HAYS
Working for your tomorrow

THE TECH TALENT EXPLORER
EXECUTIVE SUMMARY

A View from the Top Down

The Tech Talent Explorer's interactive charts and maps allow you to compare and contrast the wants and needs of different tech and IT specialists across 20 EMEA countries, empowering you in location strategy while helping you adjust your employment proposition to secure specific tech hires.

Company and job descriptions can and should be shaped to different kinds of profiles, but updating your whole company image and employer brand for every hire you need just isn't feasible. What's more realistic is building an employment proposition that resonates with the majority and making specific tweaks as and when required.

Here, then, we examine some commonalities across *The Tech Talent Explorer's* data and suggest real-world action points to help you secure in-demand tech and IT hires.

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1. Emphasise innovation & progression

Most tech professionals crave challenging, groundbreaking projects using the very latest iterations of technologies.

> ▶ **82%** of all EMEA tech professionals desire AI training, rising as high as **92%** in The Netherlands and **89%** in Spain.
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> ▶ **39%** of all tech professionals cited 'challenging roles or projects' as the main factor they look for in an organisation, after pay.
>
> (when asked to choose the top 3 non-monetary factors they look for in an organisation)
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> ▶ **37%** of all the EMEA tech specialists who left their jobs last year did so because of a lack of career development opportunities.

The world of IT and tech is all about innovation and pushing boundaries, and so are they.

Think about this in your hiring efforts, particularly if you know you can't offer top salaries. When you're trying to stand out from the competition, put special emphasis on the most innovative aspects of your organisation or project. What's new and exciting in your tech stack? What's your vision for where you want your company to be, and what role will the tech play? How can the candidate build on their existing skills and develop their portfolio by working on different kinds of projects and technologies to those they've experienced before? Do you offer clear career paths into leadership and management positions?

2. Sometimes, thinking shorter-term is better

While permanent staff bring important stability to ongoing operations—particularly in areas like cybersecurity, data analysis and network infrastructure—many development projects and one-time implementations can be handled without much involvement of permanent employees. In times of economic uncertainty and growing skills shortages on the permanent IT talent market, turning to contractors and freelancers provides access to specialised skills that may not be required, or locally available, long-term.

▶ For **62%** of organisations, contingent workers form more than **40%** of their workforce.

Statistic from Everest Group

Moreover, it allows you to be agile and flexible in scaling resources based on both economic and project needs.

Looking beyond borders, you can often secure the skills you need at lower rates. It's worth noting though, that certain EMEA countries, particularly in Southern Europe, have legislation that may discourage professionals from freelancing and restrict organisations in their use of contingent workers.

Increasing the amount of contingent staff in your workforce does come with its risks, and compliance with various national and international legislation is just one of those. However, working with a specialist recruitment partner that can guarantee both compliance and efficiency throughout your non-permanent workforce can be a game changer. Read more about contingent workforce management **here**.

3. Create environments for contentment

Although their tasks normally require a high degree of autonomy and can be carried out from anywhere, this study found EMEA tech professionals to value a good work atmosphere above all else (apart from pay).

▶ **58%** of all EMEA tech professionals prioritise a 'good work atmosphere' over everything else apart from pay.

(when asked to choose the top 3 non-monetary factors look for in an organisation)

▶ **69%** of tech talent see flexibility, including but not limited to remote and hybrid work, as the most valuable aspect of any benefits package.

▶ Tech professionals value work-life balance (**28%**) over even job security (**26%**).

As mentioned, these people want to work for companies that champion innovation and career development, but they also want good working relationships and the flexibility to do their jobs in a way that works for them, with a proper work-life balance.

Many leaders see having people in the office as crucial for creating strong corporate cultures, but physical location shouldn't make or break your culture. It's a balancing act, but you need to find a way to keep your people happy, connected, and collaborative wherever they are. It's about giving people what they need to thrive—even when it comes to shifts. Some will be more productive in the mornings, some in the afternoons and evenings, and some will have complex personal lives that their work needs to fit.

Value your people and their skills above all else, put faith in their work ethic, and nine times out of ten you will be rewarded. Happy staff make for positive work cultures.

Want to talk to us about your project? Get in touch.