



# 8 WAYS TO SCALE YOUR TECH TEAM

*Insider secrets from Tech Recruitment  
and Employer Brand Specialists*

 **FREE eBook**



## 8 WAYS TO SCALE YOUR TECH TEAM



“

**GROWTH IS NEVER BY MERE  
CHANCE; IT IS THE RESULT OF  
FORCES WORKING TOGETHER**

James Cash Penney

## 8 WAYS TO SCALE YOUR TECH TEAM

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**8 WAYS TO SCALE YOUR TECH TEAM**

# READY TO SCALE YOUR TECH TEAM?

We've helped thousands of companies, from exciting tech start-ups to global names in tech to grow their teams.

In this **FREE EBOOK DOWNLOAD** we share 8 key suggestions to help get you started on your tech scaling journey.

Visit our [website](#) for more information or keep on reading to scale at speed!



## 8 WAYS TO SCALE YOUR TECH TEAM

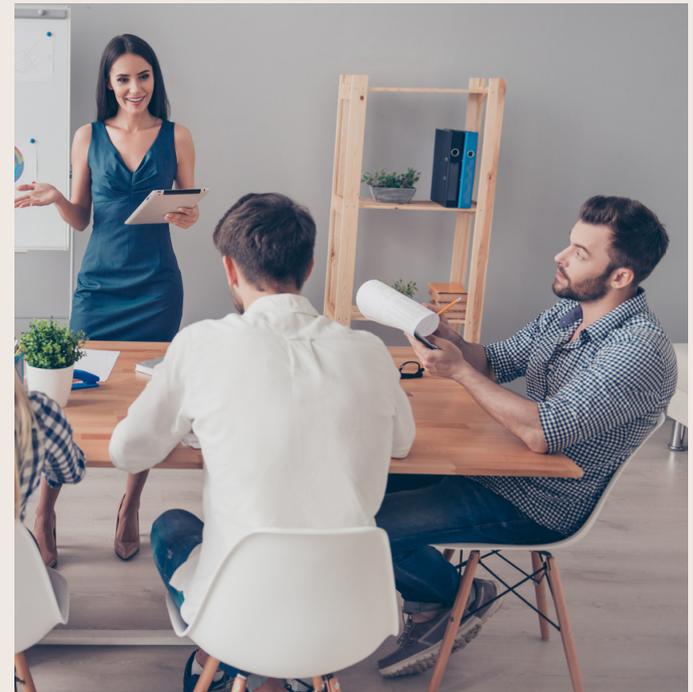
# KEEP YOUR VALUES AT THE CORE

Successful scaling, whether it's for a whole company or just your tech team, should always start with your organisational values.

We're not talking about inspirational quotes painted on the walls of your HQ here, but the **true essence** of how your company operates to work towards your vision.

When you find alignment between what your employees' value, and your company values, you will be best placed to work towards your goals and see better retention rates, which is key for your growth.

If you hire a high number of employees at the same time it's important to ensure you strengthen these values and activate them throughout the candidate and employee experience. Otherwise you run the risk of diluting the importance of your values which can cause issues down the line.



19%

# OF EMPLOYEES DON'T UNDERSTAND THEIR COMPANY'S CORE VALUES OR SIMPLY DON'T KNOW THEM

*OfficeVibe State of Employee Engagement poll*

### TIP #1



Make sure your values are authentic, if not get back to the drawing board to discover yours.

### TIP #2



Make your values an intrinsic part of your culture, and ensure leaders live by them truly.

### TIP #3



Activate your values at candidate and employee experience touchpoints such as the interview and onboarding process.

# CONSIDER THE IMPACT ON COMPANY CULTURE

When your company was founded it's likely that a lot of thought and consideration went into building and shaping the company culture, in fact, a recent study showed that **91% of executives** believe that improving company culture would increase the value of their company.

Prioritising company culture when your team is small is simple, but this can easily get lost or diluted when you hire a lot of people in a short period of time.

A winning culture is often key to keeping your employees engaged. It's important to find the balance of holding onto the core elements of your culture, whilst being flexible to adapt this as your workforce grows and becomes more diverse.



# PRIORITISE DIVERSITY & INCLUSION



Scaling a team is the best way to continue to build and grow your business. It's tempting to replicate a recipe for success and hire like-minded individuals as you know that's what works. However, how do you get new ideas and grow if everyone is the same? Businesses with a diverse workforce have found to be 36% more profitable.

Now more than ever there is an increasing demand for keeping diversity and inclusion at the forefront of the hiring mind.

### Examples of workplace diversity:

Gender identity, Race and ethnicity, Sexual orientation, Religion and beliefs, Physical and mental ability, Age

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**78% OF COMPANIES FOCUS ON DIVERSITY TO IMPROVE WORK CULTURE, 62% TO IMPROVE COMPANY PERFORMANCE, AND 49% TO BETTER REPRESENT CUSTOMERS**

We'd strongly recommend that your internal hiring team undergoes **formal diversity & inclusion training**, but to get you started, here are a few ways you can embed D&I into your hiring strategy:



### Diverse Representation

Representation at Senior / Leadership level is key for scaling a team with diverse views and opinions.



### Recruitment Marketing

Consider the language, imagery and platforms you are using to attract diverse talent.



### Inclusive Onboarding

This could include the use of pronouns or accessible job application sites for disabilities.



### Unconscious Bias

A hiring process that reduces unconscious bias is always important.



### Employee Resource Groups

Do you have dedicated groups and communities e.g. "WOMEN IN TECH" / "LGBTQ+", "BAME" Groups?



### Environment & Accessibility

Is your HQ set up for disabled access? Do you have gender neutral facilities? These are all things to consider for D&I.

# TAP INTO EMPLOYEE ADVOCACY

76%

of individuals say that they're more likely to trust content shared by "normal" people than content shared by brands

Employee advocacy can be a fantastic approach to growing your tech team, as you can almost guarantee that your existing employees will be connected with people who fit the candidate persona you are looking to attract.



### These connections may include:

- People they studied with previously (e.g. *may have the same Computer Science Degree etc.*)
- People they worked with previously (e.g. *a fellow developer who is skilled in PHP*)
- People who live locally to them (e.g. *candidates within a commutable distance to your offices*)

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By empowering and inspiring your employees to be advocates for your company, you can increase the reach of your brand / job posts to potential candidates to help you scale.

This could include a simple share of a company post or job, or employee generated content that showcases why your company is a great place to work! A single share can sometimes turn into a job application, but in many cases advocacy acts as a candidate engagement funnel over time, for example:



Employee updates their Social Media to show their new role at your company – shares to network who haven't heard of your brand before



Employee starts to like and share posts from the brand accounts on social media, which then extend to the newsfeeds of their connections



Your company hosts social events, your employees share their own images and videos sharing their positive experiences to their connections



You invite your employee to speak at your next Tech MeetUp – they share the invitation link to their tech connections



You share a live vacancy for your tech team – your employee re-shares the job link to their connections – resulting in a click and application from a relevant candidate who is already engaged with and aware of your employer brand!

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# SHOWCASE YOUR UNIQUE EMPLOYER BRAND

Whether you are looking to attract direct candidate applications, or simply engage those who you / your recruitment agencies are reaching out to, a strong employer brand is a great place to start! Here are a few tips:



Ensure your website, careers website, social channels and feedback profiles are up to date and well populated with images and videos



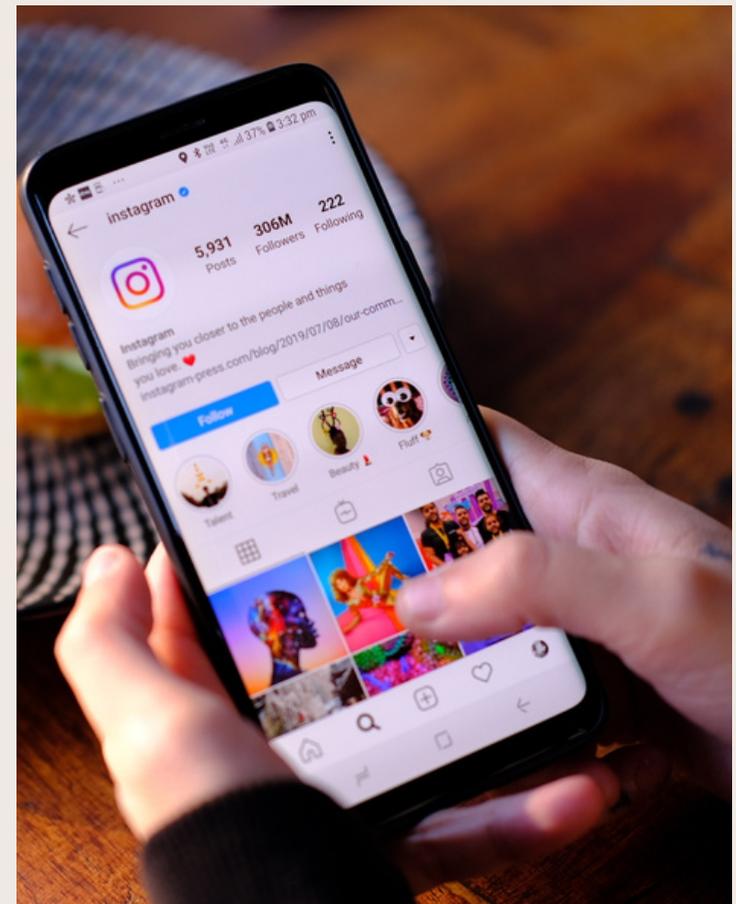
Use an employer brand hashtag to collate content from your employees and re-share from your brand channels

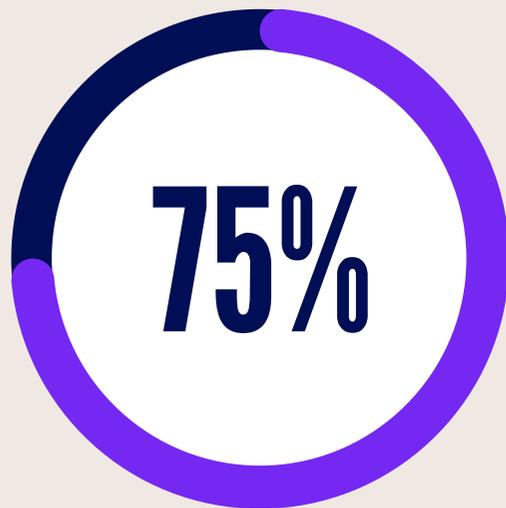


Invite employees to become part of your employer brand story with meet the team interviews / videos



Remember what differentiates you from your competition and shout about it!





**OF ACTIVE JOB SEEKERS ARE  
LIKELY TO APPLY TO A JOB IF THE  
EMPLOYER ACTIVELY MANAGES  
ITS EMPLOYER BRAND**

*Glassdoor*

# STAY AHEAD OF MARKET TRENDS

The competition for tech talent has never been so fierce, so to secure the right hires you will want to ensure you are in line with the market when it comes to salaries and benefits packages. Here are a few tips to keep ahead:



Use a site like [UK ITJobsWatch](#) to see what the average salaries are for job roles in various locations



Use LinkedIn's [Talent Insights](#) to see who you are competing against for talent



Research the benefits packages and salaries of your competitors through Glassdoor / website research



Claim a **FREE** Market Snapshot from [Searchability](#)

(simply email [info@searchability.com](mailto:info@searchability.com) and quote **SCALABILITY EBOOK**)

# OPTIMISE THE CANDIDATE JOURNEY

When looking to hire multiple technical professionals in a short period of time it's important to have an optimised recruitment process to increase your chances of securing the best people. A few things to consider are:



**STREAMLINE** – A streamlined application / interview process is recommended, so consider how you can reduce unnecessary interview stages / make the application process easier.

**SPEED** – Move quickly when a candidate applies / is submitted by a recruiter and to respond with feedback after interviews.

**TECHNOLOGY** – Make sure the tech you use helps and not hinders the process for candidates. E.g. your ATS shouldn't make the application process difficult for the candidate, you could also use video interviews to help speed up the hiring process.

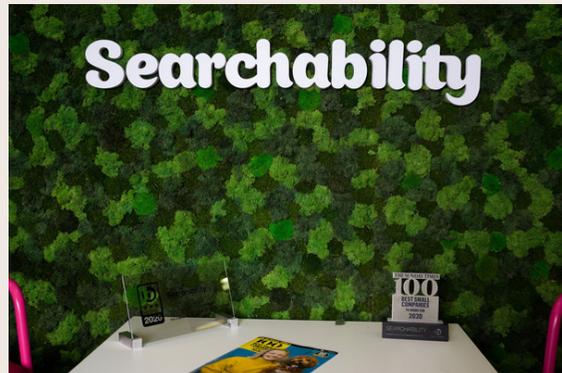
**RESPOND** – One of the biggest complaints candidates have is the lack of response or feedback when applying for roles, even if the candidate isn't quite right be sure to get back to them to future proof your employer brand.

**TRANSPARENCY** – Ensure you have a firm grasp of the candidate requirements at the start of the process (Salary requirements, benefits packages, working hours, working location etc.) to avoid wasted time for both you and the candidate later in the process.

**SHOWCASE** – Be sure to show exactly what makes YOU a great employer, this could be links to company videos or a tour of the office and providing a chance to meet the team at an interview.

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# USE A TRUSTED RECRUITMENT PARTNER



If you are struggling to attract enough candidates directly then it's always worth reaching out to a recruitment agency who can help.

**Scalability** is a tailored solution for companies looking to scale their tech teams, powered by the multi award-winning Tech Digital Recruitment Agency **Searchability**.

We're trusted by thousands of companies from exciting tech start-ups to established brands including Sky, Lockheed Martin, Jaguar Land Rover and many more! We're also the **#1 rated Tech Recruitment agency** on [Trustpilot](https://www.trustpilot.com) from 300+ candidate and client reviews.

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## NEED HELP SCALING?

Scalability guarantees to deliver candidate placements to the value of your recruitment subscription – **OR YOUR MONEY BACK\***.

Once we're on your team, we'll be with you at every step to resolve any hiring issues.

Get in touch with a member of the team today and quote "**SCALABILITY EBOOK**" to claim a complimentary Market Snapshot and get a tailored subscription proposal for your brand.



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