

How to Hire Top Business Analysis Talent

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Apex Panelists



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← 45+ years supporting hiring Managers! →

Job Seeker Statistics & Contributing Factors

Your hiring and interview process needs to involve strategy, marketing, quality assurance, consistent communication, continuous improvement, and a true partnership to engage, qualify and appeal to top IT talent!



70%
of job seekers
are invisible
online



78%
of active job seekers
use social media



An average tech
professional has **3**
offers within **5** days



85-95%
of qualified
candidates aren't
interested



73%
of candidates are
passively looking



Technical job seekers
receive **32**
solicitations daily via
LinkedIn

Top Reasons Managers Lose Good Candidates

1. Below market value pay
2. Lengthy process
3. Poor interview experience
4. Not “sold,” i.e., poor marketing
5. Inaccurate/incomplete job details
6. Unrealistic requirements list
7. Counter offers/more appealing offers with better flexibility and benefits
8. “Too many cooks” issue



Process QA:

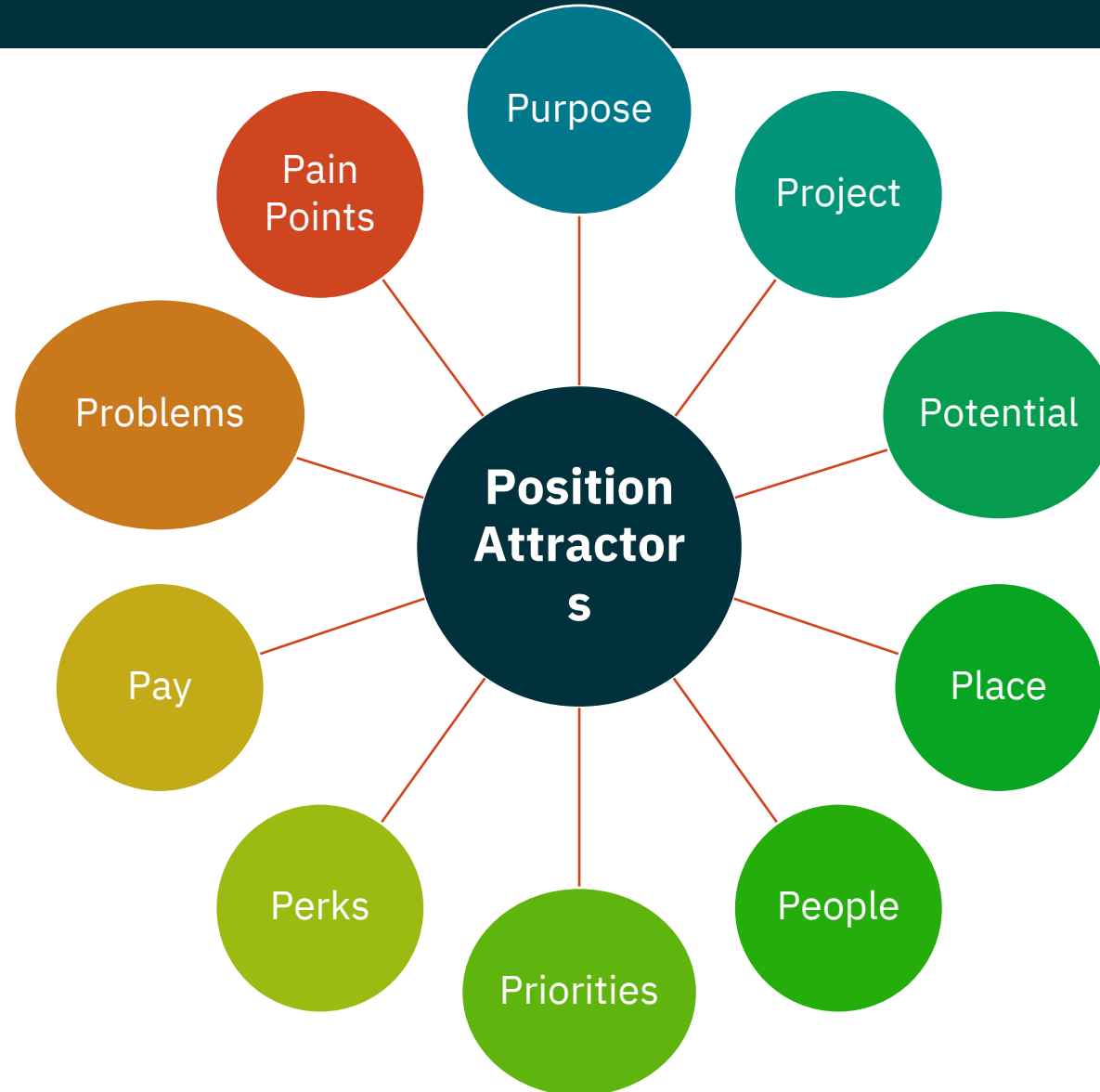
- How many steps?
- How long in between & total?
- Where can we lessen?
- What “candidate motivators” can we speak to?
- What else can we do with candidates we like?

Formula to Attract Top Talent



RESOURCE: [Apex Guide - Attracting & Engaging Top Talent](#)

10P Model – Understand → Communicate in Job Specs



Tip: Communicating problems to be solved / pain points 1.) attracts top talent AND 2.) can be a key retention strategy to minimize any “surprises” that would cause people to quit.

Peer Discussion: What do you communicate 1.) in job descriptions, 2.) to staffing partners, 3.) in interviews? What COULD you do a better job of consistently communicating?

Article: [How to Write Business Analysis Job Descriptions to Attract Top Talent](#)

Strategies to Enhance Rapport/Connection



Don't forget to communicate the 10Ps, especially Purpose, Priorities & Perks!

Discussion: What's your favorite idea for strengthening rapport and establishing a connection?

Apply 80:20 Rule to Requirements

Identify candidates with 80%+ of skills

Development Plan/Upskilling for remaining skills

Communicate training channels, mentorship program, and other growth options
- PLUS → PERK!

You can open your candidate pool, make positions more enticing AND build long-term loyalty if you convert 1-2 requirements into “nice-to-haves”

Follow Up

24 Hours after this webinar:

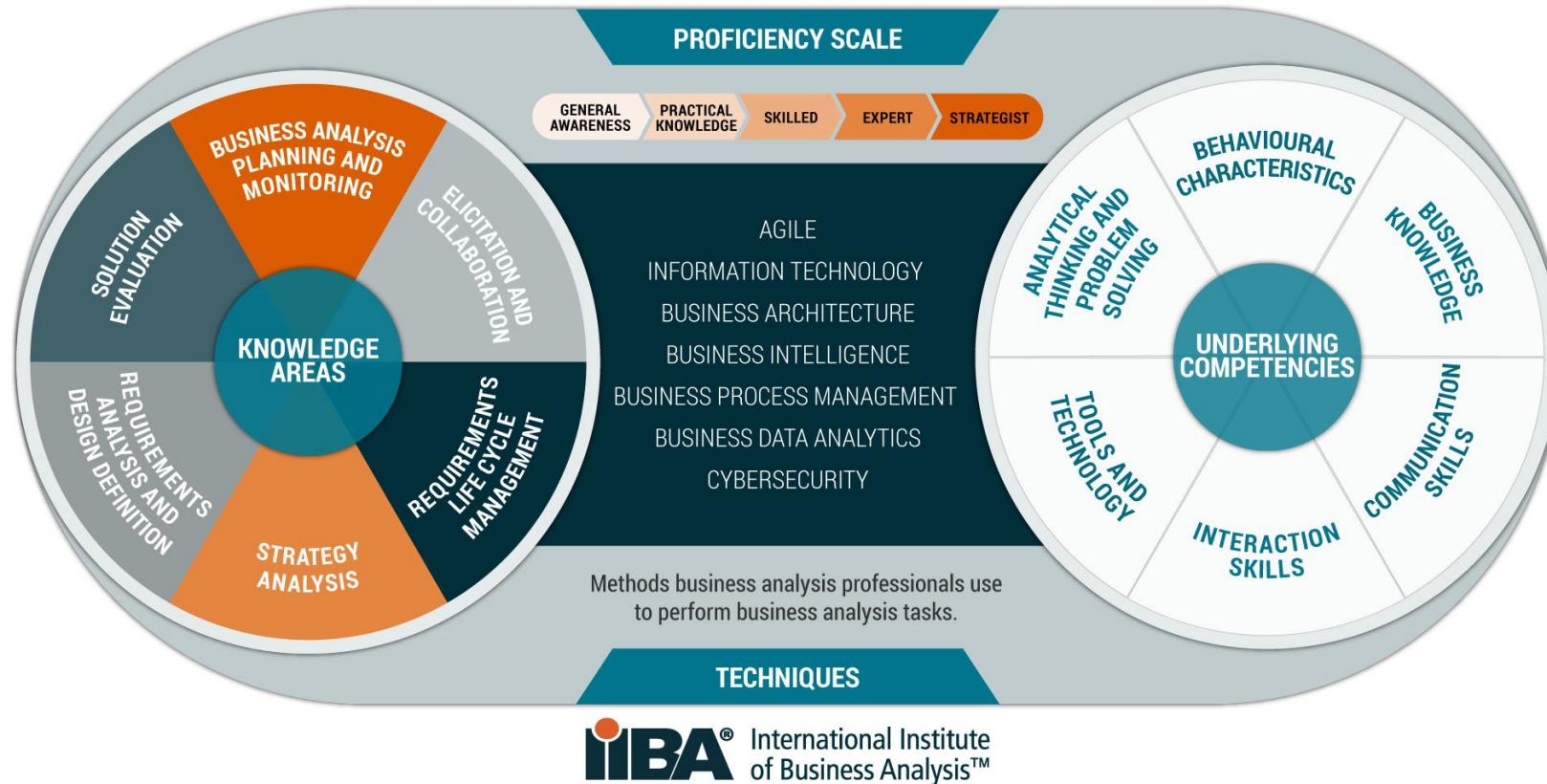
- Link to Zoom recording
- Link to slide deck

Mon, Aug 1:

Webinar Extras Email – additional member exclusive resources and tools:

- **Competency Model:** so those attending can familiarize themselves with the competencies they need to look for at the different level of proficiency
- **Competency Self-Assessment:** For those attending we will send this resource
- **Job description samples** for various business analysis positions
- Recommended reading on this topic from our **Online Library**

Business Analysis Competency Model



Three-part framework to understand and assess business analysis competency