

Hiring Innovation In Tech:  
**6 Key Trends**



# Contents

<b>Continued Competition for Tech Talent Fuels Hiring Reforms</b>	<b>01</b>
<b>Hiring Innovation in Tech: 6 Key Trends</b>	<b>03</b>
Streamlining the Hiring Process with AI	04
Proactive Engagement: Creating a Talent Community	06
Doubling Down on Candidate Experience	08
Adopting a Hybrid, Flexible Workforce Model	09
Prioritizing DEI Initiatives	11
Upskilling and Reskilling	12
<b>Adopting New Hiring Mechanisms: An Imperative</b>	<b>13</b>



## Continued Competition for Tech Talent Fuels Hiring Reforms

This is a moment of economic headwinds. Talk of recession is in the air, and many industries are scaling back hiring or conducting layoffs. As a result, it can be easy to imagine that there is a total hiring freeze across the board.

However, this isn't accurate. The demand for tech talent across various industries remains strong.

Many organizations that have embraced or plan to adopt new technologies remain in urgent need of top tech talent to fill critical tech roles.

In fact,

**41%**  
**OF ENTERPRISES**

have plans to increase their tech hiring spending by 47% during 2023.

For instance, demand for software developers shows no sign of waning in any meaningful or long-term way. There are nearly [two million software developers](#) employed in the US, and that number is expected to grow significantly within the next decade.

Recent projections anticipate employment of software developers to grow

# 25%

by 2031, which is faster than the 5% average projected rate of growth for all occupations.

**With so many seismic shifts impacting hiring outcomes for tech roles, conventional recruitment methods are no longer adequate.**

In short, organizations still need to hire technical staff. However, getting the right talent is trickier than ever, in part due to shifting employee expectations – ranging from hybrid work to better pay, stability, and long-term career growth.

With so many seismic shifts impacting hiring outcomes for tech roles, conventional recruitment methods are no longer adequate. Businesses need to reform their current hiring practices if they want to acquire the best and most qualified tech talent in the shortest time possible and achieve their goals in the marketplace.





## Hiring Innovation in Tech: 6 Key Trends

**Recruiters have to be well-versed in their organization's technologies and equipped with the right tools to ensure they screen well and hire top-quality candidates.**

Recruiting people for technology positions has never been easy. It can be difficult to find candidates who have the right technical skills and experience, along with the necessary soft skills, to meet the demands of a position.

Conventional talent pools are shrinking, and highly-gifted tech candidates are now found outside traditional talent clusters. Recruiters have to be well-versed in a hiring organization's technologies and equipped with the right tools to ensure they screen well and hire top-quality candidates.

Here are six key trends to consider when thinking about how to improve your hiring efforts geared at tech talent.



## 1. Streamlining the Hiring Process with AI

**89% of HR professionals think that AI could assist with application processes, and 67% see that AI can provide benefits and a positive impact on the recruitment process.**

Traditional hiring practices – basic, repetitive tasks such as pre-screening candidates and parsing resumes – are time-consuming and resource-intensive. However, using advanced tools like data analytics, behavioral analysis, and AI speeds up finding individuals who match the job description and whose goals align with the organization.

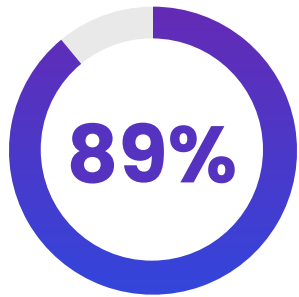
More than

**80%** OF DECISION-MAKERS  
IN TECHNOLOGY AND  
ENGINEERING

say there's a glaring mismatch between the skills their organizations require and the skills of the people they hire. Embracing technologies, such as AI and data analytics, during hiring significantly reduces the risk of skills mismatching.

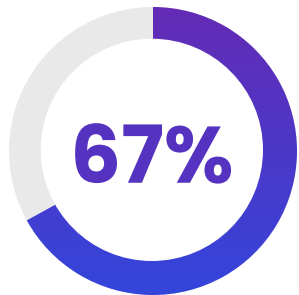
AI and data analytics can analyze large pools of data about job requirements, candidate preferences, and existing skill sets to identify suitable candidates quickly and accurately. Data analytics help recruiters build a more precise picture of the qualifications an ideal candidate would possess. For example, it can surface correlations between people who are successful on the job and specific attributes such as educational background or experience with certain tools or processes. This makes it easier for recruiters to narrow down applicants that fit their criteria, expediting the hiring process.

According to a recent survey,

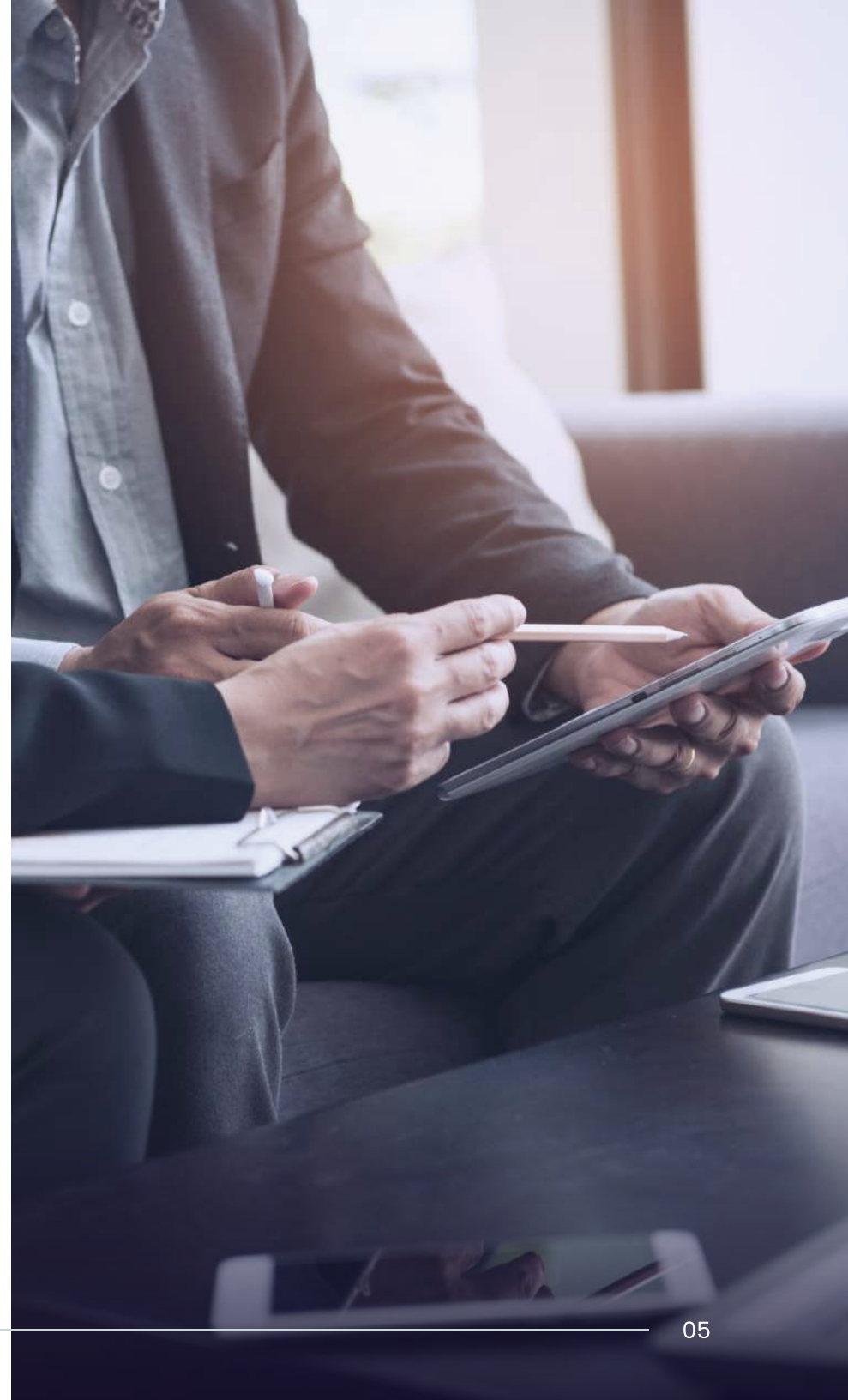


of HR professionals think that AI could assist with application processes.

In addition,



believe that AI can provide benefits and a positive impact on the recruitment process. We think they're right.





## 2. Proactive Hiring: Creating a Talent Community

**Instead of reacting to a vacancy or an immediate need, employers must proactively source, engage, and attract candidates early, preferably before hiring demand spikes.**

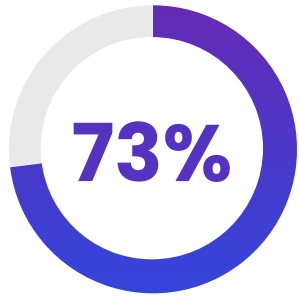
Most organizations are practicing reactive hiring – they only hire when a position opens up due to an employee's departure. Unfortunately, reactive hiring sets organizations back because it brings in several unnecessary consequences, such as impaired productivity and delayed time-to-value due to finding and training the replacement.

Instead of waiting for a job position to open up, organizations should develop and implement a more [proactive recruitment method](#). Hiring teams must build talent communities where they gather and constantly engage target candidates before they are actively looking and before hiring demand spikes.

Recruitment teams can base their search for potential candidates on their strategic hiring plans aligned with business goals. They should find individuals based on their future needs, create and nurture relationships with them, and provide value to entice them to prioritize your organization the moment they decide to look for opportunities outside of their current employer.

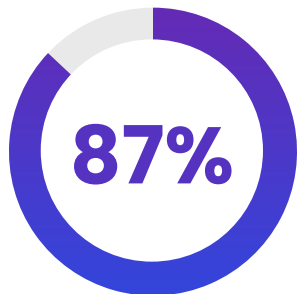


This approach works well with prospective hires.  
Recent statistics have found that



of potential candidates  
are passively looking for a job,

while



will pounce on new  
opportunities that emerge as  
part of active recruitment.

Fortunately, the advent of AI, automated communication, and personalized nurturing can create engaging experiences with your talent community and create a pipeline of interested potential candidates to tap into when hiring needs arise.





### 3. Doubling Down on Candidate Experience

**Studies suggest that automation, constant communication, and immediate feedback all contribute to a positive candidate experience.**

If you're seeking the best talent, candidate experience matters. A recent [survey](#) has found that nearly all respondents say that their experience during the application and interviewing process influences their ultimate choice of an employer.

Poor communication, vague job descriptions, and time-intensive recruitment processes are among the biggest factors that lead to a bad candidate experience, according to [Josh Millet](#), CEO, and founder of Criteria, a talent success company.

This means employers need to work harder than ever to provide excellent candidate experience throughout the recruitment journey. Studies suggest that automation, constant communication, and immediate feedback all contribute to a positive candidate experience.

Recruiters are encouraged to put themselves in the shoes of the candidate and audit every touchpoint and interaction within the company, then identify where and how those experiences can be optimized. Tech candidates, in particular, will expect the use of technology to enhance, personalize and accelerate the recruitment process. The extra effort that goes into thinking through the experience will pay off.



## 4. Adopting a Hybrid, Flexible Workforce Model

**In 2023, successful enterprises will be those that encourage more flexibility for their workforce. Embracing a hybrid setup will help organizations provide that flexibility.**

According to the World Economic Forum (WEF),

**67%** of people find that a hybrid work setup improves their work-life balance, and

**85%** say they were able to save both time and money compared with working in the office daily.

The WEF also found that

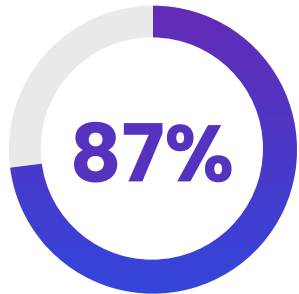
**68%** favored a hybrid work routine.

On the other hand, more business leaders still prefer working from the office. Among senior leaders, 73% find that collaboration can be more effective when reporting in the office.

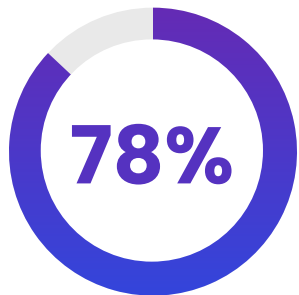
However, if you are an employer trying to attract high-quality talent, concessions need to be made. [Gartner](#) projects that, in 2023, successful enterprises will be those that encourage more flexibility for their workforce.

Moreover, flexibility doesn't just mean a binary choice of office or home. Companies can attract candidates – and improve their chances of retaining them long term – by creating a workforce model that offers more autonomy in terms of schedule and processes. This includes offering flexibility around what days or hours an employee works and prioritizing different forms of collaboration, depending on personality and working style. Recent [Gartner](#) research has shown that giving employees such latitude not only leads to better productivity but also helps reduce fatigue among employees.

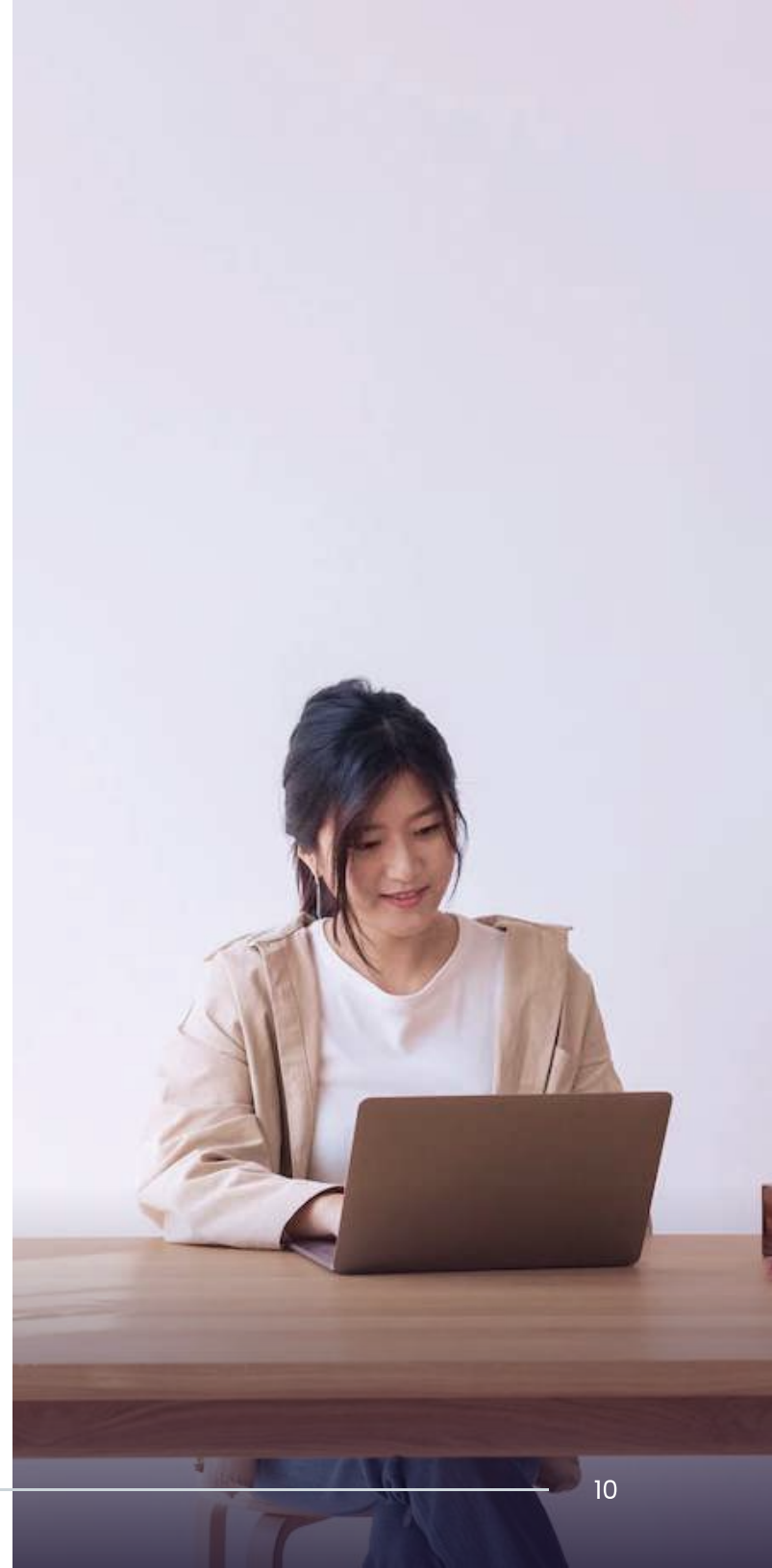
Deloitte found that



of business leaders recognize that a new workforce model is needed to achieve success.



say they are creating a future workplace setup that combines traditional and hybrid principles. Laggards should follow their lead if they are to attract and hire top-quality talent.





## 5. Prioritizing DEI Initiatives

**Diverse teams are 19% more innovative, helping their organizations accelerate their processes and achieve business goals more efficiently.**

Candidates value organizations that have a genuinely inclusive culture and a highly diverse workforce.

Around

**67%**

**OF JOB SEEKERS**

say that diversity in the workplace is a top consideration when applying for a job.

Millennials and Gen Z-ers will soon represent the large bulk of the workforce. With these individuals being passionate about DEI in all its forms, it's crucial for organizations to have solid DEI policies and practices in place if they are to attract and retain the best young candidates.

However, creating and implementing DEI strategies is a difficult challenge for 36% of companies. Each organization views and defines DEI differently, leading to different standards and implementation.

DEI initiatives enhance recruitment by expanding talent pools and discovering untapped talent sources. Diverse and inclusive organizations project a very positive brand image and reputation, thus attracting high-quality talents. In terms of performance, diverse teams are 19% more innovative, helping their organizations accelerate their processes and achieve business goals more efficiently. Win-win.

## 6. Upskilling and Reskilling

**Investing in career development through upskilling and reskilling not only attracts potential candidates but also improves employee engagement.**

We live in a fast-changing world where new technologies such as AI and machine learning could potentially displace **85 million traditional jobs** and generate 97 million new roles by 2025.

Companies must be able to equip their employees with the skills they need not only to remain relevant but also to thrive in a shifting market. This is why upskilling and reskilling are both becoming critical drivers of talent acquisition.

- ▶ **Upskilling** = the process of teaching employees new skills so they can perform better in their current role.
- ▶ **Reskilling** = teaching employees new skills so they can move horizontally within the org and perform a different job.

One viable way of skilling and developing a highly proficient workforce is to tap external providers to conduct training programs tailored to the organization's framework, tech stack, values, and goals. This approach enables businesses to streamline the internal hiring process while developing their talent instead of recruiting people from outside the organizations when filling critical roles.

Employee sentiment towards skilling is largely positive, especially for young candidates. People aged 21 and younger rank **"learning and career development possibilities"** among their top key considerations for choosing an employer.

Investing in career development through upskilling and reskilling not only attracts potential candidates but also improves employee engagement.

Over

**86%**  
**OF CEOS**

say that, since launching their digital training programs, they've created a more dedicated and engaged workforce.

# Adopting New Hiring Mechanisms: An Imperative

**Remodeling hiring practices around skills is far more equitable and efficient for tech employers, especially in the increasingly dynamic and fluid employment situation.**

Remodeling hiring practices around skills is far more equitable and efficient for employers than sticking with legacy approaches – especially when it comes to recruiting tech talent. Leveraging technology to fuel skill-based hiring and development helps organizations fill their tech pipeline with the right talent. It also eliminates traditional barriers that prevent tech workers from achieving economic stability.

Forward-thinking organizations have a unique opportunity to attract, hire, and grow talent in this highly competitive landscape – but only if they are willing to evolve their recruiting practices. Now is the time to think outside the box to uncover net-new sources of tech talent.

## About Us

Smoothstack provides a merit-based career path for candidates who are willing to work hard to build their future. We create a source of excellent new talent for our clients who are building the technology projects of the future.

To learn more about us, visit

🌐 [www.smoothstack.com](http://www.smoothstack.com)

## Contact Us

@ [info@smoothstack.com](mailto:info@smoothstack.com)

☎ (703) 349-5540

