Do you have what U.S. information and technology talent is looking for?

In this age of uncertainty, workers in the U.S. are more concerned about remaining employable by having up-to-date skills than they are with losing their current job. As a result, those you employ—especially professional/technical talent—may be harder to retain if they don't have opportunities to pursue their interests and develop their skill sets at work.

Hiring IT professionals

An employer who offers opportunities to acquire new and cutting edge skills and capabilities is attractive to a growing number of IT professionals. More and more, IT professionals are focused on keeping skills current, working with knowledgeable colleagues, and exposure to the latest technologies. Key attraction factors for IT professionals:

■ IT PROFESSIONALS   ■ AVERAGE WORKER

63%
57%
Knowledgeable colleagues that they can learn from

58%
43%
Exposure to the latest technologies and top-notch equipment

51%
40%
Opportunities to work on innovative projects

Current skills versus past experiences

IT professionals are in demand and they know it. Millennial IT professionals are more confident than baby boomer IT professionals across most indicators.

77% / 69%
More millennial IT professionals feel they are in a position of higher demand in the marketplace, vs. baby boomer IT talent

83% / 76%
More millennial IT professionals feel that their employment experience has allowed them to develop skills that are in demand, vs. baby boomer IT talent

63% / 56%
More millennial IT professionals feel that when they have tried, they have been able to find a new or better position, vs. baby boomer IT talent

Employability as a driving factor

Highly coveted professional/technical workers bring a marketable and valuable skill set and knowledge base to the companies that hire them—but they also risk losing their value as technology and information changes.

89%

IT professionals feel their skills/knowledge will need to evolve and grow in order to keep up with changes in their line of work or industry (89%), more than the average worker (79%)

50%

A top concern for baby boomer IT talent is skill obsolescence (50%), more than with millennial IT talent

DIY career development

IT talent is at the leading edge of the do-it-yourself (DIY) career development paradigm. No longer relying on employers to design, lead, or invest resources into their training and skill building, they are using career development options DIY-style at higher rates than the average worker, investing their own time and resources into training necessary to move along a career arc that they themselves are designing and leading.

49% / 28%
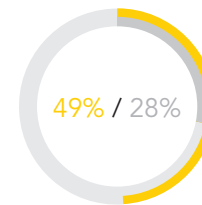
49% of IT professionals have sought out training and paid for it themselves, vs. the average worker (28%)

Top talent wants to keep their skills fresh—their workflow depends on it. This is true of your full-time employees, but it's also true for free agent workers and independent contractors. So as you continue to build a stronger brand reputation to attract the talent you need, consider that a cutting-edge free agent workforce can likely infuse the expertise and innovation you need now.

To find out more about what today's resilient workforce is seeking, or what a free agent workforce can offer your organization, visit **kellyservices.us/IT** today.

In addition to analyzing worker preferences and psychographic insights based on survey data from the 2015 and 2014 Kelly Global Workforce Index™ (KGWI), this study pulls insights from Kelly® Free Agent Research (2015) survey data and other research sources.

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