

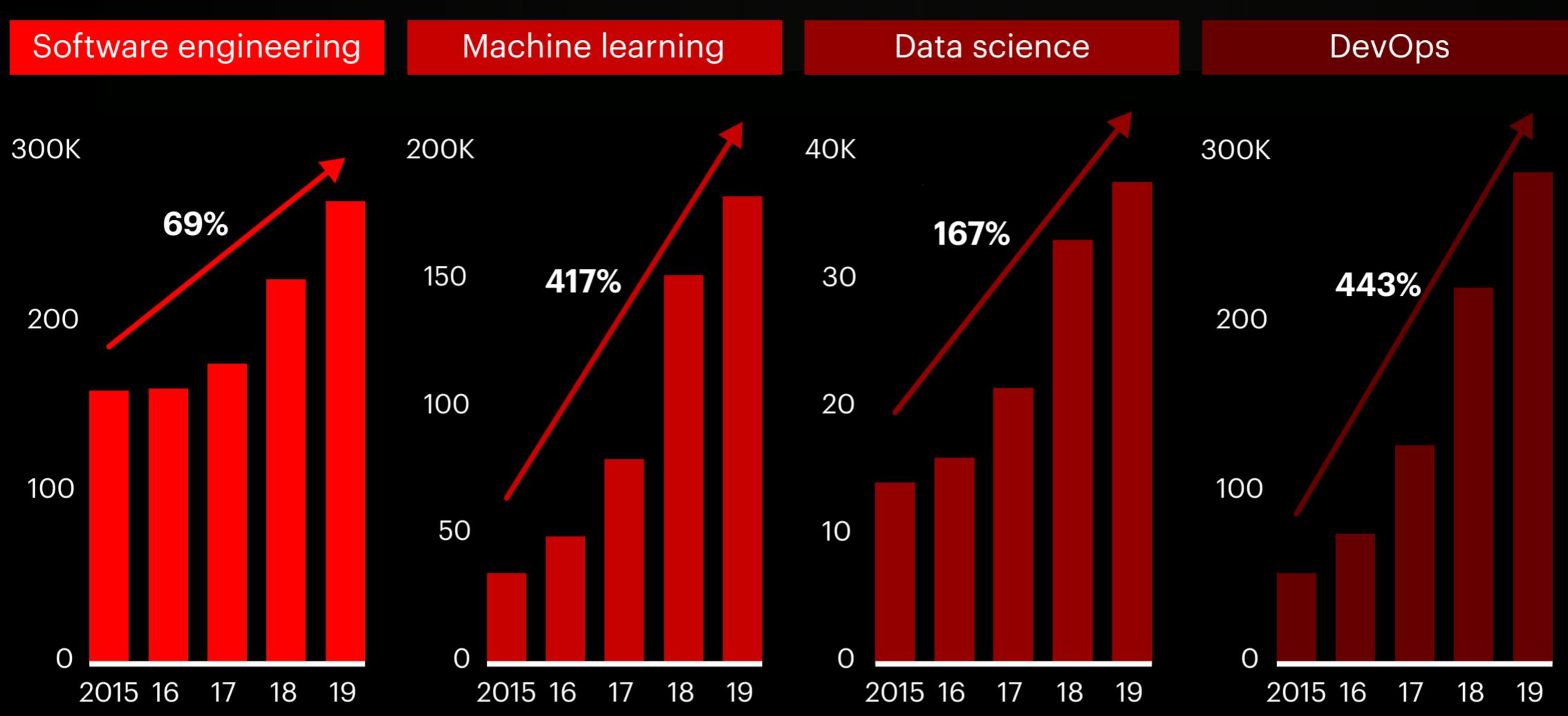
# How to Win the Expanding War for Tech Talent

As all industries compete for top candidates, leading companies are widening their funnel and investing in what sets them apart

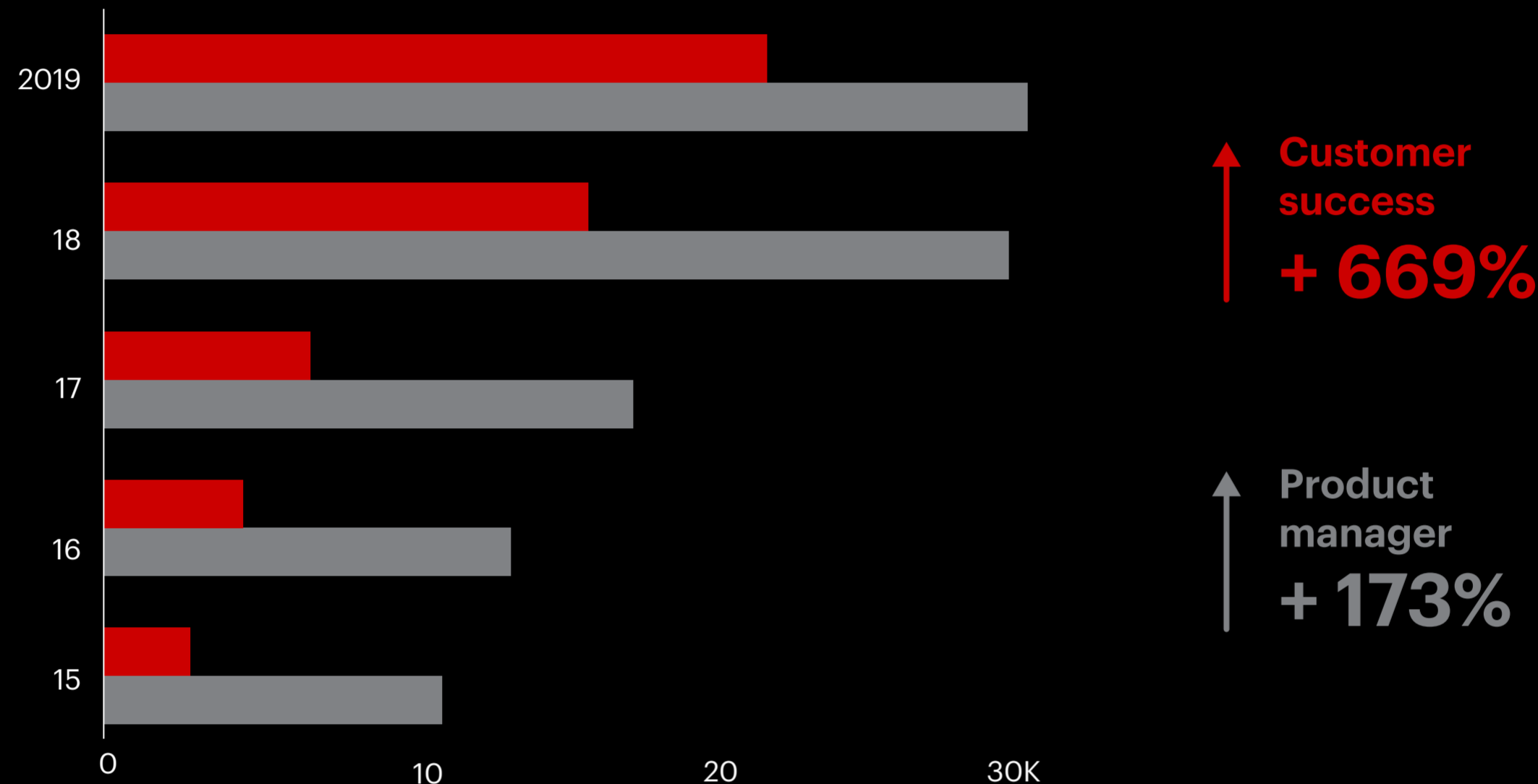
## Demand for tech talent is skyrocketing

Technical and nontechnical job postings are increasing rapidly

US job postings with demand for a specific skill



US job postings for specific roles serving tech products

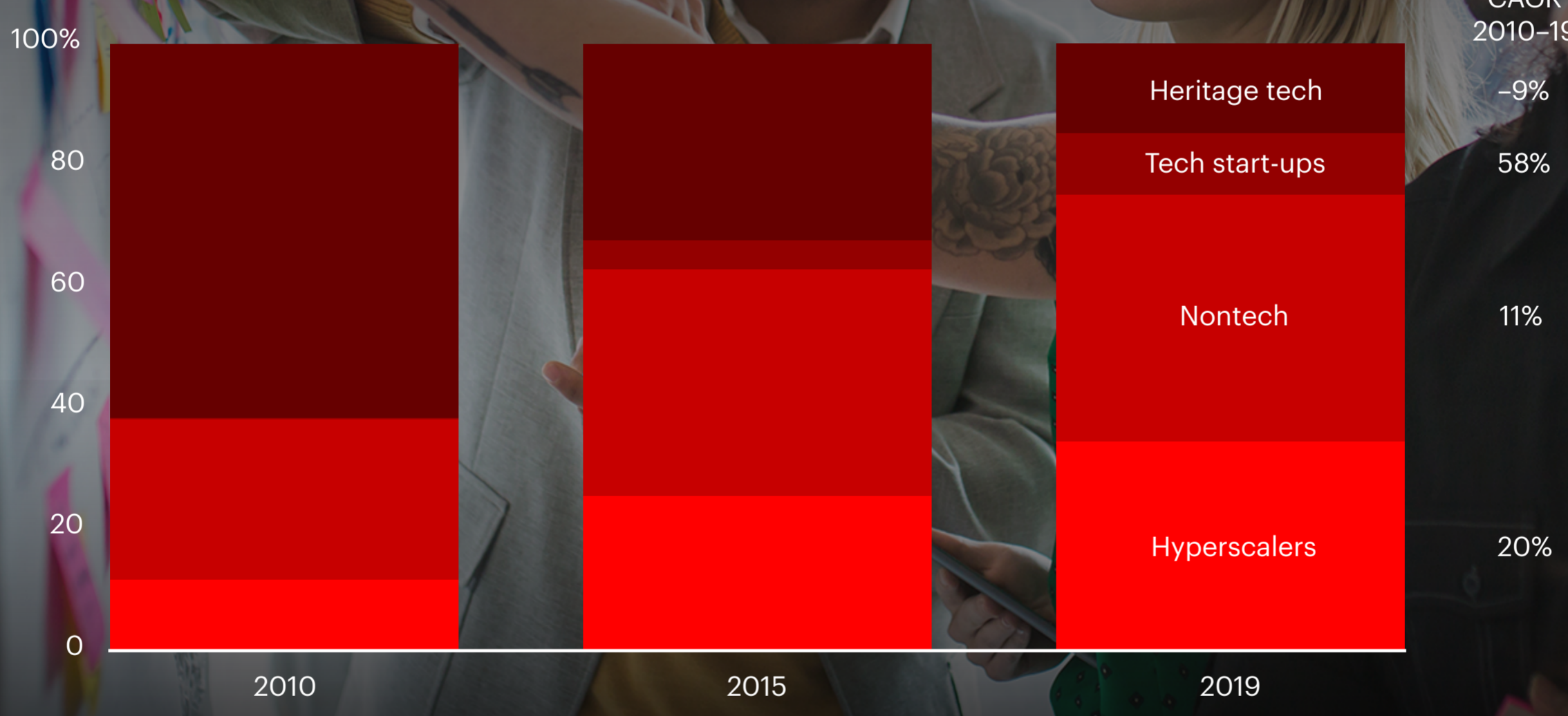


Note: Product manager includes job postings requesting product manager candidates who have at least one of the following skills: software development, software engineering, systems development life cycle, Atlassian Jira, software-as-a-service, Agile development, Scrum

## Competition is growing more fierce

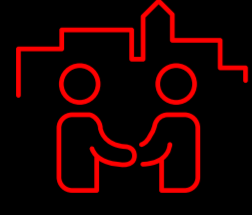
Nontech companies are winning a larger share of tech talent than before, but so are the biggest tech firms and start-ups

US software engineer and software developer hires



Notes: Heritage tech includes technology sector companies founded before 2000, excluding the five US hyperscalers: Alphabet, Amazon, Apple, Facebook, and Microsoft; tech start-ups includes technology sector companies founded in or after 2000; nontech includes all nontechnology sector companies

## How to beat out competitors for top talent



Target a diverse pool of candidates with a broader set of desired capabilities, not just technical skills



Invest in what attracts today's top talent

- A commitment to diversity and inclusion
- Transparent and accountable senior management
- A culture of coaching and development

