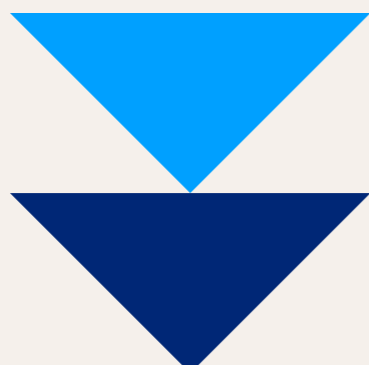


AI AS A FORCE OF ATTRACTION



The Tech Talent Explorer reveals notable differences in the wants and needs of different tech and IT specialists across 20 EMEA countries. AI is an area where we do see alignment in the data though, with overriding trends amongst both professionals and employers.

What does the data say?

82%

of all EMEA tech professionals desire AI training, rising as high as **92% in The Netherlands** and **89% in Spain**. The biggest anomaly is France, where just **59%** desire training.

64%

of all EMEA tech professionals see 'Increased productivity and efficiency' as the biggest benefit of using AI tools.

Only **31%**

of EMEA employers are currently recommending the use of AI.

53%

of EMEA employers still have no quality assurance protocols in place for AI.

...and what does this mean for my organisation in its attempts to secure tech hires?

You should **emphasize your AI initiatives to candidates** wherever and whenever possible, as this could help you to secure hires even when you can't afford to pay top salaries. What role does AI play in your project and how transformative will it be? What AI training initiatives do you provide?

For those organisations further behind on their AI journeys, it could be time to start investing. Here's a suggested AI roadmap:

1. Audit & Assign a Champion

Run an internal skills audit to understand the AI skills your workers have and how they're using AI already. Then, nominate a proficient (and willing) AI Champion to lead your initiatives and ensure your staff have a clear PoC for all things AI.

2. Create Internal Training & Support Groups

Work with your AI Champion to bring together the people with AI knowledge and skills from across the business. This will foster peer-to-peer knowledge sharing and provide a support network for others looking to advance their AI capabilities.

3. Implement Customised Training Programs

Build upskilling initiatives to help your staff make the most of AI for real-world use cases and projects, going beyond what can be delivered by your internal training groups. It could be wise to partner with reputable/accredited organisations for this, as that could also be a selling point for prospective new talent. Ensure training covers mitigation of potential cyber security and data protection risks.

4. Team Up with the More Advanced

Partner with organisations at more advanced stages of their AI journeys to establish pilot AI initiatives and gain access to structured and safe environments to trial AI technologies. Pick organisations using the same tech suites as yours for easier integration and collaboration.

5. Communicate, Communicate, Communicate

Make your AI initiatives clear in your employment proposition to candidates. What is your company's approach to AI, and what's the vision for where AI can take it? What can the candidate learn at your company, and how can this boost their portfolio?