How to attract and retain top Tech talent

DURING THE COVID-19 CRISIS

SURVEY FINDINGS

Prepared by The Doyle Group
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THE DOYLE GROUP
IT Consulting and IT Placement
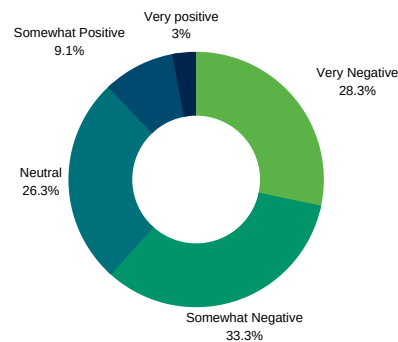
Leading in

UNCERTAIN TIMES

Throughout the years, the number one challenge for our clients continues to be attracting and retaining top tech talent. Regardless of industry, **people are still at the core of IT**.

The Doyle Group recently surveyed our network of Tech professionals (both full-time employees and consultants) to find out the impact that COVID-19 has had on their employment and overall commitment to the companies in which they work. These results are based on 96 responses, across a variety of IT roles, industries, and employment status.
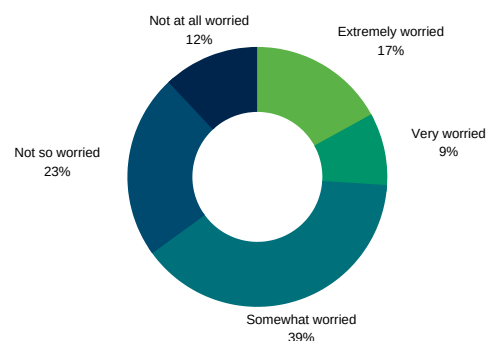
Key Findings:

- A significant amount of the respondents have experienced negative business impacts (61%) and personal staff/ consultant reductions (35%) on their team due to the pandemic.
- The majority of respondents (65%) are concerned about possible negative impacts to their future employment.
- To strengthen employee and consultant commitment, respondents are looking for their leadership to provide 3 key actions: **full transparency** (81%), **clear vision and goals** (72%) and **frequent communication** (65%).

61% have experienced some negative impact on business operations

Very positive 3%
Somewhat Positive 9.1%
Very Negative 28.3%
Neutral 26.3%
Somewhat Negative 33.3%

65% have some worry about negative impacts to employment

Not at all worried 12%
Extremely worried 17%
Not so worried 23%
Very worried 9%
Somewhat worried 39%

3 ways to

ADDRESS EMPLOYEE CONCERNS

With COVID-19's impact on business still in a fluid state, the unknown of how the virus will negatively impact a company's ability to retain its workforce is top of mind for virtually all employees. In fact 25% of our sample population have severe concerns that their job may be in jeopardy.

Our respondents' feedback pointed to **3 key ways that leadership can be proactive** to communicate to their staff and keep them engaged during times of uncertainty.

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number 1

FULL TRANSPARENCY

81%

rated full transparency as very important

To maintain focus and commitment from employees and consults, 81% of respondents are seeking full transparency from their management and leadership teams. Even some employees, whose roles were negatively impacted, said they appreciated the transparency and effective communications from leadership.

When it comes to transparency, employees want their leadership team to provide additional communication and set expectations around:

- The company's near-term performance
- The financial position and budget situation
- The future impact to the company and specific departments/ teams
- Layoffs
- The rationale behind decisions

Do not forget about the contractors and consultants you have brought onto the team, who are also seeking transparency around their assignments and projects through the next 6 plus months.

Organizations who engage a contingent workforce for key projects could be at a significant loss if these key resources were to leave early on assignment.

If you do not have all the answers right now, it is ok to share that too. As one respondent put it, "being honest about being unsure is valuable."

number 2
CLEAR VISION

> " The plan looks good for the next few months, but I'm concerned the effects are much longer-term than we've planned for.
>
> *– IT Director*

72% of the respondents believe that having "clear company goals and objectives" is important to help them continue to stay focused and productive.

Employees and consultants alike want to buy-in to a vision and having clear company goals is just as important for attracting new talent as it is for keeping tenured employees. **Has your company shifted goals and focus in response to the COVID-19 crisis?**

Employees are seeking to understand what the vision is to ride out the current storm, future implications and how your company will adjust its plans over the next several months.

What some people are feeling is just under the surface with one respondent stating that "the plan looks good for the next few months, but I'm concerned the effects are much longer-term than we've planned for."

The Technology job market continues to see fierce competition amongst companies vying for top talent. If layoffs must occur, it's important to think through and share how quickly hiring managers will be able to reach out & rehire employees. This is also a time for companies to potentially attract top talent who might be open to new opportunities.
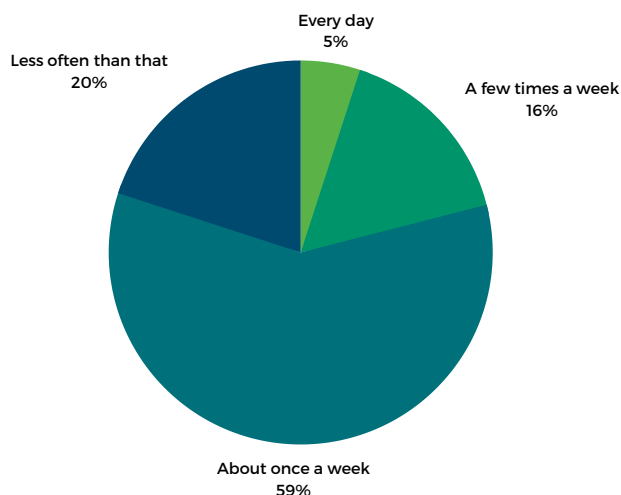
number 3

FREQUENT COMMUNICATION

65% of respondents confirmed Frequent Communication from the leadership team was very important. When asked how often employees want to hear from management, **59% said once a week is enough, while 20% would prefer a little more communication**.

Ask your employees and consultants how often they would like to receive updates and try to stick to a schedule. The benefit of these updates is to provide "a sense of calm and reassurance that helps everyone feel at ease and confident that our jobs are secure" said one of the respondents.

How often would you like leadership to communicate?

Every day
5%

A few times a week
16%

Less often than that
20%

About once a week
59%

Opportunity Ahead

As the world eagerly awaits the "new normal", nobody knows how the business environment may change. But it is clear your teams and staff highly value transparency, knowing the business has a strategic direction, and want to hear from their leadership teams often.

We know we'll all get through this, but as employees and employers, the more humanistic our interactions are, the more we'll be able to come together, hold strong, and come out on the other side more resilient than ever before.

The fear of the unknown is certainly on everyone's mind - even in sectors that continue to hire, such as Technology. Proactive companies are addressing employee/ consultant concerns before they consume too much energy and reduce productivity.

If you're interested in our perspective on IT employment trends over the coming months, please contact **Andrew Doyle at info@doylegroup-it.com**.