

THE EVENT

FOR IT & ENGINEERING STAFFING FIRMS

TechServe Alliance

2019

CONFERENCE & TRADESHOW

November 5 -7, 2019

Hyatt Regency Huntington Beach Resort and Spa
Huntington Beach, CA

Diversify in a Tight Tech Market

LED BY:



**RECRUITING
INNOVATION
ONLINE TRAINING**



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A visualization...





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Let's get personal





Lizard brain mind meld



FOREIGN



FAMILIAR



Economic Forecaster Study:

- Top Forecaster: 5% > Average
- Top 6 Forecasters: 15% > Top Forecaster
- Top 6 Forecasters: 20% > Average





“Homogeneous thinking can be dangerous in complex environments.”





Diversity delivers the goods

Companies in top quartile for racial and ethnic diversity:
35% above industry median

Companies in top quartile for gender diversity:
15% above industry median





Conscious bias toward Culture Fit



Culture
Add > Culture
Fit



Reality Check:

- Hiring rates of black Americans have not improved in 25 years
- Only 1 woman or minority in initial candidate pool = 0% chance they will be hired
- Promotion to management: 62% men, 38% women
- Unemployment rate for technology workers: 1.3% (May 2019)



Representation:

- Age
- Gender
- Race
- Ethnicity
- Ability
- Neurodiversity
- Education
- Sexual orientation
- Socio-economic background
- Veteran status
- Religious beliefs





“How an organization treats their candidates is how they treat their employees.”





Organization Reflection:

What are you communicating across candidate touch points?

How can you accelerate Foreign → Familiar?



New Role Onboarding/Intake:

- Focus on skills & ability - Not years experience
- What makes a 'Yes' - Avoid moving goal posts
- Current team composition - What is lacking?



Job Descriptions:

- What does the candidate need to know?
 - Enough Javascript to write client-side validations
 - Implemented a CMS system using one of the following:
Refinery CMS, Browser CMS
- Be aware of gendered terms:
 - “Manage” / “Lead” “Coach”
 - “Work hard/Play hard” “Ninja” “Rockstar”





Sourcing: Embrace the pause



Schools:

- Historically Black Colleges & Universities (HBCUs)
- Hispanic Serving Institutions (HSIs)
- Asian American & Native American Pacific Islander-Serving Institutions (AANAPISI)
- Tribal colleges
- Women's colleges
- Campus Ethnic Diversity Rankings



Degrees: think beyond traditional

- General Assembly
- Boot camps
- Grace Hopper Program
- CodePath.org



Professional Groups:

- National Society of Black Engineers
- Society of Women Engineers
- Society of Hispanic Professional Engineers
- Association of Latino Professionals for America (ALPFA)
- Asian Women in Business (AWIB)
- Code2040
- Lesbians who Tech
- Out in Tech
- TransTech Social



Interview Best Practice:

- Two in the pool
- Decision rubric defined
- Pair programming > Whiteboarding
- 1:1 OR 2:1
- Prep the candidate
- Be the friendly guide



Cognizant Accelerator:

- Posted jobs with broad swath of communities
- Code assignment:
 - any language, connect to Weather Channel API
 - user input zip code, UI changes color
- Evaluation rubric defined:
 - Did the code work? Were there tests?
 - Was there documentation?
 - Were variables named semantically?



Cognizant Accelerator

- Onsite: 2 hours
 - 30 minutes with mid-level tech manager
 - 90 minutes reviewing code assignment w/ 1 Jr & 1 Sr Dev
- Evaluation rubric:
 - Did they communicate clearly?
 - Did behavior differ between Jr & Sr Dev?

Results:

Hired 20 Fullstack developers in 2 months.

40% women, 20% people of color



Offers:

- Use salary bandings
- Pay what's fair
- Equal equity distribution



$$\frac{\text{WORK}}{\text{TIME}} = \text{POWER}$$





“Recruiters are in an
incredible position to create
the cultures that accelerate
change.”

- Arianna Huffington





Q&A

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Thank You!



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10% off certification with code TSA2019 until 11/15

