

How to Hire the Best People in Today's Market



In the current environment, industries and businesses are transforming in New Zealand and around the world. This is uncharted territory for leaders, particularly those who have had to make hard decisions in the face of uncertainty, however, there is also an opportunity for organisations to adapt to change and solidify their positions in the new business landscape. And what will you need to take full advantage of this opportunity?

The best talent in the market.

Whether you have an immediate need for people or are currently taking a more cautious approach to hiring, here is what you can do to prepare for the new world of work by capitalising on today's unparalleled talent pool to [secure top-tier Technology & Digital candidates](#).

Making the Most of a Unique Opportunity to Hire the Best People

Although some sectors have been more heavily affected than others, the rise in downsizing, restructuring and redundancies have resulted in a large number of skilled and experienced people seeking employment opportunities. Many of them have impressive resumes and would likely not have been available under different circumstances.

As a result, businesses that are embracing the future of the employment market may find top talent more accessible than ever. Those who are strategic and prepared will be able to snap up rare professionals that will be valuable assets to their teams for years to come.

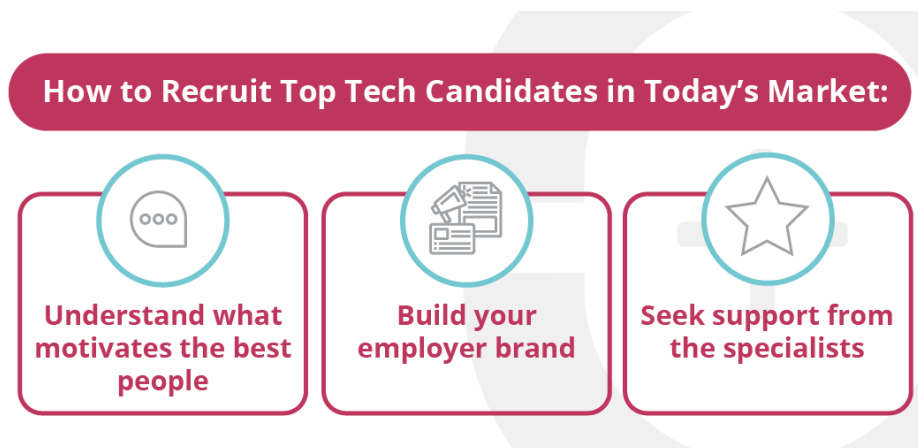
Of course, some organisations have had to make cost reductions or freeze

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hiring due to economic pressures and will not be ready to recruit in the short term. But keep in mind that hiring is often a long process, so it's a good time to assess your resourcing needs for the next six to 12 months and get ready to make a move when the time is right. Focus on mission-critical and hard-to-fill roles, and also consider the specific qualities and skills that you might need in hires (aside from technical skills, traits such as creativity, adaptability and resilience are likely to prove invaluable in the current and near-future market).

Tips for Recruiting Top People in Today's Market

So, how can you make use of this unprecedented chance to invest in highly-skilled Tech professionals?



1. Understand what motivates the best people

Despite the higher concentration of candidates in the market, the best of the best will still be in high demand so you will need to stay one step ahead of the competition if you want to have your pick of these top-tier people. This means understanding what motivates them.

The thinking time provided during lockdown has given people a chance to contemplate their priorities and what they really want from a role. While one of the key motivators will always be monetary, many look to a sense of purpose, shared values, autonomy and a good company culture as the keys to satisfaction in the workplace. Additionally, a lot of professionals will see flexible working opportunities as highly desirable, with these types of arrangements having become extremely popular as a result of the pressures in today's climate.

One thing that is certain is that top candidates will still have their choice of opportunities and are clearer on what they want than ever, so focusing on the right motivators can increase your chances of attracting these market leaders.

2. Build your employer brand

Even during this time, having a strong employer brand remains paramount. Regardless of whether or not you have immediate plans to expand your workforce, it's a good idea to continue building your reputation in the employment market and find ways to stay connected with great people – this will help you prepare a talent pipeline for future hiring. Your online presence is an important element of this, as well as focusing on flexibility, motivation, engagement, retention, recognition, promotion and development internally.

Integrating a powerful employer branding strategy as part of your wider recruitment strategy will help you fill gaps quickly, find people who align with your values and leverage the benefits of the exceptional candidates that are currently available.

3. Seek support from the specialists

While the sheer volume of people available has its advantages, it also means that each vacancy is likely to receive a lot more applications (a percentage of which will likely be unsuitable). Seeking external recruitment expertise with

access to industry-specific networks is critical in a candidate-rich market, allowing you to utilise their market knowledge, connections and experience to find the right people. They will also take over the burden of managing the hiring process, freeing you up to focus on existing functions within your business.

Sourced's specialist Technology recruitment team has a finger of the pulse of the market and have cultivated a pool of the best Technology & Digital candidates in New Zealand who are poised to add value to your company. We regularly place top candidates in hard-to-fill roles in Auckland and Christchurch and have a deep understanding of the local Tech business landscape. If you would like to take advantage of this unique climate and secure great people, we would love to help you make it a reality! [Get in touch today](#) to discuss how we can begin your search.