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*WORKFORCE OUTLOOK*

# **ATTRACTING & RETAINING KEY TECHNOLOGY TALENT**

*A LASALLE NETWORK ORIGINAL REPORT*

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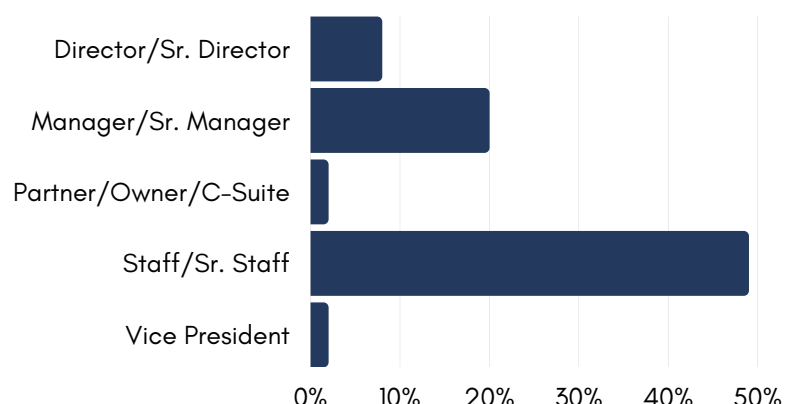
Each quarter, LaSalle Network surveys professionals across various professions, industries, titles and locations to gauge their job satisfaction levels, quitting intentions and workplace preferences. Most recently, we collected data from more than 250 employed technologists.

While technology professionals have been among the top roles companies have been hiring for years, **these professionals are some of the most challenging to attract and retain.** Between high salary expectations and a strong desire for work/life balance, employers have to be competitive while hiring this small, skilled talent pool.

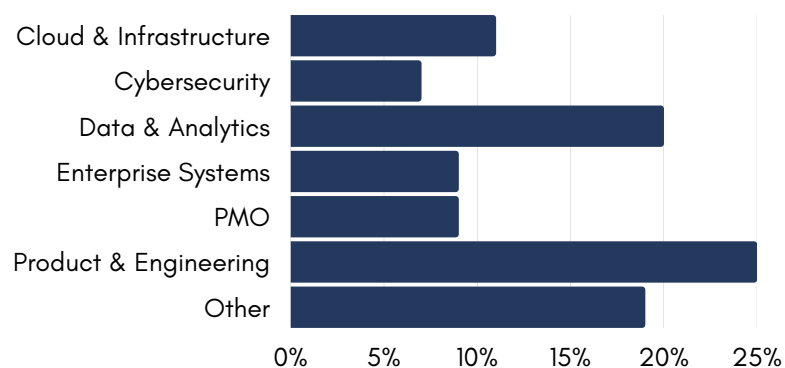
We're taking a look into what employers are doing right to retain this valuable group and what strategies can be shifted to better attract them to new roles to support growing businesses.

## SURVEY DEMOGRAPHICS

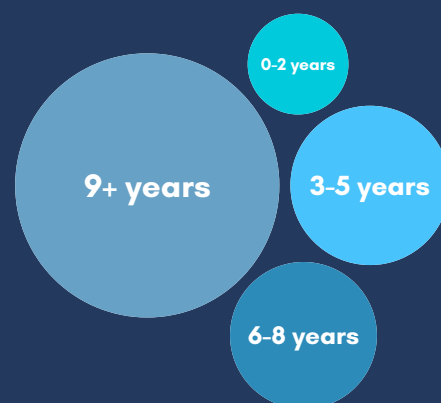
### CURRENT TITLE



### AREA OF SPECIALIZATION



### TENURE AT CURRENT COMPANY



## TODAY'S TECHNOLOGY JOBS MARKET

Technologists have been among the three most in-demand professionals companies hired for in the last four years, and nearly one-third of companies report they plan to grow their technology department this year. Today's most in-demand tech roles include:

- Cybersecurity Analysts
- Data Engineers
- Software Developers

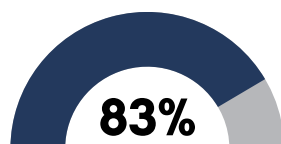


is the unemployment rate for the technology occupation, half the national average of 3.6%. Such a low unemployment rate makes hiring more competitive and increases the risk of technology teams being short-staffed.



*With mounting layoffs, economic swings and rapid digital innovation, turnover or short-staffing within a technology team can put a company at increased risk for data breaches and reduce the productivity of other teams.*

## SATISFACTION LEVELS & KEY MOTIVATORS



of technologists reported considering leaving their current role in the next 6 months, despite their job satisfaction being significantly higher than the average.

**THE MAJORITY OF TECHNOLOGISTS ARE OPEN TO LEAVING THEIR ROLE, YET FEWER ARE ACTIVELY JOB SEARCHING COMPARED TO OTHER PROFESSIONALS.**

Despite the vast majority of technologists considering leaving their current companies, they reported significantly higher satisfaction rates in the following areas as compared to the general workforce:

- Compensation/benefits offerings
- Training/development opportunities
- Company-provided resources (including technology stack)



*Technologists are more satisfied overall with their jobs, salaries/benefits and training/development than other professionals. This could be why they are less likely to job search, but are still open to stronger offers from competing companies.*

# WINNING OVER TOP TECH TALENT



## COMPENSATION/BENEFITS

Those who are job searching reported meeting compensation and benefits requirements was overwhelmingly the number one challenge they face when considering other opportunities.

While the majority of technologists surveyed report they are satisfied or very satisfied with their current compensation and benefits package, this may mean this talent pool is struggling to find more competitive offers. Because they are more satisfied with their current overall earnings, **they are less likely to consider other offers unless significantly more.**



## WORK/LIFE BALANCE

Technologists reported work/life balance as the number one reason they have stayed at their current companies thus far. In order to retain current talent, as well as recruit new technologists, maintaining flexibility will be key.

A major component of flexibility these professionals are seeking is remote work, as nearly **2/3 of those surveyed responded they would prefer to work remote full time.** If possible, offering this perk can go a long way in maintaining job satisfaction and retaining key professionals.

If remote work or flexible hours aren't feasible, consider other ways to offer flexibility and work/life integration.

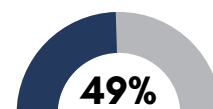


## CERTIFICATIONS

According to our data, training/development opportunities are among the top job-search motivators. Certifications can help technologists ramp up quickly and reduce employer investment in training up front. However, opening the role to those without active certifications can increase the size of the talent pool.

The top certifications technologists surveyed currently hold include:

- PMP
- SQL
- COMPTIA A+



of those surveyed reported they did not hold any certifications

## KEY TAKEAWAYS

While demand within technology hiring continues to grow, refining a technology recruitment process and retention plan is essential to keep not only the team, but entire company operating at maximum productivity.

In review, to best recruit and retain this in-demand talent group:

- Offer competitive compensation and benefits packages
- Emphasize work/life balance and flexibility
- Allow remote or hybrid work when able
- Consider either hiring technologists without active certifications and plan to train them up, or be more competitive in total reward packages when hiring those with active, in-demand certifications

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## ABOUT LASALLE NETWORK

LaSalle Network is a national staffing, recruiting and culture firm that specializes in technology staffing and recruiting. Our technology recruiting practice specializes in Cloud & Infrastructure, Cybersecurity, Data & Analytics, Enterprise Systems, PMO, Product & Engineering and more. We offer services in Contract Staffing, Contract-to-Hire, Direct-Hire Placement and High-Volume Projects & RPOs.

In addition to technology, we provide staffing and recruiting services within accounting and finance, administrative, call center, healthcare revenue cycle, human resources, management resources, marketing, sales, supply chain and executive search.

Each year, LaSalle Network partners with companies across the country to help find top talent and grow their teams. LaSalle's innovative approach to staffing and recruiting is designed to provide companies with quality talent who not only match the job description, but the company culture, as well.

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