

# Executive summary of *motivational factors*



*The Tech Talent Explorer* enables you to discover more about the wants and needs of tech professionals across the globe. Using the interactive maps and charts, you can compare and contrast the motivating factors for almost 10,000 specialists, with the power to focus your searches on different regions and technical skill sets.

In the current struggle to acquire tech skills, making sure you have the right people at your organisation needn't depend on revolutionising your business model, values and structures. Here, we dive into some of the key findings within *The Tech Talent Explorer's* data, highlighting trends and recommending action points to help you attract and retain IT professionals.



## 1. Showcase stability

In a period of economic uncertainty, the tech boom we saw evolve during the COVID-19 pandemic is no longer a reality. Many start-ups have struggled to continue operating, while global “big tech” organisations have been forced to reduce their workforces. Although this means that there is more tech talent looking for work than we’d seen previously, they are being impacted by fluctuating demand and investment, as well as changing skills requirements. As a result, these professionals remain understandably cautious when making their next move.

### How important are each of the following areas when seeking permanent employment?

	1	2	3	4	5
Job stability	2%	4%	14%	29%	51%
Company stability	1%	2%	8%	30%	59%
Job responsibilities	1%	3%	14%	38%	44%
Working with new tech	2%	5%	20%	38%	35%

(1= not important at all, 5 = very important)

### How important are each of the following areas when seeking a new contract?

	1	2	3	4	5
Company stability	3%	3%	13%	31%	50%
Opportunities to learn	3%	6%	20%	33%	38%
Working with new tech	3%	6%	23%	36%	32%

(1= not important at all, 5 = very important)

Due to fears over job losses, professionals in both permanent and contract roles highly value an organisation’s stability, citing it as extremely important when both leaving an organisation and deciding whether to work for one. In addition to the volatility caused by economic factors, the data confirms that specialists across all disciplines expect artificial intelligence (AI) to be the most significant disruptor to their area of expertise. As a result, people looking to fill permanent positions want assurances over job security and whether their role will still exist in the near future.

However, it’s worth noting that a higher proportion of permanent employees prioritise their progression prospects than job security in the LATAM region (65%) and Southern Europe (54%). One reason for this could be the fast-growing ecosystem for tech companies and outsourced service centres in these regions, giving professionals confidence in finding new opportunities.

Businesses hoping to attract this talent must prove that they—and the roles they’re hiring for—are futureproofed. Make it clear that your company is performing well and that your products and services are resilient. If this isn’t the case and you’re struggling to compete with cutting-edge competition, use messaging around stability and trust instead. Does your employment proposition emphasise that you’re investing in your people?

As they seek a steady income, contractors are more likely to lean toward longer projects that guarantee remuneration in the longer term, with 47% citing ‘contract duration’ as very important. Businesses that can offer this will be a more attractive proposition. If you’re unable to ensure lengthy projects, explore whether your local legislation permits you to offer repeat engagements to high-performing contractors.

At the same time, it’s important to look beyond the current climate. While people currently favour stability over culture, this will change once economies settle. Organisations need to start building an attractive company culture now, since employees who have joined for reliable income may later seek an employer whose values and expectations align more closely with their own.



## 2. Win people over with a healthy work-life balance

Remote working, or at least the hybrid model, has become an expectation for the majority of tech professionals working today. It's an arrangement that's still highly important to both permanent employees and contractors, who have indicated their desire to maintain this, along with flexibility in *how* they operate.

- **Remote working** is an **extremely important** factor for **57%** of contractors when choosing projects.
- **60%** of **specialists** deem a **flexible working schedule** to be of utmost importance.

Flexible working won't mean the same thing to everyone. Besides the option to log in remotely, some may want greater influence over the hours they work. Regardless, failing to offer these possibilities will harm your ability to attract the best candidates. It will also prevent you from casting your net wider, limiting your access to global talent at a time when 87% of permanent employees at 83% of contractors would consider working for organisations overseas. Working with a recruitment partner that can guarantee compliance across borders can help you secure this in-demand talent at speed.

## 3. Remember that your people matter

What's more important to today's tech talent: a company's culture and office environment, or the people they'll actually collaborate with?

Given that fewer people today are working onsite full-time, office location and facilities are now less important to them, in spite of some employers' efforts to bring their workforces back to the office on a permanent basis. Instead, the data reveals that direct working relationships have a greater impact on tech professionals. Specialists in permanent roles feel that their team and direct manager will shape their working experience.

Contractors also value these interactions when deciding on a new project, prioritising the team and communication over the wider company's initiatives and values.

- A **collaborative** and **supportive** team is very important for **59%** of IT professionals in **permanent roles**, while their **direct manager** has the same impact for **52%**.
- **56%** of **contractors** believe **ease of communication** with the organisation to be of **highest importance**.

With these factors having such a significant impact, an attractive employment proposition will highlight your people and what it's like to work with them, rather than a company culture or reputation that many candidates won't experience. It's therefore important to hire people who will help to cultivate a healthy, collaborative environment.

To appeal to contract workers, emphasise clear communication from those with which they will have immediate contact. Explain how any relationships will work to deliver successful outcomes and how they're geared toward an enjoyable and smooth experience.

