

# TECH HIRING: WHAT DO CANDIDATES WANT IN 2022?

By Kelly Fetick, President of Landis Consulting

Brace yourselves, we're in for another wild year of tech hiring. By now you've likely heard of the Great Resignation, which refers to the roughly 33 million Americans who've quit their jobs since spring of 2021. With tech unemployment less than 2%, the majority of IT professionals aren't necessarily leaving the workforce, as the name suggests. They are, however, leaving in droves for new (and often remote) opportunities with enhanced benefits.

## Shift to a Candidate-Driven Market

Welcome to the hottest job market we've seen since the dot-com boom. While the war for talent isn't new, the global pandemic caught us all off guard - exacerbating an already tight market supply with an ever-increasing demand for skilled technologists. Early in the pandemic, many companies were forced to scale back or even pause recruitment. As businesses look to rebuild their staff or hire for new and ongoing high-tech projects, job openings are at an all-time high. Compounding that, companies are experiencing record-high resignations, particularly in the tech sector. In short-competition for in-demand talent has never been so fierce. Like the Great Toilet Paper Panic, tech talent will be remembered as one of the great shortages to come from the pandemic.

This all boils down to the undeniable shift to a candidate-driven market. With talent being courted like celebrities and opportunities galore, now is the time to make your organization stand out. While challenging, this presents an opportune time for organizations to rethink their talent strategy and approach to hiring and retention. Also, there's an unprecedented number of skilled workers looking for fulfillment in a new role. This is your chance to strategically build teams that position your business for sustainable growth. Companies that embrace this landscape shift will have a strategic advantage in attracting, and retaining, top talent. So, the question of the day is...

## What Do Candidates Want in 2022 and Beyond?

### Workplace Flexibility

By and large, job seekers have made it clear that workplace flexibility is an important factor, if not THE most important factor in 2022. Whether it's hybrid, remote or a combination, ensure you clearly define and communicate these policies to current and prospective employees. If remote work is off the table, get creative with your work schedules. Ultimately, in today's market candidates want to work for a company that empowers them with choice.

### Compensation & Benefits

With tech salaries on the rise, now is the time to assess whether your compensation structure aligns with the market. Meeting comp expectations plays a major part in attracting talent, while helping to retain current employees. And don't forsake the importance of your overall health and benefits package. Understand what's most important and build personalized offers with perks that matter, like flexibility, growth opportunities, recognition and more meaningful work.

### Culture & Purpose

Now more than ever, workers are seeking purpose in their role with a company they believe in. A winning company culture is paramount to a successful talent strategy. In the tech world especially, this can be your biggest competitive advantage to hire and retain top talent, while also driving engagement and productivity. There's no playbook for the

"right" company culture, but ensure that yours is guided by purpose and values, and defined by your organizational behaviors - what you say and do at scale.

### Learning & Professional Growth

It's not all about the money. Skills development, training and overall growth potential are high on the list of priorities for tech workers. Focus on building a strong and transparent career path for your employees that provides training opportunities and progression. This will help you attract new talent and, just as importantly, retain them.

### Effective Hiring Process

In a world where candidates are courting four to five offers and likely a counter from their current employer, first impressions are everything. Ensure your interview process is efficient, professional and in this market - always assume you have less time than you think to make an offer. Capitalize on virtual interviews where you can, and most importantly, expose them to what makes your organization a uniquely great place to work every step of the way.

### Seize the Day

There isn't a one-size-fits-all solution, but every business can take advantage of these changes in the world of work. Take time to understand what your employees love about their job and where you can improve. As you make decisions, consistently ask yourself this question: Will this reflect our culture, and the purpose and values that define us? It's an opportunity to elevate your employer brand, improve the health and well-being of your employees and create a resilient workforce. The time is now!

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Landis Consulting Group is a technology staffing and recruitment firm serving the Pittsburgh area. Landis is a women-owned business providing high-tech contract, contract-to-hire, and placement services, ranging from entry to executive level across a full spectrum of technologies.