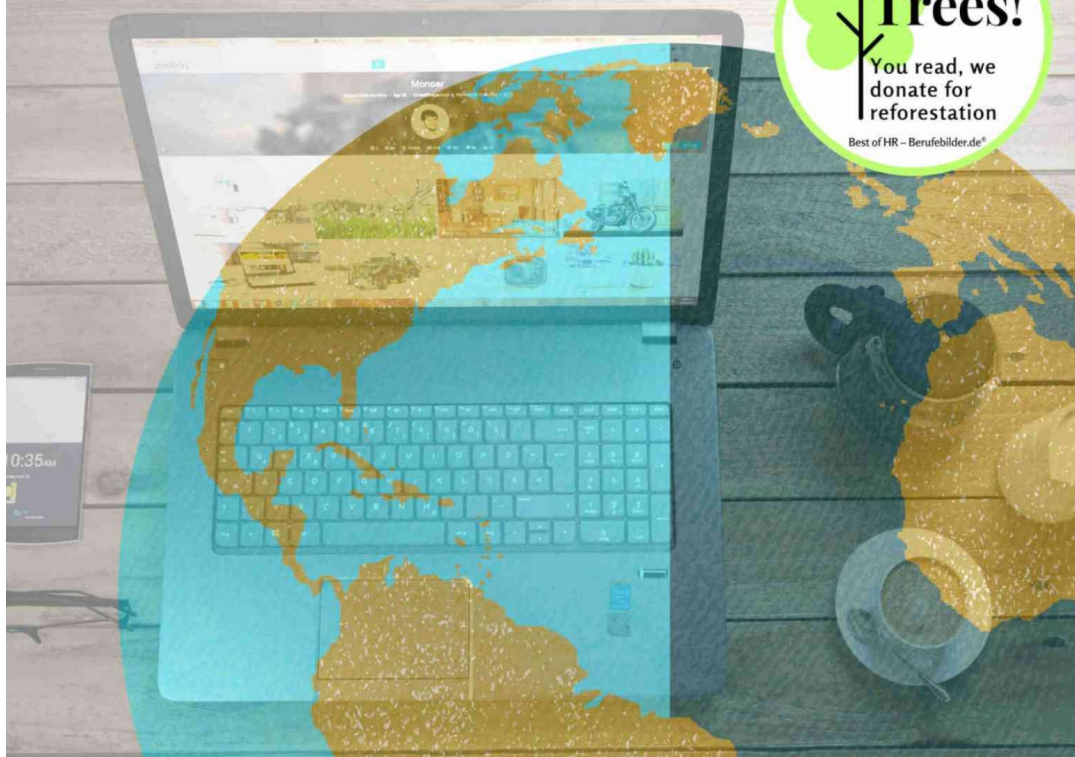


Finding, Addressing, Recruiting and Retaining  
Internationally Qualified IT Staff:  
Templates Checklists Examples

# IT RECRUITING & SKILLS SHORTAGE

Simone Janson (ed.)



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Published at Best of HR – Berufebilder.de®

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# Imprint

The German National Library lists this publication in the Deutsche Nationalbibliografie; Detailed bibliographic data are available on the Internet at <https://dnb.dnb.de>.

ISBN of the German eBook edition: 9783965960121

ISBN of the English eBook edition: 9783965960138

**German website of the publisher:** <https://berufebilder.de>

**English website of the publisher:** <https://best-of-hr.com>

IT Recruiting & Skills Shortage

4th completely revised and extended edition, 10.01.2024

©2024 by Best of HR - Berufebilder.de®, a brand of Janson Pressgroup Print & Online

Published by Simone Janson

Duesseldorf, Germany

Conception, editing, graphic design & layout: Simone Janson

Cover design with Canva

eMail: [publisher@best-of-hr.com](mailto:publisher@best-of-hr.com)

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# **On the current discussion about a shortage of skilled workers: Why do some companies find no employees?**

*// By Dirk Ohlmeier*

The shortage of skilled workers is causing lively discussions - not least because of the [Book by Martin Gaedt](#), who draws a differentiated picture of the topic: Do we not end up with a shortage of skilled workers?

## **Places that have been vacant for six months**

For every company that is looking for suitable employees, this question must sound like derision. But perhaps they are similar to one of our customers:

We were commissioned by a medium-sized company to recruit a project management manager. The company had already published the vacancy for six months, but hardly received any applications, and the applications that had been received did not correspond to the ideas of the department.

## **The special challenges of medium-sized enterprises**

It should be noted that the client faces some challenges that many, especially SMEs, have:

- The company is market leader in its segment, but is relatively unknown in the applicant market.
- The location of the company lies in a region that is not attractive, especially for young candidates.
- The monetary conditions of the vacancy are not particularly convincing compared to other companies, as the general conditions at the location and the current salary level of the team were oriented.

## **When important information is missing**

Right from the start, another problem became apparent. In the telephone conversation with the person ally, it quickly became clear that relevant information on the position was missing. At the clarification date on the spot with the specialist department and personnel department, we experienced what we also know from a variety of other processes:

Namely that the specialist department places a broad requirement profile on the position and this is then reduced to the job description on a list of keywords, whereby important points are lost or lose importance.

## **One hour time at the beginning saves 10 hours in the process**

It was only in a joint discussion with all responsible persons that the profile, the direction of the target and the human factors were clearly clarified. This is the only way to convey a complete and realistic picture to the applicant. Unfortunately, not every company takes the time for such a conversation. A good search should always begin with an extensive recording.

In particular, because we experience again and again that recruitment consultants are only commissioned by companies, if the respective vacancies could not be filled for several months. As a result, the pressure of the department to quickly fill the position with candidates is enormous. One hour at the beginning saves 10 hours in the process.

## **When decisions are delayed**

When we presented the first qualified candidates through a broad-based search and direct contacts within four weeks, we had to realize that other priorities were more important now and feedback from the decision-makers weeks was waiting.

The subsequent application interviews should also be delayed by three weeks later. At that time, the company had only two available from the possible five candidates.

## **What frustrates qualified candidates**

The other qualified candidates had meanwhile signed an employment contract with other companies. One of the remaining candidates for the position could be won, but the question of whether processes have to be so lengthy will remain.

Some companies find it difficult to fill vacancies with suitable applicants - it is not always the fault of the skilled workers that is responsible. 5 tips on what you can do as a company to become sexier for applicants:

### **1. Sex Sells!**

How much sex appeal has the job? The stress curve lies between desire and reality. Do not spread expectations that can not be kept. The disappointment about the fact that the job advertisement differs too much from the actual daily business can hardly be absorbed.

**Tip:** But do not put up any dissuasive requirement catalogs. We experience again and again that it is the extremes that dominate. - Create a healthy mix. Look at the job from the outside and work out what makes the position attractive.

### **2. Quality is achieved through coordination**