WINNING THE IT TALENT RACE

5 Strategies for Success that IT Hiring Managers Need to Know

CEMCO SYSTEMS®

HOW TO WIN THE RACE FOR IT TALENT

The Competitive Field

Low unemployment means great talent is not looking for you. You have to find them.

Your competitors employ the people you need but pursuing them yourself can be difficult.

Top executive and technical IT talent are most effectively:
» Approached on a personal and confidential basis.
» Identified through existing relationships vs. technology.
» Motivated by a well-informed recruiter vs a job posting.

A specialized IT executive search firm can help you win the race for top talent.

5 Strategies for IT Hiring Success

1. Distilling the hiring manager's needs
2. Forming the candidate pool
3. Filtering the candidate pool
4. Maximizing recruiter and hiring manager collaboration
5. Optimizing the candidate experience

1. DISTILLING THE HIRING MANAGER'S NEEDS

Importance of the Qualification Call

You've written an extremely thorough job description, and now it's time for the qualification call. This is your opportunity to communicate a clear picture to your IT recruiter of what a hirable candidate looks like.

Your IT recruiter will ask detailed questions to ensure a thorough understanding of your needs. It is important to clearly convey which skills are 'required' and which are 'desired.'

Why is this so important? As every company becomes more technology driven, hiring timelines are already being squeezed by major shortages of talent and visa-related paperwork delays. Any communication gap with your recruiter at this stage puts you at risk for a costly delay in filling your much-needed position.

"The qualification call ensures that you see candidates that are hirable."

Qualification Call Outcomes

Your recruiter clearly understands your priorities:

» Your must-have 3 or 4 technical skills.
» The 3 most important deliverables the employee must be able to produce.
» Non-technical skills and values necessary to survive and thrive on your team.

2. FORMING THE CANDIDATE POOL

Technology vs. Human Interface

A top IT executive search firm has access to a candidate pool that is not easily found online or through social media connections alone: Literally thousands of relationships with people whose careers the firm has helped build across decades.

Technology can create a candidate pool by word-matching between online resumes and your list of skill requirements. But only a long-time IT recruiter has the human

network and credibility to get those candidates to respond to a phone call or email about a job opportunity.

A deeply-experienced IT recruiter also knows how to listen for nuances that prove whether a candidate is truly qualified and whether the candidate will mesh with your team's culture. This expertise also helps instill confidence in both the employers and candidates.

An IT recruiter has to be conversant with current IT terminology to interpret nuances like:

»   Validating a candidate's experience with SAP.
»   Depth of configuration experience.
»   Verifying end-to-end full life-cycle implementation experience
»   Involvement in production support, integration, and global implementations.
»   Ability to build roadmaps and strategies to transition to SAP S/4 HANA by 2025.

"We never run ads; people looking at ads are generally 'unhappy' and perform in the lower 20%. We aggressively network to find the successful candidates in the upper 20%."

3. FILTERING THE CANDIDATE POOL

Candidate Qualification and Presentation

A specialized recruiter's most critical skill is their ability to filter the candidate pool in order to submit only the candidates who offer the best fit.

A recruiter should perform a full interview, not just an initial screening, before presenting a candidate. This enables the recruiter to provide a summary highlighting why the candidate meets your needs for the role. In addition to technical skills, the summary should include soft skills and personality traits that make the candidate a cultural fit. Only 'fully qualified' candidates should reach your desk.

"One of the most important things we do before presenting a candidate is to understand their motivation and what your position offers that they don't currently have. We have to find the hook that convinces the candidate to accept your position."

# 4. MAXMIZING RECRUITER AND HIRING MANAGER COLLABORATION

We are in a candidate's market. You need to move quickly to win the talent you need.

To achieve the speed you need, there must be a strong connection directly between the recruiter and hiring manager. HR can be a key facilitator of this connection.

A prompt feedback cycle is critical, or top candidates will slip through your fingers. Feedback within 24 hours should be the goal for each step of the hiring process. Knowing your level of interest allows the recruiter to keep candidates fully invested in your opportunity. A well informed candidate is far less likely to explore other opportunities.

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It is a myth that the hiring company has the power and that candidates will wait for you. To hit the strike zone, you have to move quickly when a quality candidate appears. If you wait a week to get back to them, they may have already hit a 'home run' at another firm and you can be out of the game."
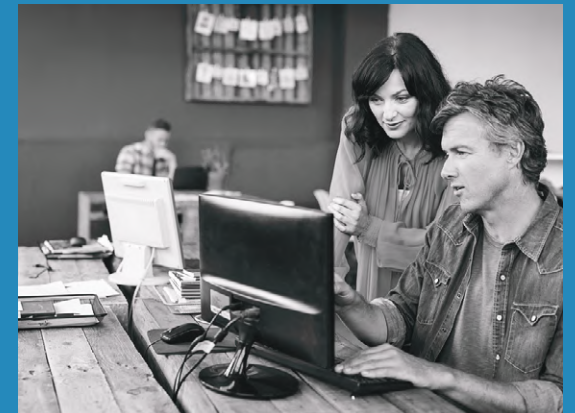
5. OPTIMIZING THE CANDIDATE EXPERIENCE

Most sales these days are as much about the experience as what you are buying. Make no mistake: You're asking a candidate to buy into your company and the role as much as you are buying into the candidate.

A top IT recruiter will manage all communication with candidates and ensure that the entire process goes as smoothly as possible. This is especially important as req-to-hire timelines have become more compressed.

When preparing an offer, keep your recruiter in the loop. By this point, the recruiter has built a relationship with the candidate, knows the details of their current compensation package, and understands what they need to motivate a move. Your recruiter is an important partner in negotiating an acceptable offer. For example, your desired start date might cause a candidate to lose a bonus payout or stock options. You might offer a signing bonus to balance the deal.

Let the recruiter partner with you to close the candidate. The recruiter is in the best position to posture the offer in a way that emphasizes the right points to win the candidate.

"When you buy a house, you rely on your real estate agent to present your offer to the listing agent. Why? Because the agents have the best understanding of the buyer's and seller's needs and the details that will help close the deal. Same applies for having your recruiter present your offer and compensation package to a candidate."

About Cemco Systems

Cemco Systems handles the specialized task of recruiting information technology and executive level professionals. Our commitment is to understand your business needs and to find the best people to fill your requirements.

For more than 30 years, Cemco has been instrumental in building Big 5 and Boutique consulting practices, as well as supporting Corporate IT at Fortune 1000 clients. Our expertise spans all areas of Cloud, ERP and Emerging Technologies.

Our extensive global network, combined with time-proven search methods, provides us the competitive edge necessary to deliver world-class resources. Acting as professional liaisons between clients and candidates, we have proven our ability to accelerate and streamline the search, interview and hiring process.

"Having a long-term relationship with an IT executive search firm gives you an even greater edge in the race for IT talent, and here's why: The better a recruiter knows your business, culture, and brand, the better they can align candidates with your needs."

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