

The Technology Skills Shortage in the North

Practical steps for your organisation

fruition

www.fruitionit.co.uk



Introductions

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The Tech Skills Shortage

Q: How many organisations in the room are feeling the effects of the tech skills shortage?



The Tech Skills Shortage

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According to the Tech Nation Report 2018, **ACCESS TO TALENT** is the Number 1 challenge for Tech Organisations across the UK



Why?

- Hangover from the lack of investment in training programmes following the 2008 financial crisis
- Skills Gap – we weren't hiring 10 years ago
- Tech is now in every business – we're not just competing with Tech companies
- Shortfall in students choosing STEM subjects, from secondary school onwards
- Degree courses are not (in general) keeping up with technology
- Tech is difficult for “Returners” – e.g. from sabbaticals, carers, parenting
- Businesses (most!) have been slow to adjust recruiting habits to a candidate short market
- Technology led industrial revolution is creating jobs faster than we're training people in emerging skills



Workforce of the Future

**Emerging roles,
global change
by 2022**

**133
Million**

Top 10 Emerging

1. **Data Analysis & Scientists**
2. **AI & Machine Learning Specialists**
3. **General & Operations Managers**
4. **Software Developers & Analysts**
5. **Sales & Marketing Professionals**
6. **Big Data Specialists**
7. **Digital Transformation Specialists**
8. **New Technology Specialists**
9. **Organisation Development Specialists**
10. **Information Technology Services**

**Declining roles,
global change
by 2022**

**75
Million**

Top 10 Declining

1. **Data Entry Clerks**
2. **Accounting, Bookkeeping & Payroll**
3. **Admin & Executive Secretaries**
4. **Assembly & Factory Workers**
5. **Client Information & Customer Service**
6. **Business Services & Admin Managers**
7. **Accountants & Auditors**
8. **Material-Recording & Stockkeeping**
9. **General & Operations Managers**
10. **Postal Service Clerks**

*Future of jobs
report,
World Economic
Forum

Does your organisation have a recruiting culture?

Does your Employer brand deliver on its promise?

And do your people support this?

Do your teams engage with the local technology communities?

How diverse is your workforce?

Do you have a plan for attracting the next generation of talent?

Are you using multiple sources to identify and attract people?

Is your candidate experience consistent across your business?

Impact of a negative candidate experience

2015 CANDIDATE EXPERIENCE

"Seriously, this is really rubbish. I was so angry we have ditched our Virgin Media and, this morning, signed up with Sky. It was always an awful customer service, and it appears you treat potential staff not much better."

NPS Feedback

123k

Rejected applications
in 2015

6%

Disconnected

£50

Avg. Monthly value

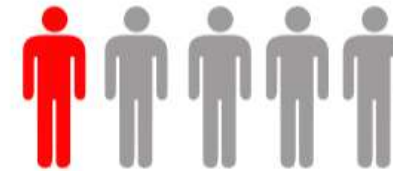
x12

Annually



-29

Rejected candidate NPS



18%

of our rejected candidates
were customers



£4.4m

Lost Revenue

fruition

www.fruitionit.co.uk

Q: What is the candidate experience at your organisation?



The LinkedIn Candidate Experience

When a candidate interviews with LinkedIn they:

1. Receive a text confirming the interview
2. Receive a video clip showcasing the company culture, and a message from the CEO
3. On the interview day they receive a traffic report via text and a good luck message
4. On arrival they are given a name badge and iPad with a video message from the CEO and other employees
5. After the interview they are shown around the office and given a goody bag
6. Afterwards they receive an email thanking them for their attendance and clarifying next steps and timelines



Things to consider

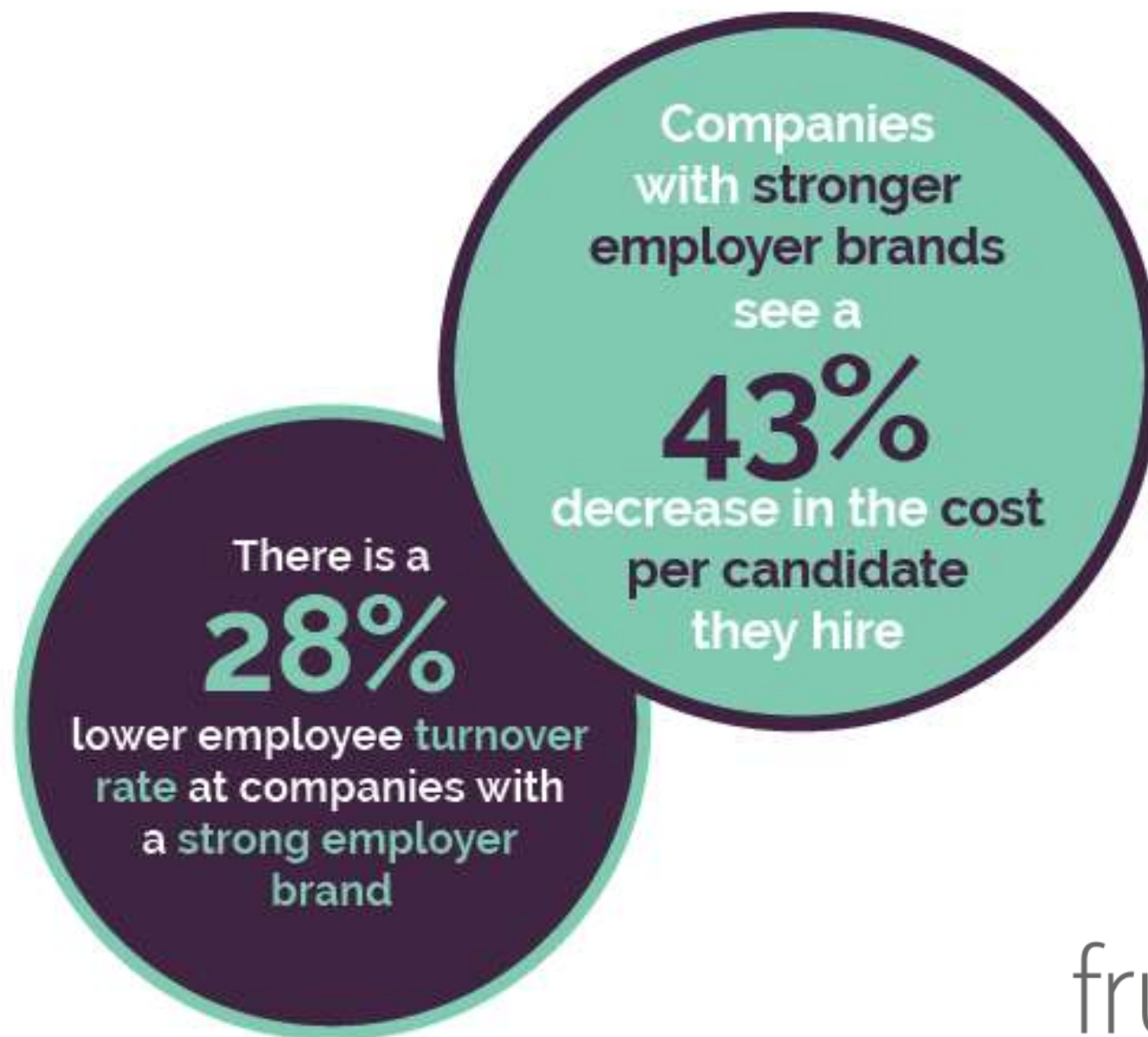
- Candidate experience needs to be different for passive candidates
- Is the first engagement “warm” e.g. not a technical test
- Is the experience consistent with every interviewing manager?
- Do candidates get a sense of the culture from the interview process?
- Are team members involved in the process?



Employer Brand

A strong employer brand helps candidates understand the businesses purpose, its culture, and its products/services.

According to LinkedIn:



Example: Sky Betting & Gaming

#sbglife



What investing heavily in your employer brand looks like

LinkedIn Company Page



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Recruiter

About us

We're the business that does things our way

We're a tech company born out of Sky. We're aiming to be the UK's best digital business. And we do things the SBG Way.

1400+ colleagues, developing some of the country's biggest brands in online betting and gaming including SkyBet, SkyVegas, Soccer Saturday Super6 and Sky Sports Fantasy Football.

Constantly innovating we've doubled in size over the last 5 years. And we're not going to stop there. Here, you'll grow. You'll be challenged. You'll be well rewarded. And our fast-track progression will meet your ambitions. Our laid-back culture has replaced suits and ties with casual dress, pool tables and arcade tournaments. We've created one of the most exciting environments in the business. It's no wonder we've been named one of the UK's best companies to work for.

So, if you think you can keep pace with us here at Sky Betting & Gaming, check out our current vacancies at www.skybetcareers.com

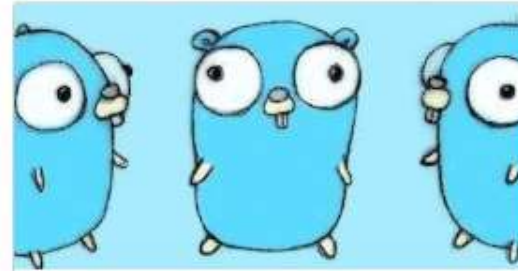
Company details

Website

<http://www.skybetcareers.com>

Recent update


See all



GoSheffield kick-off - October
meetup.com

2 Likes

Ad ...



#skglife
sky BETTING & GAMING

Martin, explore jobs at Sky Betting & Gaming that match your skills

[See jobs](#)

People also viewed



William Hill

Gambling & Casinos
10,001+ employees



22 connections work here



bet365

Gambling & Casinos
1,001-5,000 employees



2 connections work here

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www.fruitionit.co.uk

Dedicated Careers Website

Why work at Sky Betting and Gaming?



The SBG Way

The SBG Way is our own unique way of working that helps us create brilliant customer experiences.

[LEARN MORE](#)



Learning and Development

Don't just work our way – learn and develop our way, too

[LEARN MORE](#)



Inclusion and Diversity

Whoever you are, wherever you're from and whatever your ambition - we want to work with you.

[LEARN MORE](#)



#SBGLife

This is working life as you've never experienced before.

[LEARN MORE](#)



Our Benefits

We want to attract the best people and keep hold of them. So, you can look forward to all of these things and more.

[LEARN MORE](#)



Tech Academy

Our mission is to proactively grow our own technical talent in order to future proof the needs of the business.

[LEARN MORE](#)

Glassdoor reviews

Sky Betting & Gaming



Richard Flint



Approve of CEO

62 Ratings

4.3 / 5 ratings



EMPLOYEE REVIEWS

Powered by glassdoor



Sep 28th 2018

Contact centre Specialist

Current employee - Employee



Aug 21st 2018

Excellent place to work

Current employee - Head of Brand in Leeds, England (UK)

Active in the Tech Community



meetup

22 MAY Past Meetup

Discuss how SkyBet make use of Node.JS in production

Hosted by [Chris S.](#)
From [LeedsJS](#)
Public group

Details

Tom Hudson (<http://tomhudson.co.uk/>) of SkyBet fame will be gracing us with an in-depth talk covering some of their production uses for Node.JS. A real treat for those in need of a Node-fix this month :D

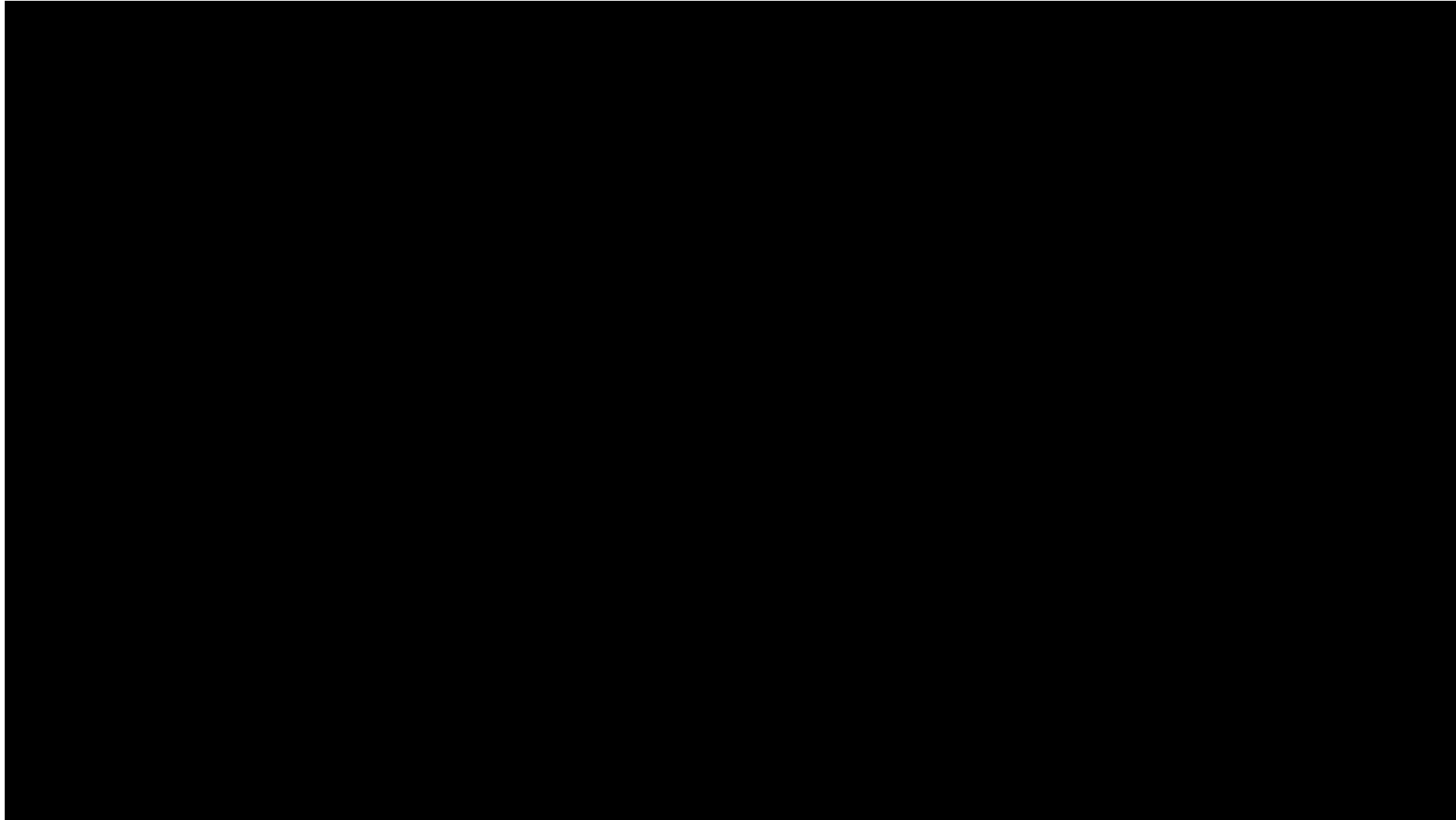
Free food, possible drink coupons again, and more prizes to be won with the Node.JS DuckHunt competition - remember those smart-devices!



+ Internal communities:

The Gathering & Tech Edge

“Day in the life of” – Employee features



“Day in the life of” – Employee features

The screenshot shows the Fruition website's employee profile page. At the top, the Fruition logo is on the left, and a navigation menu includes HOME, WHAT WE DO, CLIENTS, CANDIDATES, VACANCIES, OUR TEAM, BLOG, and CONTACT. Social media icons for Twitter, Facebook, and LinkedIn are also present. The main content area features a circular profile picture of Rob Foley, his name, and a date of 15th December 2017. Below this is a link to SBGLife and social media icons for Facebook, Twitter, Google+, LinkedIn, and Email. The central focus is a video titled "Meet Matt, Frontend Software Engineer at Sky Betting and Gaming". The video description states: "I'm a frontend software in the International Tribe. And currently we're working on a completely greenfield project, building a site from the ground up, and using the newest technology to build the best product we can." Below the description is a quote: "There's a great emphasis on quality, and improving the developers. And people also have a lot of fun here." A "Watch Matt's Video:" link is provided, leading to a video player showing Matt Dilo in an office setting. To the right of the main content is a purple sidebar with a robot icon and a link to "Leeds Sharp – An introduction to Microsoft Bot Framework + Cognitive Services", dated 16th August 2018 by Fran Ainsworth.

Ruffling feathers!

**I USED TO OPTIMISE
GAMBLING APPS.
NOW I'M BOOSTING
SURVIVAL ODDS.**

Our tech teams are playing to win.
By developing software that will
mean longer, healthier lives for millions.
Put a different spin on your own future.

Discover more at www.workwithpurpose.co.uk

emis health

CARDS GALORE

Diversity
Apprenticeships
Returners
Career changers



Case Study **ASDA**

Wanted to address shortage of females and address the issue of 'Returners' not returning!

- Advertise all of their positions with the option for part-time, job share or flexible working
- Every role - option to work from home 1 day a week
- Every single request was granted
- Mix of flexible working and job sharing

Wanted to address shortage of females and address the issue of 'Returners' not returning!

- Significantly increased female applicants and male applicants
- High retention of mid-level colleagues – not losing their Returners
- Jobs not split – Sharers work 3 days each
- 80% of Service Mgt Team & 60% of Project Mgt team are female

Apprentices, Placement Years & Graduate Schemes

- BJSS hire 30-40 Grads & Apprentices in Leeds every year
- Produce award winning graduates
- Working on live projects
- Hands on practical training
- Access to Tutors and personal Mentors
- Part of an internal community
- Developing next gen talent who are committed to a career at BJSS = Retention!



Aaron Gibbon
Grad Tester of the Year
2016 European S/W Testing
Awards

Practical tips for any size organisation:

- Internal candidate referral scheme
- Encourage positive reviews and social media promotion
- Review your benefits, could you be more flexible?
- Write blogs and “Day in the Life Of” features
- Use your suppliers to promote your employer brand
- Consider the Academy model
- Work with Schools, Colleges and Universities
- Ensure a consistent Candidate Experience
- Encourage meetup attendance
- Participate in the Tech Community

Be a part of the Tech Community

Agile Yorkshire
Agile Leeds
Leeds DevOps
Leeds Sharp
Leeds PHP

Umbraco -Leeds
Drupal Yorkshire
CodeUp Leeds
Wordpress Leeds
Ministry of Testing

Leeds Ruby Thing
The JVM Thing
Leeds JS
LeedsTechHub
Leeds Hackspace

Popular meetups in Leeds

1,580 members

LeedsTechHub

1,231 members

Leeds JS

1,072 members

Leeds Hackspace

