

MASTER THE ART OF HIRING THE BEST CODER IN 3 STEPS

How the Challenges Differ For Start-Ups
and Large Companies

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INTRODUCTION:

Being a technical recruiter in a rapidly growing software company is a challenge. The pool of active job seekers is limited, and top talent can be off the market in as little as 10 days.

According to Stack Overflow, there are five jobs for every one developer, which means you need to stand out as an employer and as a recruiter. You also need an efficient, streamlined hiring process to ensure your best candidates don't disengage at a crucial time.

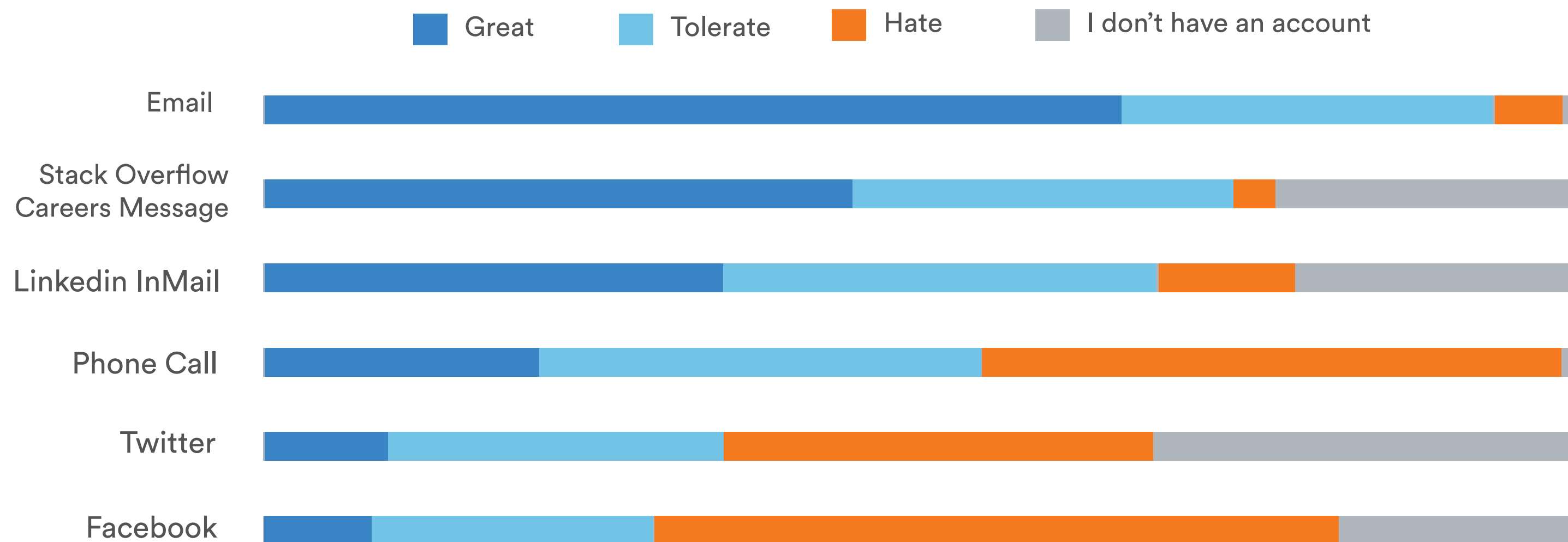
STATE OF TECHNICAL HIRING

In a 2017 survey of developers, referrals and passive candidate sourcing emerged as the best routes to finding the right tech talent in this competitive, fast-moving market. If references don't bring the volume you need, you head to sites like LinkedIn, Twitter, Github or Stack Overflow to find your 'unicorns'.

To make things more of a challenge, tech talent is becoming overwhelmed with pitches from recruiters and have started to remove themselves from these traditional sources to avoid the avalanche of messages. Now, recruiters have turned their attention to creative recruiting initiatives to attract top talent that isn't listed on a saturated source.



So, how do developers want to be contacted by recruiters? Rating methods of approach from ‘Great’ to ‘Hate’, 65% of global respondents in a survey by StackOverflow said they’d prefer to hear about new job opportunities through a personalised email. Professional networks (Stack Overflow Careers, LinkedIn) rated higher than a phone call, but social networks (Facebook, Twitter) rated lowest of all.



TECHNICAL RECRUITMENT IN STARTUPS

As a founder and CEO, your role will increasingly turn to two major areas: hiring the right people, and ensuring they stay. We're going to tackle the former area in this ePaper and discuss a useful framework for hiring engineers.

Without great people, a startup cannot succeed.

Though there are tons of talented developers in India, it is tough for startups to lure the best, hire them and keep them engaged. In a business landscape where large tech companies are honing their advantages recognising that startups do have the potential to give them a challenge is making it tougher for the new ventures.

In such times, to create a dent in the market, one thing startups are doing is investing in finding the best tech talent, especially developers, to build their solutions ground up.



CHALLENGES FACED BY A STARTUP IN TECH RECRUITMENT

Identifying and hiring the right talent is the most critical decision for any startup. Recruiting great talent not only transforms a startup but helps them to reach their goals. Mistakes in hiring results in a startup's cash burn and also affects the culture of the company. It is highly essential for a startup to have self-motivated people to keep the environment charged and energetic all the time.

Every tech recruiter knows the scenario. You're looking for that Java developer or senior architect you just can't seem to pinpoint. Hours have been spent scanning job boards and LinkedIn with no luck. But, while traditional sourcing strategies may be useful for certain positions, they're becoming tapped out for technical talent.



You are competing with players far bigger in size for the same talent

It's no secret that the best software developers are in high demand and aren't on the open market for very long. Conventional wisdom might lead you to think technology companies are driving the war for tech talent. However, this is simply not the case.

Along with growing tech companies, recruiter says that long-established organizations are recruiting software developers more aggressively than ever before.





Non-existent employer branding

Considering that nearly developers say that salary is one of their most important job evaluation criteria, it would be easy to assume that money can solve any other recruitment challenges.

Of course, candidates want to know that they'll be compensated fairly, but recruiting software developers requires much more than offering higher salaries than everyone else.



To stand out from the competition, tech recruiters need to slow down their hiring process and build meaningful relationships with candidates and understand what they look for in new jobs. Because recruiting is such a fast-paced, results-oriented job, learning the finesse it takes to build rapport with software developers is one of the biggest challenges tech recruiters face on a daily basis.

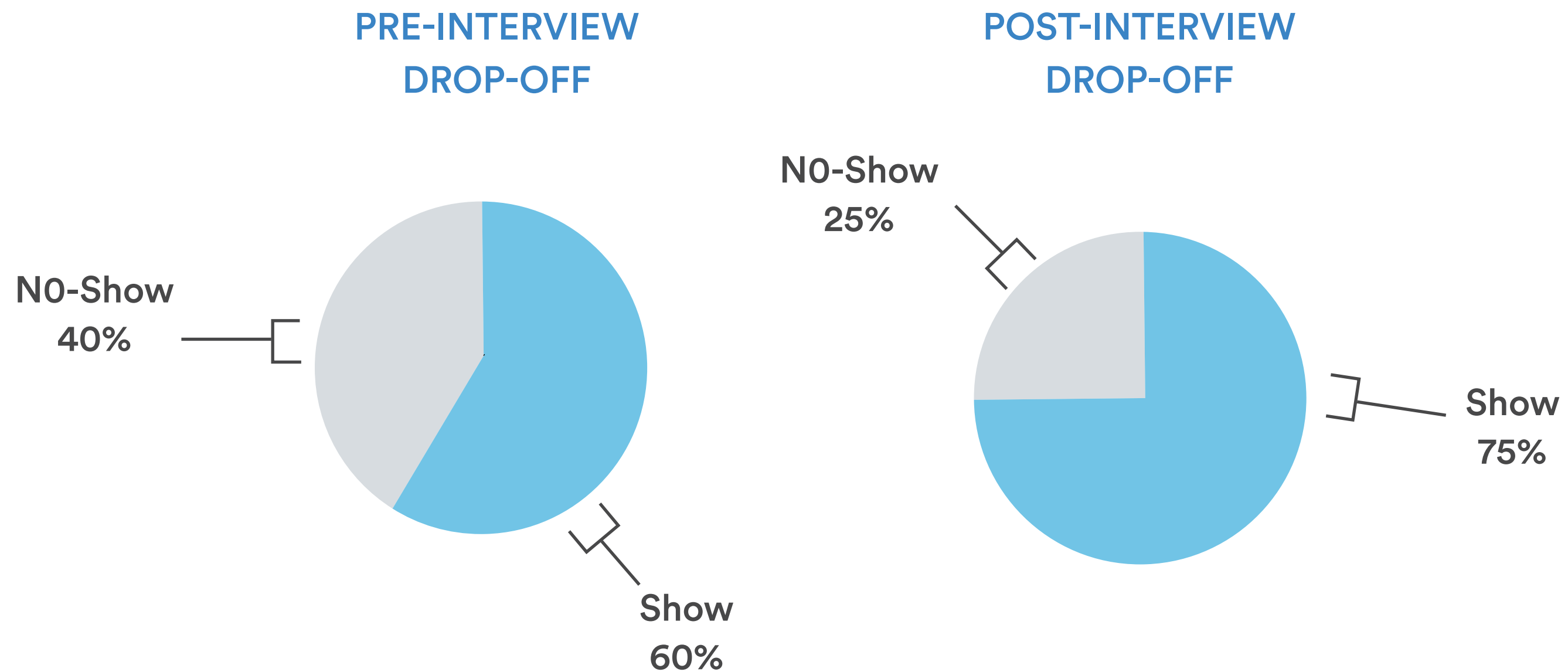
➡ Drop-offs pre-interview and post-selection

Given that potential IT candidates have so many options to consider, it can be difficult for recruiters to get their attention – especially when it comes to passive candidates. Companies are struggling to be seen and heard. Candidates often find themselves choosing between multiple offers, each one as attractive as the next. This job seeker’s market has employees feeling comfortable enough to start looking on the other side of the fence and consider job changes, regardless of the somewhat volatile stock market.



Right now, IT workers are naming their prices and being incredibly choosy about where they go. Companies have to get go beyond competitive salaries and get creative about what they offer. Company culture, benefits, perks, and future growth opportunities all play a role in attracting tech talent today.

Drop-off Percentages (Pre & Post Selection)



CHALLENGES FACED BY LARGE COMPANIES DURING TECH RECRUITMENT

The challenges technical recruiters face in large companies is significantly different from the ones faced by startups. In a sector mired with high attrition and low job stability, technical debt is an area of ever-growing concern, and even if you get the best of coders, retaining them often prove to more of a challenge than you could have imagined. In addition to almost all the challenges faced by entry-level companies when it comes to technical hiring, big companies also need to ensure

Robust Sourcing Process



Having a healthy sourcing process increasingly becomes a challenge as your requirements start expanding. This happens because all the niche job descriptions give way to extensive requirements while retaining the same cost and quality of hire. Thus, sources that would have worked for small-scale recruitment drives become impractical and unfeasible when hiring in large numbers.



Assessments at Scale

As the requirements soar, assessing for the right skill-set in the right candidate becomes essential, and scaling up the assessment and selection process becomes one of the major challenges faced by a technical recruiter. To put things in perspective, it is manageable to conduct Face-to-Face interviews of 30-50 candidates but the same cannot be said about 300-500 candidates, especially when candidates are applying for the job in large numbers.



➡ **Early Attrition (after training)**

Early attrition can drastically affect an organization's bottom line. A typical rate of voluntary turnover for many companies is around 16.6 percent per year. At the 16.6 percent rate, companies with 2,500 employees lose 415 employees per year and have to spend more than \$2 million dollars each year (using the average cost of replacement at a conservative \$5,000 per termination) to replace those employees.



The cost dramatically increases when new employees leave after one year. What makes this a significant problem is that the average young employee today doesn't feel as if he or she should stay with a company for the long term unless things are ideal. Therefore, employers must look at what exactly is driving those new employees away, which leads to the new hire experience.



A Strong Pipeline of Candidates

A recruiting talent pipeline is also known as a talent/candidate pool or network. It is an inventory of qualified individuals who could quickly move into your future job openings. Talent pipelines are an important part of the technical hiring process, especially for large employers or those with high turnover rates. After all, finding the best candidates to help grow a company is often an ongoing process.



While almost every major corporation is investing heavily in building their employer brand, it's quite rare for one to have a high-performing external recruiting talent pipeline.

A recruiting talent pipeline approach is known by a variety of names, including a “recruiting prospect inventory,” a “recruiting pool,” or a recruiting network. It is designed to give you a continuous supply of high-quality and interested external recruiting prospects to choose from. It is strategic because it has a long-term talent-supply focus, which means that critical jobs can be filled faster and with higher quality and more interested prospects.



Rapidly changing skill-sets

The world of developers is changing very fast, therefore you either keep up **or will need to catch up**. Keeping up usually means recruiting developers who are agile learners and can process and pick up new concepts, skills and languages with ease. But assessing that is easier said than done. According to many recruiters, interviews serve as a very flimsy way of assessing the learning agility of a candidate and even then, a proper structure for the interview must be followed.



CONCLUSION

According to a survey conducted by Dice earlier this year, the unemployment rate for IT workers is only about 3 percent. That's great news if you're looking for an IT position, but bad news for the recruiters who have more jobs to fill than people with the skills and experience needed to fill them. Software and Web developers are in unusually high demand. Other employees recruiters are having a particularly difficult time finding include those with big data and analytics experience, those with security knowledge, and those who have worked on legacy systems.

You are vying for the same coder that Amazon, Google, or Facebook is competing to get.
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