

THE HUNT FOR THE UNICORN: CHALLENGES OF FINDING CANDIDATES WITH THE RIGHT MIX OF TECHNICAL AND SOFT SKILLS

Hiring a candidate with the perfect mix of technical and soft skills can feel like finding a unicorn. Professional services companies require employees who can not only handle the technical aspects of the job but also communicate effectively, work collaboratively, and present themselves professionally. However, finding the right balance of skills can be a major challenge for employers.

CHALLENGES FACED BY PROFESSIONAL SERVICES COMPANIES:

1. Technical skills alone are not enough: While technical skills are essential for professional services companies to achieve digital transformation, they are not the only thing that employers are looking for. In order to provide excellent service to clients, technical staff must also possess strong soft skills such as communication, teamwork, and adaptability. According to a study by LinkedIn, the top five most in-demand soft skills for 2021 are creativity, persuasion, collaboration, adaptability, and emotional intelligence.

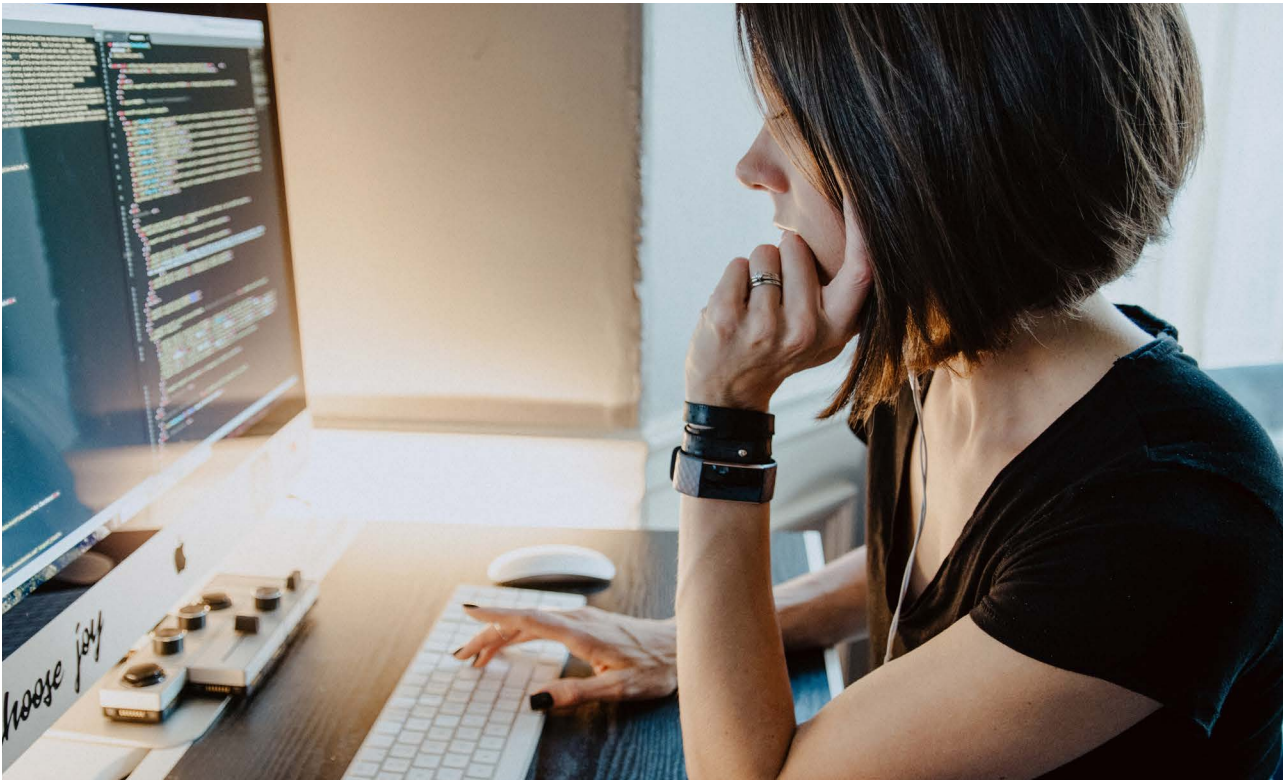
2. High demand and low supply: As the demand for technical and soft skills continues to increase, the supply of candidates who possess both is still limited. Employers often have to compete with each other to attract the best talent, which can make finding the right candidate a difficult and time-consuming process.

3. The cost of hiring: Hiring a candidate with the right mix of technical and soft skills can be expensive, as companies often have to offer competitive salaries and benefits to attract and retain top talent. However, the cost of not hiring the right person can be even higher, as turnover and lack of productivity can lead to lost revenue and damage to the company's reputation.



ADVICE FOR CANDIDATES:

- 1. Develop your soft skills:** While technical skills are essential, soft skills can often make the difference between a good employee and a great one. Take the time to develop top in-demand soft skills such as creativity, persuasion, collaboration, adaptability, and emotional intelligence.
- 2. Keep up with industry trends:** In the fast-paced world of technology, it's essential to stay up-to-date with the latest trends and advancements in your field. Attend industry events, take online courses, and read industry publications to keep your skills relevant.
- 3. Get practical experience:** Employers value candidates who have practical experience in their field. Consider taking on internships, volunteer work, or side projects to build up your portfolio.



With the right guidance and expertise, it's possible to find the perfect candidate with a unicorn-like balance of skills. Regal Cloud has worked in the professional services sector for over 15 years and knows exactly what they are looking for, making them the perfect partner to seek out that unicorn.

**Contact us today to learn more, at 26 Kings Hill Avenue, Kent, ME19 4AE
Call: 0208 004 9877, Email: enquiries@regal-cloud.com,
to find out more about our expert recruitment services.**
