



HOW TO BUILD A REPEATABLE SYSTEM FOR HIRING AND RETAINING CLOUD TALENT

DEVELOPING YOUR GTM PROPOSITION

Right now, the rapid adoption of cloud technologies by organisations across all industries and sectors means that the tech talent who can facilitate digital transformation are in incredibly high demand. Indeed, with the number of vacancies currently far outstripping the number of qualified candidates, those with the right set of skills are in the enviable position of being able to pick and choose their next career opportunity.

OVERCOMING THE COMPETITION

Faced with this challenge, the onus is on organisations to deliver a compelling case for joining their team. A good starting point is to reflect on what makes your opportunity unique. Think about the kind of people that the successful candidate would be working with, as well as the nature of the projects they would likely tackle in their first year on the job.

Consider the opportunities for career progression or further training that your company would offer – this will be appealing to ambitious professionals, as well as helping your business to overcome the challenge of long-term talent retention. In crafting a picture of how your organisation - and the role within it that's on offer - differs from the rest, you will attract the tech talent you need, even in a crowded employer landscape.

Think outside the box and be sure to mention any mentorship schemes or secondment programs that you may offer. Don't forget to give a positive impression of your corporate culture, and ensure that you highlight any initiatives that reinforce a commitment to diversity, inclusion, or protecting the environment.



CRAFTING YOUR PROPOSITION

With a clear understanding of what working with you means, you can start to craft your proposition for attracting the candidates you need. Be sure to outline your current tech stack (talented applicants will be keen to get the chance to work with the most advanced technologies)

Describe what makes your position an interesting role; perhaps it's the diversity of clients or the scope of the projects, or it could even be the chance to take on new responsibilities or create their own job remit.

Don't shy away from describing the challenges the right candidate will likely face. Tech talent thrives on stimulating work where they can drive innovation and growth. Emphasising the importance of their work to achieving business objectives will further strengthen your proposition in this regard, and will help any new hires to feel motivated and valued.

If you offer any perks such as flexible or hybrid working, social groups, or bike loans, include this information too. It all adds up to making your business an appealing place to work.



DEVELOP YOUR TALENT GTM PROPOSITION WITH EXPERTS

At Regal Cloud, we specialise in every aspect of talent consulting using our expertise to help our clients successfully navigate a challenging talent landscape. From crafting the ideal GTM proposition for your vacancy, through to developing a strategy for long-term talent retention, we can provide the solution your business needs for it to succeed.

Please get in touch today to discover more about Regal Cloud's tech talent services.

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