



How to Recruit World-Class Software Development Engineers



Introduction

Today, talented [software development engineers](#) are a scarce resource, making sourcing good software developers a **supply-and-demand problem**.

In this piece, we'll discuss:

The challenges companies experience when recruiting software engineers

How **recruiting Indian developers** can help overcome the talent shortage

Actionable solutions and advice for establishing a **bulletproof recruitment process**.



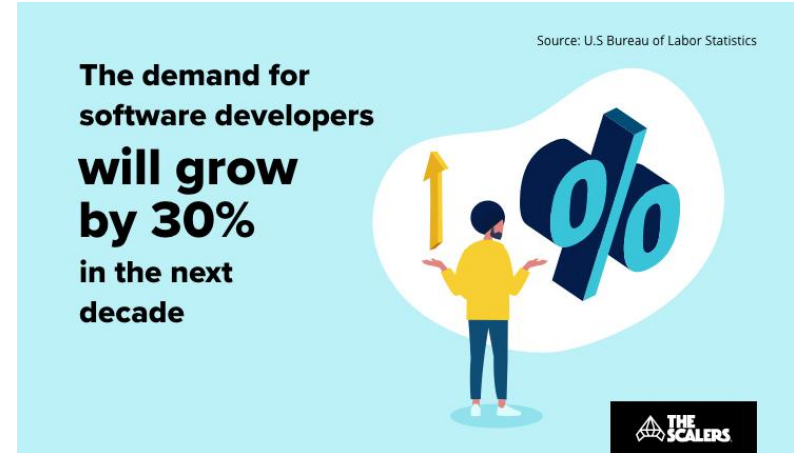


What makes a world-class software development engineer?

Apart from the technical know-how and years in the job, world-class engineers have **other attributes** — the **x-factor** that sets them apart.

These engineers possess innate curiosity, logical and lateral thinking, and **a keen perception** of the larger problem.

In 2021, the best developers also tear down the stigma that IT professionals can't socialise or communicate well with others. They are **humble, supportive, driven, and completely aligned** with their employer's ethos.





But why is recruiting world-class engineers so difficult?

1. A massive talent shortage

In the West, there is immense pressure to discover and hire engineers with **commendable technical skills** and the right attitude.

The problem is that universities are producing fewer graduates, and veteran engineers are retiring. This means that there isn't a strong enough pool of candidates to replace them.

So what do companies do? They settle. In fact, **82% of business leaders agree** that they are unable to hire highly talented people.





But why is recruiting world-class engineers so difficult?

2. An ever-growing wage bill

Hiring top talent means paying a premium price, especially **in the US and Western Europe**.

When you consider all the add-ons which accompany recruitment (HR cost, benefits, bonuses, office space), it can become a **frighteningly expensive business**.

For many companies, the choice is between hiring average but affordable software development engineers or enticing top engineers by extending the budget beyond what they can actually afford.





So what are your alternatives?

Outsourcing

Outsourcing is where a development project is offloaded onto a third-party vendor on a contract basis.

The main attraction here is **the low pricing**. However, these engineers do not work only for you.

This may result in a **lack of commitment, skill, or communication**.

Offshoring

Going offshore means building a dedicated software **development centre abroad**, for example in India.

Offshoring provides access to a team of world-class software development engineers who can become **value-driven extensions** of your workforce.

Nearshoring

Nearshoring is offshoring, but closer to home.

For example, a software company in the USA might build an offshore team in South America, since they share time zones and are **geographically closer** than India or Eastern Europe.



How do you build a pipeline of the best software development engineers?

Start by looking in the right places. The most powerful options are **job portals and social media**.

By leveraging sites like LinkedIn, you can promote your openings, share different aspects of your company, post updates about your brand, and positively **engage with a potential hire**.

However, keep in mind that traditional recruiting channels are now **getting overcrowded**.





So where else can you look?

Blogs and technical postings

Developer blogs are goldmines that act as a **window into the technical knowledge**, problem-solving ability, and writing skills of a developer.

Open source code websites

Websites like GitHub and SourceForge are home to millions of developers. All you have to do is **evaluate a developer's sample code** on the platforms to gauge if they are the right fit.

Slack channels

Developers often belong to several channels on Slack. Joining some of these public groups is a **great way to find fresh talent**.



Common problems when hiring new software development engineers

Compromising on quality

On average, companies lose \$15,000 on every bad hire. What's worse is that nearly 3 in 4 employers know that they've **hired the wrong person** for a position.

Why does this happen?

The pressure is always on to make hires quickly.

Despite best intentions, it's easy to push candidates to the next interview despite a negative gut instinct or even after spotting a potential red flag.





Common problems when hiring new software development engineers

Assigning too much value to technical knowledge

Sometimes, when hiring engineers, there is too much emphasis on the candidate's technical skills – and not enough **on their soft, personal skills.**

If you want to determine the true potential of a candidate, you have to **look beyond the technical know-how.**

Pay more attention to the candidate's ability to grasp complex concepts, creative thinking, communication, and personality.





Establishing a bullet-proof recruitment process

Step 1: Define your hiring needs

Step 2: Look beyond the
performance report

Step 3: Engage the candidate

Step 1: Define your hiring needs

Start by defining what you actually need.

The best way to do this is to make a list – tech stacks, experience, personal skills, and anything that you think is relevant. This list must be **all-inclusive and thorough**.

You can then **create job descriptions** for the positions by using that list as a reference. Include all the duties and responsibilities that the employee will have to undertake.





Step 2: Look beyond the performance report

Look beyond what's on paper and pose real-time programming challenges instead.

Present candidates with a problem that is unconstrained by the coding language. The goal here is to evaluate the candidate's **broader technical knowledge**, coding style, and problem-solving ability.

The next step is to engage in non-technical conversations with the candidates **to understand their personality**. This will help you discern a surprising amount about their character, confidence, honesty, and professionalism.





Step 3: Engage the candidate and give someone the job!

Throughout the screening process, aim to be as honest as possible about your company culture, compensation, hours, location, goals, and expectations.

This conversation is a chance for both sides to evaluate whether they're **a good fit for one another**.

The last thing left to do is make a decision.

There's a lot of work involved **in recruiting top-quality engineers** for your business, but the effort is more than worth the reward.



Thank you

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