

6 value propositions

to help you hire your dream developer

The demand for software developers largely outweighs the supply. So much so that developers can be selective in where they work. Here are six value propositions to help set you apart from your competitors.



1. Work-life balance

According to software developers surveyed by LinkedIn, 53% of them said that being able to have a good work-life balance is valuable when looking for a new job.



2. Need to be challenged

Software developers want to be challenged. And they don't want to be in a job where they do the same thing every day. Make sure your development teams are pushing their employees to go further and try new things.

3. Contribution to the business objective



Developers want to make a positive impact on their company. Make sure that you communicate how their projects will contribute to the overall business objective. No one wants to feel like their work doesn't matter, especially not software developers.

4. Continuing education



Developers want to learn. This relates to their need to be challenged. Offering internal continuing education or allotting a portion of your budget to external courses and programs will not only benefit your developers, but also your company.

5. Flexible work schedule



According to a LinkedIn survey, 47% of software developers find it important to have the option for a flexible work schedule. This could be non-traditional work hours, a compressed work week or work-from-home options.



6. Work with superstars

Since software developers have the ability to be more flexible in their job selection, they want to work with a team that's going to push them. So, don't be afraid to tout the sharp architect who's a guru with vast accomplishments on your team. Lean on your marketing team to spotlight these employees. Highlighting achievements shows candidates they'll be joining a team of superstars that will learn and grow together. If your company is known for hiring talented individuals, they may want to come work for you.