

## 2 Ways to Find Top Talent Without Spending Like a Tech Giant

CIOs from non-tech sectors, particularly the public one, are having [a tough time hiring IT talent](#) in the United States. In Silicon Valley, tech giants like Google, Salesforce, and Twitter offer incomparable salaries, perks, and prestige, leaving CIOs in other industries at a loss for skilled IT labour. Canada's tech sector is experiencing a similar boom, with Facebook and Amazon offices hiring in Vancouver, tech workers earning [60% more than the provincial average](#) in British Columbia, and homegrown tech companies like Hootsuite hiring [10 new employees per week](#).

So, how can government, financial, or manufacturing CIOs compete? Tech sector vets may be out of a non-tech CIO's reach financially, but their skill sets don't have to be. Here are two ways to find top talent without spending like a tech giant:



When looking for new hires, consider a "fixer upper" with potential.

1. **Hire for Potential.** The key to getting Google-quality IT talent isn't hiring Google-quality IT talent, it's hiring talent that has the potential and desire to possess that level of skill and expertise. "Recruit for attitude, not for skill," advises Chris Morgan, an executive coach at Morgan Alexander. Try to hire someone who sees their position as an ongoing challenge and constantly seeks out resources for building their skill set. Then, keep them around by cultivating a company culture that nurtures their growth. Consider these candidates affordable "fixer uppers." You're spending far less in the hopes of increasing your investment's value in the long haul. So instead of spending on hiring and getting into bidding wars with deep-pocketed tech giants, invest in recruiting that will get you a candidate with the right attitude.
2. **Embrace Contract Work.** Hiring a fixer upper might not be plausible if you have a huge project to finish and need a specific skill set. Although hiring contractors appears to come with a larger price tag, they generally hit the ground running very quickly and they pay their own benefits; not to mention that they are easy to downsize if and when you need to. "Contingent labour is a very efficient and effective measure for corporations with resourcing needs," says Alex MacKenzie, VP of Business Development at Procom, "the key to utilizing it effectively is to have a good understanding of the market conditions and to work with a staffing partner who has access to the talent you may need."

When Google programmers in Silicon Valley are making [3 million in cash and restricted stock](#) per year, the bar for wooing new IT hires may seem impossibly high. But studies show that [Generation Y workers](#) aren't always in it for the paycheque. Working for a huge tech company might not appeal to workers looking for warm company culture and growth opportunities. If you are desperate for a skill set today, use contract labour to fill in your holes, then focus on leveraging mentorship and skill-sharing opportunities to develop less experienced, but highly motivated permanent hires. They may not be ready to work for Google or Dropbox now, but with encouragement, they will be soon. The good news will be that they'll still be working for you!