Recruitment: 4 things to help you deal with the talent shortage

After two difficult and turbulent years, the tech job market is forcing recruiters to reinvent themselves and their practices. This observation was shared by the organisers and participants at the second EuraTechnologies Talent Fair event in Lille this week.

Shortage of talent, an unstable market, the search for purpose… these terms have never been as topical as during the Talent Fair 2022 on the 3rd October organised by EuraTechnologies. This event, dedicated to recruitment and training in the tech sector, gave the opportunity to check the pulse of a job market in recovery after two difficult years, and to examine the evolving expectations of the employees of the future.

The balance of power

"The balance of power has clearly changed in favour of the candidates," states David Mancino, corporate relations consultant for Apec. A phenomenon that has amplified since the health crisis, which, according to Sophie d'Armagnac, researcher and professor in Human Resources Management, "has acted as an accelerant to trends that we observed before 2019". Remote-work, better work-life balance, the need for recognition, scope for evolution, the quest for meaning… These criteria have always played a part when choosing a new role,

but are increasingly, but have become even more important in the tech world where there is a very real struggle to attract and retain the talent required to support high growth companies.

A distinctive offer

Some startups present at the event understood this well, for example, Allistic, a specialist in cybersecurity for companies and communities. "Recruitment is a real source of tension, especially in a sector like ours which does not have a sufficient talent pool due to the lack of training in cybersecurity", explains Yoan Jouaud, HR manager. With 15 new recruitments planned this year, the startup has decided to work on an offer that distinguishes itself from the competitors. Flexible working, a partnership with a company to support employees in their physical and mental well-being and training will all be offered. It's the same story at WayKonect, which works to provide the best possible experience for candidates and goes so far as to personalise all responses to candidates.

The end of the CV?

Allistic has also made the decision to be open to the growing number of candidates changing careers. "This is a group that is sometimes neglected, but in fact it is very interesting due to the candidates operational background which allows our expertise to match business reality, they often demonstrate a commitment that corresponds to our values. This is essential for us because the specific skills for the roles can be acquired", continues Yoan Jouaud. This approach is echoed by David Mancino, for whom inclusion, in the broad sense of the term, takes on its full meaning and importance. Apec works to present pre qualified candidates without giving the company access to the CV, this allows for real exchanges between people without bias, allowing the recruiter to detect the soft skills that are so highly valued today.

The importance of the ecosystem

The ecosystem in which a startup evolves is also very important. According to Koussée Vaneecke, COO of EuraTechnologies, "support for recruitment is an integral part of our mission as an incubator and accelerator. It is for this reason that we have set up this event, Talent Fair, which is one of our ways for tech and digital experts, managers, graduates and qualified candidates to meet, learn and exchange with companies, startups, universities and training centres> we are ideally positioned to do this as we have strong relationships with all the stakeholders".

Despite recent turbulence, EuraTechnologies, the flagship of tech entrepreneurship in the Hauts-de-France region and beyond, continues to develop its mission and recently received and investment of €24M to drive forward its new strategy. Focus and support around recruitment is an integral part of its mission, as is a more open and inclusive approach to the wider world. This can be seen in the 30% increase in non-French incubated companies in the most recent cohort, as well as in the increase of women in tech roles which has gone from 14 to 25%.

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