THE ULTIMATE GUIDE TO RECRUITING TOP SENIOR DEVELOPMENT TALENT

N 2020





At Make it in Ukraine, we are an education platform first, a recruitment company second. This is why we have developed a series of guides to better help you understand the ins and outs of outsourcing top talent in the world.

Getting Started With Effective Offshore Recruitment

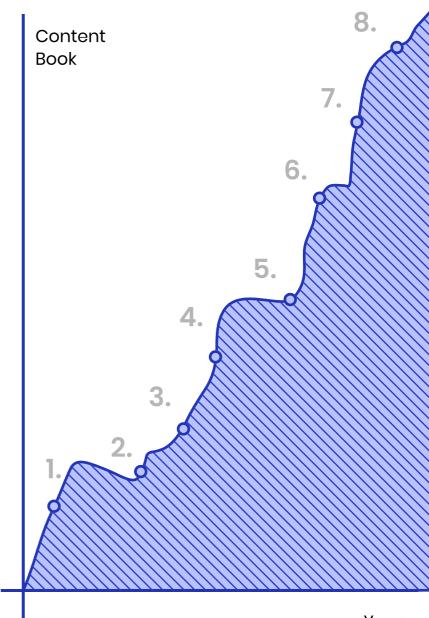
Our Ultimate Guide to Recruiting Top Senior Development Talent supports our mission. It serves as a resource and contains specific actionable steps to read, follow, and apply in crafting an effective offshore recruitment strategy. Ultimately, we want this guide to help small companies figure out how to outsource the best talent in the world to lower their cost without compromising on quality or time.

In an attempt to follow a coherent sequence, we have organized this guide in the following order: sourcing, shortlisting, interviewing, hiring, and, finally, making an offer to the successful candidate. We call it the offshore hiring funnel.

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 new remote recruits
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FAQS ABOUT HIRING OFFSHORE SENIOR DEVELOPERS

Outsourcing to a development team offers solid benefits to your business: lower costs, a larger talent pool to choose from, and an eager team that wants to work on new exciting projects.



FAQ #1: WHERE DO I FIND TOP OFFSHORE SENIOR DEVELOPERS?

You can find top developers all over the world! Yes really, top-performing talent exists in the far corners of the globe. Many successful companies have used offshore developers to build their products and brands. Here are 3 examples that might surprise you - in a good way!

1. Grammarly

Founded by 2 Ukrainians, Alex Shevchenko and Max Lytvyn, Grammarly is now estimated to be worth \$100 million. The company's main office is in Kyiv with 70 employees while having a second office in San Francisco with 14 employees.

2. Whatsapp

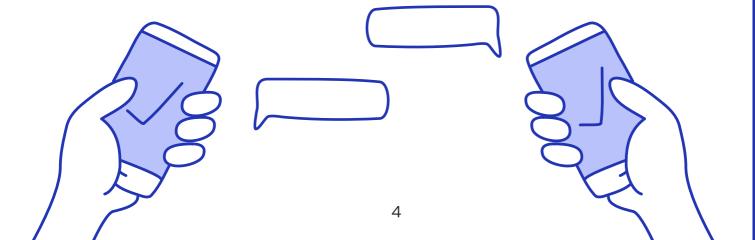
Before Facebook got WhatsApp under its wing, the company relied heavily on outsourced talent. WhatsApp hired development teams in Eastern Europe which resulted in breaking the top rankings list on Google Play, App Store and other platforms.

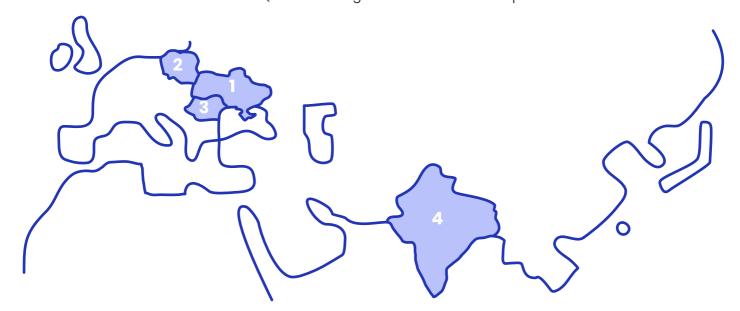
3. Transferwise

Transferwise, a well-known online money-transfer service, was created by 2 Estonians, Taavet and Kristo. The company is proud of having over 7 million happy customers and shifts more than \$5 billion every month.

Top Countries For Recruiting
Offshore Talent

Talent can be found in many countries around the world. But to narrow down your search and help you from getting overwhelmed, here is a list of the top 4 countries to find the best senior developers when looking at the cost to quality ratio.





1. Ukraine

Ukraine is the country with the highest cost to quality ratio. It is home to 192,000+ software developers who are skilled in Java, Python, PHP, Kotlin, Configuration, HashiCorp Javascript and many others. Most Ukrainians developers speak English fluently and have the support of marketplaces and English speaking managers to manage international projects. Average rates are \$15-30 an hour developing on skills and level of experience.

2. Poland

You can expect a high-quality piece of software when you outsource to Poland, regardless of its complexity. In fact programmers in Poland are recognized as field experts. 30% of the population speak English fluently and programmers charge an average of \$16.17 an hour.

3. Romania

Romanian software developers are highly proficient in programming languages, databases, security, algorithms, and more, and they offer their services at an average of \$3.69 an hour. 90% of software developers speak English.

4. India

It comes as no surprise that India is home to incredible development talent ready to work on international projects. English is widely spoken, in fact, India is the second-largest English-speaking country in the world! At an average hourly rate of \$7.21, Indian developers continue to be a crucial part of the success of international startup projects.

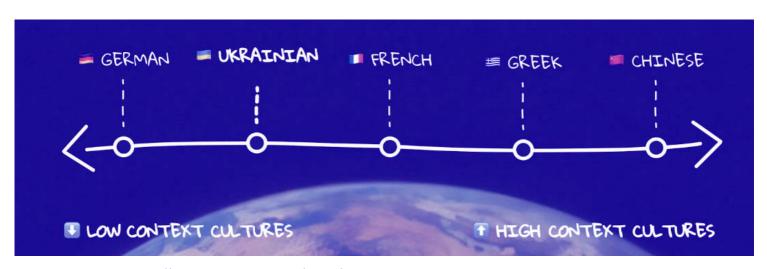
FAQ #3 WHAT'S THE DIFFERENCE BETWEEN HIRING THROUGH A RECRUITMENT AGENCY OR FREELANCING PLATFORMS?



There are different ways you can hire offshore developers but let's answer the main question we get as a recruitment agency for top Ukrainian talent: are we operating like platforms such as Upwork or Fiver? The short answer is no.

If you are wondering what the main difference is between Make it in Ukraine, a recruitment agency, and freelancing agencies such as Fivver or Upwork, the main difference is that we take on the hardest part of hiring - sourcing top talent.

Because we have access to a unique talent network, we are able to find "unfindable" senior talent, that will not show up in your typical "recruitment or job board search". We then take care to out potential talent through a rigorous vetting system to ensure that you get access to the top 1% of applicants. A talent platform like Make it in Ukraine can be your go-to recruitment partner if you are looking for a quality assured, personal and mutually beneficial relationship between you and your offshore staff.

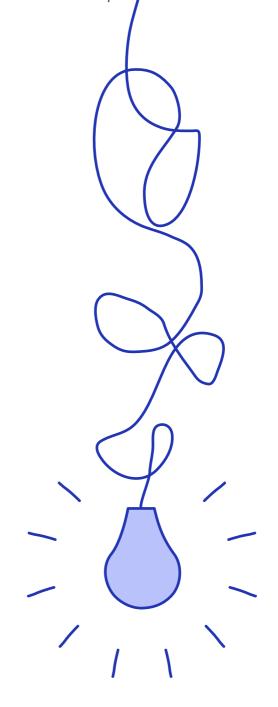


Part 1: FAQs about hiring offshore senior developers

FAQ#4 HOW DO I MANAGE THE PROJECT REMOTELY?

This could be the most important question you've been asking yourself. This depends on whether you hire a team/agency or a single contractor. If you go the agency route the entire process is managed for you, this is a good idea if you do not have experience managing technical talent or projects.

If you are hiring a freelancer to support your team, you onboard your freelancer and take care of managing the project. If you hire an agency, they will coordinate and execute the roadmap for you.







THE IMPORTANCE OF DIVERSITY AND INCLUSION

Since you are considering hiring offshore, we know that you are open to having a diverse team.

You are on the right track.

Many businesses have made diversity a crucial part of their workplace. They recognize the pros of having diverse people working for them. Some key studies that have shown these undeniable benefits of diversity in the workplace include:

- According to BCG, a more diverse team increases innovation from 26% to 45%
- A 2018 Hays Asia Diversity and Inclusion report showed that improved company culture, leadership, and greater innovation were the top benefits of diversity in the workplace.
- Research by the University of Maryland and Columbia University found that companies with women part of their top management team saw the highest innovation and financial gains.

So how do you join the diverse workforce movement while still ensuring you are attracting the best talent? Well first we need to understand the key terms we are exploring: diversity, and, as importantly, inclusion.

DIVERSITY DEFINITION:

Diversity hiring is hiring candidates based solely on their ability to perform the job free from any unconscious biases such as race, gender, religion or any other forms of discrimination that are unrelated to job performance

It is important to recognize that diversity is much more than gender or race. Diversity includes, but is not limited to, culture, race, religion, age, gender, sexual orientation and disability.

For diversity to work in the long-run, you have to also practice inclusion in your business. **Research** shows that without one, the other is unlikely to happen.

INCLUSION DEFINITION:

Inclusion means you have created a business environment where everyone feels safe, treated fairly, and have equal opportunities to succeed in the business.

Therefore, a company that has not created an environment of inclusion will struggle to retain its diverse

workforce no matter how successful their hiring efforts are.

The main hindrance to diversity and inclusion is unconscious bias. Let's delve deeper into this topic to understand exactly what bias means and why this is a big threat to the success of your business.

THE RELATIONSHIP BETWEEN UNCONSCIOUS BIAS AND EFFECTIVE DIVERSITY RECRUITMENT

In spite of businesses trying their best to recruit the best talent on their projects, they still fall short when it comes to unconscious bias. When you have unconscious biases, you end up hiring the wrong candidate without even realising it.

In fact, a 2016 **study** carried out by Doris Weichselbaumer, a professor at Johannes Kepler University Linz, in Linz, Austria, showed that recruitment can be strongly biased and unfair due to unconscious racism, sexism and ageism.

DEFINITION OF UNCONSCIOUS BIAS:

Unconscious biases are biases that occur naturally where our brains make quick judgments based on stereotypes, social norms or unfounded beliefs.

Dr Pragya Agarwal, award-winning author of 'SWAY: Unravelling Unconscious Bias', strongly believes that unconscious biases can affect hiring negatively. She uses the example of university education to explain this:

"For example, if you prefer a candidate who went to a certain University associate because you intelligence, still a harmful it is unconscious bias. because that creates a halo effect. A halo effect is one where one positive trait can affect our overall perception of a person. A background of higher education does not automatically mean they are more intelligent than other candidates."

To bring this idea to home, it may happen that you unconsciously see self-taught developers or developers who have studied in international universities that you do not know much about in a bad light. This bias can sway your decision during the hiring process.

THE RELATIONSHIP BETWEEN UNCONSCIOUS BIAS AND EFFECTIVE DIVERSITY RECRUITMENT

1. Avoid gendered language

easy way to avoid making unconscious biases when hiring remotely is to rework on the wording of the job description. According to Francesca Gino, professor at Harvard Business School, masculine words such as "competitive" and "determined" can deter women from applying to the position as opposed to using words "collaborative" such and as "cooperative".

Recruiters can avoid gendered wording by striving to use more gender-neutral language or using the right balance of masculine and feminine adjectives.

A research by **Textio** showed that strong correlation between using gendered language and the sex of the person being hired.

2. Use pre-employment assessments

Another effective way of avoiding unconscious biases in the recruitment process is by using pre-employment assessments. According to Francesca Gino, "a skill test forces employers to critique the quality of a candidate's work versus unconsciously judging them based on appearance, gender, age, and even personality."

We have included a whole chapter on this later in the guide to give you a better understanding of how you can use pre-employment assessments when hiring offshore developers.



3. Express your commitment to equality and diversity

This simple statement on your job description and careers section of your website can encourage candidates from different backgrounds to apply without concerns.

4. Create policies that encourage diversity and inclusion

This is crucial to retain the diverse candidates you have selected. Make sure that you have created policies that make your workers feel included. For example, offer flexible hours to women who have young children and offer a day off to offshore workers where there is a public holiday in their country. These policies can substantially increase your employees motivation and productivity





Most businesses use a mix of sources to find their offshore senior developers. Platforms such as Upwork, Fivver and Toptal offer you access to freelance workers all over the world. However, you will be in charge of sourcing, going through all the applications and shortlisting your candidates, interviewing and then managing the project.

On the other hand, marketplaces or recruitment agencies, such as MiU, offer you to act as the middleman and do all the tedious work for you. Another important benefit of using a marketplace is that they offer you support during the project and help with any language or cultural barrier you may be facing with the development talent.

Whether you choose to go with a recruitment agency or a freelance platform, it is important that you craft your job advert carefully. Here are some actionable steps you can take right now when it comes to job postings or adverts:

- **1.** Make it language neutral using tools such as Textio.
- **2.** Avoid using language that might be lost in translation. For example avoid using words such as "unicorn", "wizard", or "champion". Be specific in the job title that you require!

- **a.** Use the right websites. Do not put up job adverts on general job boards such as Indeed.com. Instead, find specific websites that specialize in the offshore talent you are looking for.
- **b.** Be very clear in your expectations. Express yourself clearly in terms of what your goals are, what your deadlines are and whether you require part-time or full-time support.

USING AN APPLICATION TRACKING SYSTEM

hiring When offshore senior developers, you have the opportunity to truly employ the best candidates in the world. However, this also implies that you are welcoming hundreds, sometimes thousands, of applications. You can quickly be overwhelmed by the sheer number of applicants applying for the role and spend long scanning applications that are irrelevant and not within the scope of the job. Having a manual process processing job applications results in labor hours not being used in the most efficient way.

If you are not getting support from a recruitment agency at this stage of the hiring process, you can use an Applicant Tracking System to help you navigate through it.

Using an Applicant Tracking System (ATS) help to extremely reduce. The ATS scans, sorts and shortlists applications for you. It scans through all applications and pulls out relevant information such as specific keywords that relate to the requirements of the position. This saves a lot of time and creates a shortlist that you can then focus on.

According to **Talentlyft**, 86% of hiring professionals believe that using an ATS has allowed them to recruit faster.

Here are some of the top ATS that you can use for your business needs:

BambooHR

BambooHR is an award-winning company that offers HR software solutions to small and medium businesses.

Zoho Recruit

Zoho Recruit offers a highly customizable ATS where you can automate tasks like sending emails, updating interview status, and more.

Lever

Lever combines its ATS and CRM in a single, modern platform so you can source, nurture, and manage candidates in one place.

CEIPAL TalentHire

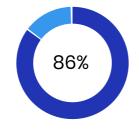
Founded in 2015, **CEIPAL TalentHire** prides itself on creating powerful, easy-to-use HR software solutions for startups, growing companies, and enterprises

Avionté

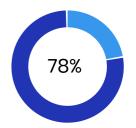
Avionté is an award-winning company with over 25,000 users over the United States. Every year Avionté invests 20% of its profits in R&D.

TalentLyft

Benefits of using an Applicant Tracking System



of recruting professionals say that using an ATS has helped them hire faster



Source: Get App Survey 2017

of recruting professionals say that using an ATS has improved the quality of candidates they hire



A common fear businesses have when recruiting offshore developers is whether they are lying on their resume or portfolio. If you have similar fears, rest assured there are solutions to this. Using job screening tests can help you identify if the talent is actually as skilled as they are perceived to be.

According to Workplacess, a company that offers training and development to remote workers, there are specific skills employers seek in remote workers. A few of these skills include:

- Great communication
- Powerful collaboration strength
- Good organizational
- Good time management
- Great self-discipline
- Accountability

Workplaceless created a work competency model to explain these skills further. Here's a snippet:

Remote Career Stages



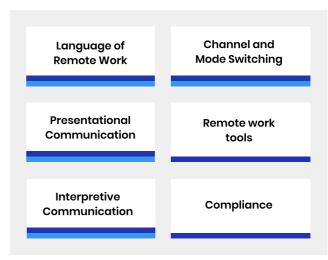
Remote Worker: Working in a Destributed Environment

The competencies needed to perform work remotely.

Job screening tests, also known as job simulations or pre-employment assessments, are tests that gauge an applicant's skills, knowledge, personality and values. These tests are a very objective way to The tests are the most objective way of finding the best candidates. Not only this, but you can also use the test to find out if they have the right soft skills and if they are a good cultural fit for your business.

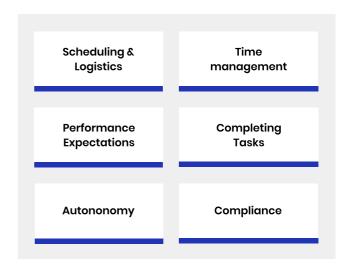


Digital proficiency & communication





Performing, managing, and improving work



When recruiting an offshore developer, some important job screening tests you'd consider include (but not limited to):

1. Programming Language/Coding Test

This test allows you to assess how well and how fast your developer can write code.

2. Programming Framework Knowledge Test

Not only does your developer need to know how to code, they also need to be familiar with the framework that you require.

3. Project Management Skill Test

Since your offshore developer will be operating remotely, it's good to know that they can handle difficulties proactively.

4. Language Test

To help reduce the risks of miscommunication, it's advisable to have your candidate take a language test.

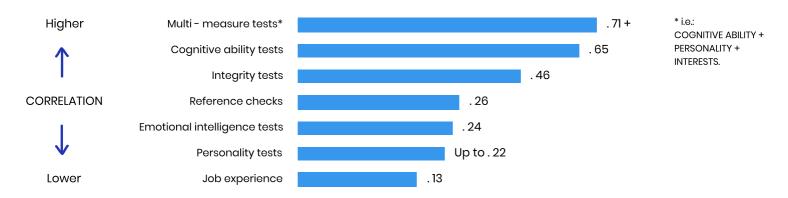
5. Culture Fit Test

If you want to test if your offshore development team's values align with your company's culture, a culture fit test is ideal.

A good mix of tests provide the best value in terms of assessing top candidates. We call this the multi-measure test and it has proven to be the most effective method of testing candidates to show well they'd perform the job in real life.

The most effective hiring selection practices

And those that don't work so well, based on validity coefficients ranging from 0 to 1. The higher the number, the higher the correlation between test scores and predicted job performance.



BASED ON DATA SHARED BY FRANK L SCHMIDT AN NOV 6, 2013 ADDRESS TO PTCMW AS AN UPDATE TO: SCHMIDT, F. L. & HUNTER, J. E. (1998)

HBR.ORG

RESOURCES:

Here are some resources to help you learn more about job screening tests and how to use them for your business purposes:

Harver

Harver works with companies such as McDonald's, Netflix and KPMG to help them hire the best candidates efficiently They offer a 14-day trial with a "cancel anytime" policy which makes it a great way to try and see if it works for you.



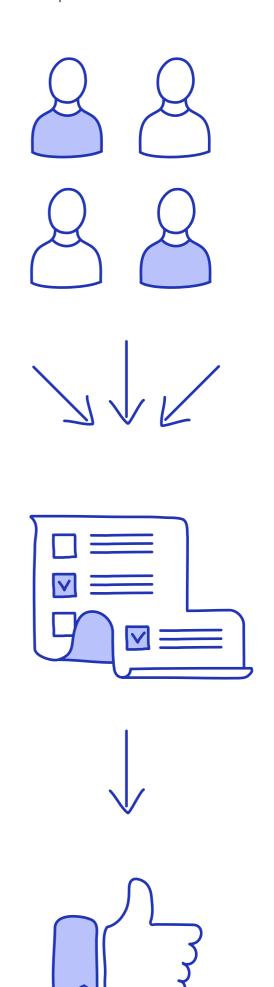
Hackerrank is a job screening product that focuses on assessing developers. They have over 2000 clients and have assessed 7 million developers since 2009.

Testdome

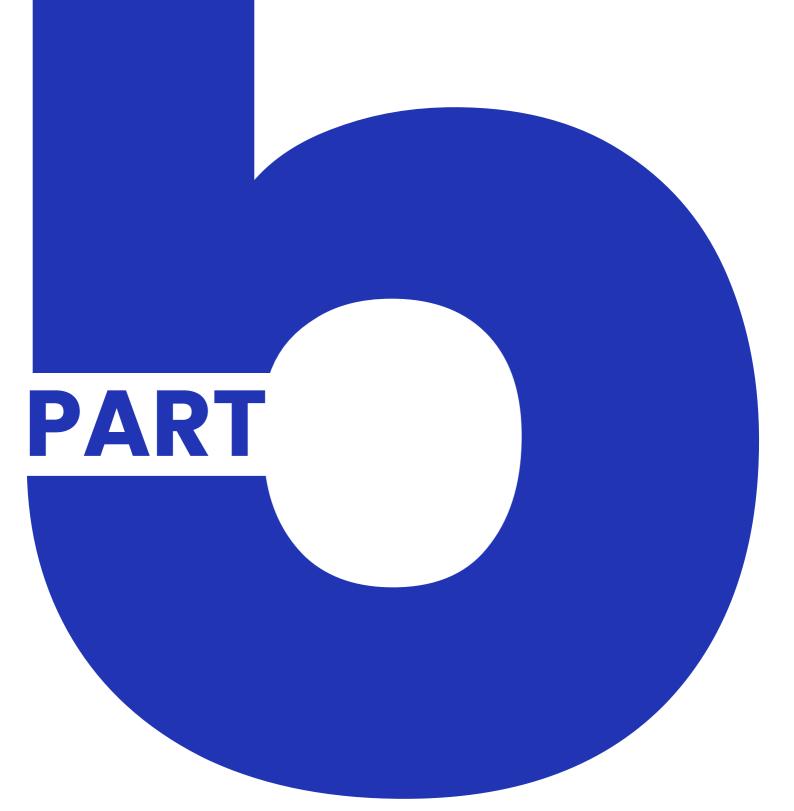
Companies such as Ebay, Paypal and Turkish Airlines have used **Testdome** to save time and improve their hiring process drastically.

Vervoe

Vervoe offers a great array of different tests including over 35 language tests. It also automatically integrates with your ATS and ranks and shortlists your candidates for you.



THE ONE WAY INTERVIEW: RECORDED VIDEO



To add smoothness, add recorded video interviews, also known as the one way interview, in their recruitment process. In fact, this step can help you save a lot of time when hiring offshore! Recorded answers allow you to feel into candidates body language and see if they are really serious and excited about the job.

During the screening process, video questions can prove to be very valuable. By watching these pre-recorded videos, you can quickly get a good first impression of the candidates. This is very useful in offshore hiring as recruiters rarely candidates to meet get face-to-face. They are also more effective than phone interviews as recruiters can assess the candidates body language.

Candidates who put in the effort to do screening tests and record themselves answering interview questions show higher levels of commitment. It also helps you avoid doing multiple video interviews at the final stage.

How does this work:

The concept is simple. The recorded video interview is replacing your first interview that you'd traditionally do over the phone or in person. Instead, you are going to design questions and load them on a platform that the applicant can respond to via a recorded video.

What to ask:

When planning what questions to ask at this stage, the questions are similar to the ones used in first interviews such as "why do you want to work for our company?" and "what excites you about this project?". At this stage, recruiters can gauge the motivation levels of the candidate by observing their body language and what they say on camera. Because you are using this step to save time, make sure that the questions can be answered in less than 3 minutes, preferably 1 minute should suffice.

RESOURCES AND TOOLS TO USE:

Wepow

You can create interview questions by using video interview software like **Wepow**. Wepow allows you to easily schedule engaging and consistent pre-recorded interviews. It then tracks, sorts and organizes candidates responses before sending it over to you.

SparkHire

SparkHire is an award-winning video interview software that has over 5000 happy customers. They shortlist and rank your candidates as well as send responses to candidates that were not shortlisted automatically.

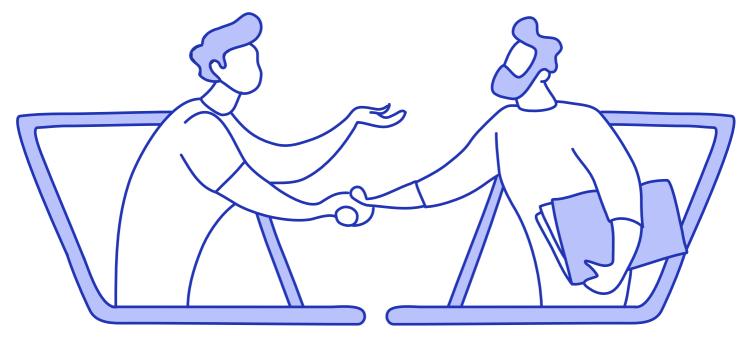
MyInterview

MyInterview is a video interview software that easily be installed on your website and uses AI to assess your candidates professionalism, reasoning and so on.

Job Screening Test Websites

Or, if you are using a job screening platform already, chances are they also offer a video interview recording service. Please refer to the list of resources in Part 4.





PART THE FINAL INTERVIEW: VIDEO INTERVIEW

The next stage of the recruitment process is the interview. The interview stage is important for 2 main reasons:

1. You can assess the candidate

You can use this time for follow up questions on the past projects that the candidate has collaborated on. You can also probe the candidate more on their answers to see how much value they can bring to your own project. You can also assess the candidates body language to determine their readiness and interest in the project.

2. The candidate can assess you

Similarly, the candidate can assess you and your project to see if they are the right fit for the task. They can ask more questions about what you need and even identify some issues and come up with creative ideas to fix them.

For both sides, the interview stage is important to build a solid and trusting relationship.

How to interview:

Since it is unlikely that you'll be facing your potential offshore developer, you will most likely be assessing them via a virtual interview. You can use any of the previous video interview software tools listed in Part 5 of the e-book. Or, you can simply use Skype or Zoom to carry out your own interview. Both are easy to set up and offer great functionality.

TYPES OF INTERVIEWS:

1. The Technical Offshore Interview

The technical interview is the part of the final interview where you are going to ask the candidate more about their job-related skills and technical knowledge. When hiring a senior offshore developer, you can use the technical interview to ask them more about how to implement a particular programming framework in a case study. You can also have the final candidates do a live coding test. If you are not familiar with code yourself, it would be beneficial to bring in a partner or a current senior developer on your team to ask specific questions that will test the candidates coding knowledge.

Different technical interview formats have their pros and cons. There is no right answer so choose a format that works and makes sense to you. Here is how **TripleByte's** interviewers format their final technical interview:

2. The Non-technical Offshore Interview

The non technical interview is when you are assessing your candidate's soft skills, such as their management, leadership, values and teamwork skills. A non-technical offshore interview needs to be structured and have a focus on the remote skills you need your offshore developer to have: clear communication, autonomy, project management and a problem-solving mindset.

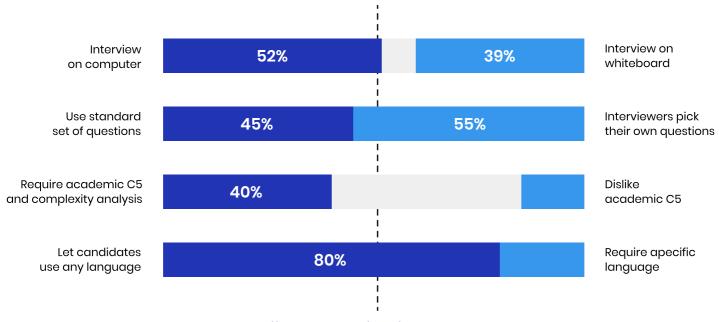
It is important to understand the dangers of the non-technical interviews. Here are some you should be mindful of:

1. Biases

If a candidate performs poorly in the first parts of the interview, you may have already developed a bias and not be as impressed by the way they answer the remaining questions. Bias detracts you from choosing the best candidate. A structured interview with a scorecard is an easy way of mitigating biases.

2. Culture Fit

Many companies have moved away from culture fit assessment as they are a misrepresentation of how well the candidate will perform their jobs. To assess if the offshore developer you are about to hire shares the same company values as yourself, your team and your business, test their values alignment instead of culture fit. Values alignment questions will determine if the candidate's values encourage them to always make decisions in the company's best interest.



NON-TECHNICAL INTERVIEW QUESTION EXAMPLES

Here are some sample questions by **Workable** that can help you quickly assess how well your offshore developer can work in remote conditions unsupervised:

- Do you have access to a computer, a reliable internet connection and a private space?
- If you have worked remotely before, what were the biggest challenges you faced? How did you overcome them?
- What kinds of distraction do you usually have when working from home? How do you ensure they don't interfere with the quality of your work?
- Do you check your emails after work?
- How do you make sure you switch off from work?
- What would you do if you had internet connection problems during a meeting with your manager or a call with a customer?
- What calendar and task management applications do you use?

- You have a big project to complete with team members who are based in the office. How would you work with them to complete the project on time?
- How do you stay motivated during the day without supervision?
- What measures do you take to store files (digital and physical) securely?
- What would you do if you had an urgent question and your team was offline?
- What medium would you choose to have a difficult conversation with a colleague and why? (e.g. video call, email, instant message)

Note: As this is the final stage of your hiring process, let your candidates know when to expect news from you. This will create a lasting impression for the candidates who will walk away feeling they have a good interview experience.



EVALUATING AND MAKING ANOFFER

PART

A structured interview system allows you to evaluate your final interview effective and make the best hiring decisions. Use a standardized method of assessing each candidate at every step in the hiring process so you can then objectively evaluate them with your team.

You can create this standardized method by using a rubric. A rubric works like a checklist or **scorecard** to assess all candidates on similar measures. This mitigates the risks of observational errors or unconscious biases.

Here is a sample of a rubric you can use in your hiring process:

Interview Scorecard		Candidate name		
		Position interv	Date	
CRITERION	INTERVIEW RATING (1 - 5)	PERFORMANCE RATING AFTER HIRE (1 - 5)	GAP	COMMENTS/ LESSONS LEARNE
1 Techical ability	1	1		1
2 Leadership skills	 	 		
3 Interpersonal/ team skills	! ! !	! ! !		! ! !
4 Presentation skills	 	 		1
5 Organizational citizenship	1 1 1	i i i		
Overall strengths:	Over	all concerns:		Id help this candida
OURCE DATTNER CON		oom it		HBR

Once you have gathered all the feedback, discussed as a team (if you have one) and evaluated your candidates effectively, it's time to pick the best one. Here are some things to consider when making the offer:

1. Making a decision:

By using a rubric and feedback from all the different stages of the hiring process, you can make an informed decision on choosing the right candidate.

2. Moving fast:

In the world of IT and programming, it is important to move fast. Once you've evaluated your candidates and made your decision, send out an offer to your top candidate.

3. Negotiation culture:

Think around the country you're dealing with and if they have a negotiation culture. How acceptable is it? Keep an open mind if you have different business ethics: communicate clearly so that there is no tension between the candidate and yourself.

4. Email rejected candidates:

If your chosen candidate accepts your offer, remember to rejected candidates notify and them that they have unfortunately not been selected. If you are using an ATS, it will do this automatically for you. This is an important part of candidate creating a good experience. According to Glassdoor, candidate experience is important good company branding as candidates tend to share negative reviews more than positive reviews online.

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Candidate name	
Position interviewed for	
Date	

CRITERION	I INTERVIEW I RATING (1 - 5)	PERFORMANCE RATING AFTER HIRE (1 - 5)	I I GAP I	COMMENTS/ LESSONS LEARNED
1 Techical ability				
2 Leadership				
skills				
3 Interpersonal/				
team skills				
4 Presentation skills				
5 Organizational citizenship				

Overall strengths:	Overall concerns:	What would help this candidate be most successfull in the role?

SOURCE DATTNER CONSULTING, LCC

HBR.ORG



PART

Bravo! You have found yourself a top-performing offshore senior developer! Now it's time to onboard your new recruit. Thi step will drastically improve employee retention and satisfaction, so do not skip it.

Here are some top tips to onboard your offshore senior developer successfully:

1. Congratulate them:

At this stage, you can congratulate the new recruit and show them how excited you are that they are now part of the team. As a remote employer, showing enthusiasm and genuine interest from the very beginning is key to having a highly senior engaged developer. According Gallup, to engaged employees are vital to the success of the business.

2. Be available

Let your senior developer know that you are just an email, chat or virtual call away if they need you. Encourage them to ask questions and communicate any concerns they may have with you as soon as they come up. Schedule recurring virtual meetings so that you can touch base and catch up over video-call instead of only emails.

3. Introduce them to the team

Introduce them to the rest of the team and people that they will need support from when working. Create virtual meetings so that the team can get to know each other more.

4. Offer them access to important company information and resources

Make sure that you give your new recruit access to any company information and resources they need to work efficiently. This may include login details to certain websites you use, content audits, minutes, reports and access to past projects.





There is no guarantee of hiring the best senior developer. We cannot completely remove unconscious bias, bad timings and other external factors that have nothing to do with the candidate's actual ability to perform their job at a high level. But, by taking the steps discussed in this guide, you can mitigate the risks of a bad hire. Indeed, the entire framework takes time but by including each step in your hiring process, you have higher chances of finding an offshore senior developer that will fit all your business needs.

If you want to cut out all the hard work, you can have an agency carry out all these important steps for you and more. For instance, if you are looking for developers in Ukraine, MiU can do the work for you. You will, then, only have to interview the final top 3 candidates that we have chosen to be the best suited for your project.

