bring your brand to life. Consider ways to optimize your careers page, launch marketing campaigns using email, web ads, and grassroots tactics, and of course, update your social platforms to highlight your culture and really get the attention of job-seekers.

1. Build connections with prospective candidates: Once you're feeling confident with your employer brand, it's time to go out and build connections with passive candidates. Lou Adler especially recommends that companies not screen out high potential professionals that may have less experience than desired. Their drive and adaptability make them ideal candidates because you can hire for culture fit and let them grow into the position – with much lower attrition rates.

Even though these candidates won't be found in your inbox, making connections and fostering brand recognition with them will do wonders for your talent pool. In fact, about 87% of passive candidates say they would be [interested in a new job opportunity](#) if the right one came along.

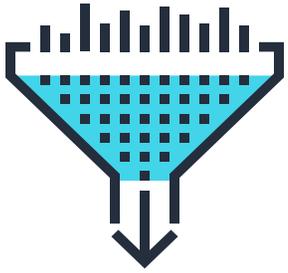
The "right opportunity" just may be with your company. At a minimum, your HR teams should dedicate time every day towards searching professional networking platforms for individuals who fit your target talent profile. Then, establish rapport by introducing your company, asking them about their professional goals and promoting any of your positions you see becoming available in the near future.

To take it a step further and stand out amongst companies competing for top IT talent, extensive relationship building initiatives need to be ingrained into your talent acquisition strategy. Develop relationships with community organizations and regional colleges as well as with industry associations, establish a referral program amongst current employees, and promote your brand as thought leaders in your space.

2. Maintain connections with past employees and candidates: Finally, an important part of proactive recruiting is keeping in touch with the past. If you've worked with a top-notch employee or consultant and their contract ended or they moved on to a new opportunity, keep the lines of communication open.

Before they leave, make your gratitude for their hard work known and continue to keep tabs on their professional journey long after. On the same note, keep in touch with quality candidates who, for one reason or another, didn't make it to the end of the recruitment funnel. Chances are these connections will be in the job market again, or at least know someone they can refer, and you just might be looking to fill a position they'd be perfect for.





Screening Should be a **Data-Driven Two-Way Street**

Earning your candidates' interest is only one step in the journey towards ensuring your recruiting practices run like a well-oiled machine. When it comes to optimizing your talent acquisition strategy for the long-haul, it comes down to one word: data. From predicting candidate performance to making a positive impression throughout the hiring process, here's how to turn data into a high-powered tool for your teams.

Decision Making with Data

In their book, *Machine, Platform, Crowd: Harnessing Our Digital Future*, Andrew McAfee and Erik Brynjolfsson discuss how disruptive technologies are reshaping businesses in previously unimaginable ways. In one section, they highlight the hiring ideology of Laslo Block, former Senior Vice President of People Operations at Google. Going against conventional and ingrained interviewing "wisdom", Lazlo believed that 25% of on-the-job performance can be explained using structured interviews and a predetermined scoring rubric.

For example, after an interview, you would **rate how candidates scored** in a variety of areas. If you extend, and they accept, a job offer, you would revisit the scorecard a few months later and gauge how their actual performance matches up to the scores they received in their interview. Is there a gap? If so, is it a positive or negative one? Use this data to inform future hiring decisions. While this may seem rigid, it works. While common interview techniques are riddled with unconscious biases, a structured interview is rooted in data.



It's not that our decisions and judgment are worthless; it's that they can be improved on.

- *Machine, Platform, Crowd: Harnessing Our Digital Future*

Reducing Inefficiencies with Data

Take a second to consider your hiring process from a candidate standpoint. Once they click “apply for job”, what hoops are you asking them to jump through? Some characteristics you should avoid right off the bat are unresponsive mobile applications (**most job searching happens via mobile devices**), redundant steps, and an excessive amount of screening questions. In other words, do your best to move these processes along as fast as possible.

To help optimize your processes, Google has **a pretty neat tool** for giving companies a telling view of the length of each hiring process how many candidates fall through the cracks. You likely already have the data needed to start this analysis, and whether you use Google’s tool or develop one of your own, the importance of digging deep into your hiring process can’t be overlooked.

You can’t fix these inefficiencies if you don’t first figure out where they are. Every day that you wait to review an application, email a candidate back or schedule a second interview, is a day that another company can swoop in and dazzle your candidate. If you’re not using data to improve your processes and **leave a positive impression on candidates**, you’re missing opportunities.





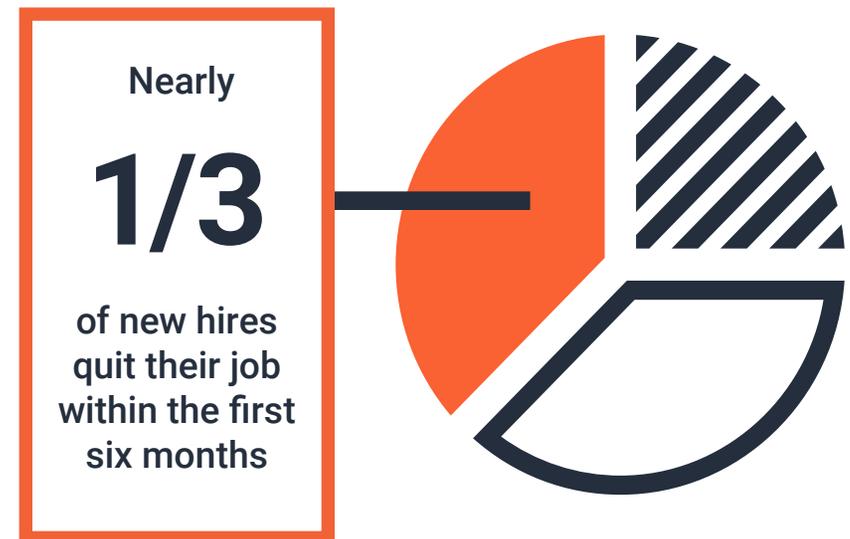
Attracting Candidates Doesn't End at "You're Hired"

Most things come full circle, and the path towards effective recruitment is no exception. Once you find the ideal tech pro, papers are signed and they're officially an employee/consultant, it's your responsibility to make their employee experience the best it can be. In fact, brand expert Denise Yohn asks companies to consider the far-reaching benefits that could come if they placed their **employee**

experience on the same pedestal as their customer experience – in other words, the acronym "EX" should be just as prevalent as "CX" during strategy sessions.

Aside from boosting your company's productivity, a laser focus on your employee experience will take a lot of burden off of your talent acquisition teams working to keep your talent pipeline full. To put it simply: A positive employee experience means happy employees, happy employees means decreased turnover, decreased turnover means fewer positions you need to fill.

With nearly one-third of **new hires quitting their job** in the first six months, the employee experience matters and the importance of quality onboarding can't be overlooked. If you're in the market for IT consultants for project-based work, the employee experience is equally as important. Not only will providing a positive experience encourage consultants to favor your company next time you have an open position (shout-out, proactive recruiting) but it will increase the odds you receive positive reviews on employee review sites such as Glassdoor.



Give them a reason to stay.

So, what can you do to **bolster your tech talent's employee experience**? Here are a handful of ideas to get you started:



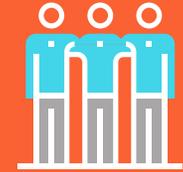
Redefine your policies to prioritize work-life balance: Unlimited PTO, remote work, etc.



Develop a competitive benefits package.



Facilitate team and family outings.



Foster positive relationships between employees and managers.



Provide praise and constructive feedback often.



Create opportunities for your talent to develop their skills.



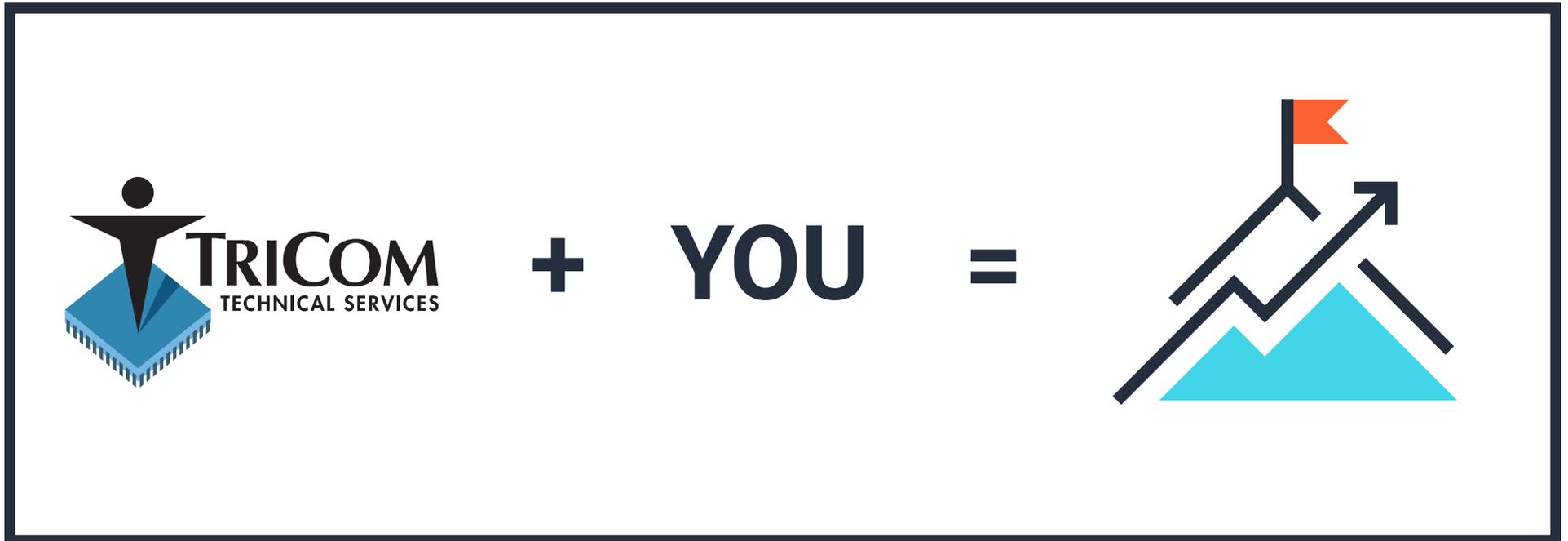
Support their passions outside of work, offer Volunteer Time Off.



Enhancing the Reach of your Hiring Process

Just like Batman needs Robin, organizations need expert assistance and more manpower. Even with the best talent acquisition practices, companies are more effective at attracting top talent when they have a proven IT staffing partner, such as TriCom Technical Services, supporting the 365-day recruiting lifecycle. Not only do we have an extensive network of active IT candidates ready to connect with your open positions, but our expert teams will guide you through every step of your recruitment funnel, whether you're looking for a permanent employee or a consultant for project work.

Partnering with TriCom relieves your burden through the talent acquisition process – from candidate attraction to onboarding – while decreasing your time-to-fill rates and connecting your company with top tech talent that matches your unique needs.



About TriCom Technical Services

TriCom Technical Services is a best-in-class IT staffing firm that connects top technical professionals with high performing companies. Using a comprehensive, high-touch approach, the TriCom team provides measurable results that outperform competitors locally and nationally. TriCom has won the Client and Talent awards for Inavero's Best of Staffing for six years running and continuously finds new ways to provide clients and candidates with a partnership that empowers their goals.

With our help, recruiting can be a breeze at all stages of the funnel. Ready to see how TriCom Technical Services ensures you'll always have the talent you need?

[Send us a message!](#)

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