



**GENERATING  
POWERFUL  
BUSINESS IMPACT  
WITH A TECH-  
SAVVY WORK  
FORCE.**



## Generating a powerful business impact with a tech-savvy workforce

It's been said and written a thousand times; a company is only worth as much as its human value represents, and people are truly an appreciating asset to the business.

Whilst the life skills of our human resources are unquestionable of immense value (think problem-solving, critical thinking, communication skills, decision-making, creative thinking, interpersonal relationship skills, self-awareness building skills, empathy and coping with stress skills) today's high paced and increasingly digitalised world requires other skills sets that are at very least equally important.

Today's business roles are changing continually, and specific activities within those roles too, as are operational tools, reporting systems, relations between departments, traditional managerial hierarchies and a wealth of more hands-on aspects associated with day-to-day business operations.

**The ability to have a fluid approach to current roles, to embrace upskilling, cross-skilling and retraining is pivotal to the future well-being of any business.**

And furthermore, the requirement for tech-savvy staff has never been greater. For the first time in history, however, those tech-savvy staff are no longer confined to the lab and product development roles, those tech-savvy staff are in marketing, HR, purchasing, graphics, warehousing and virtually every other role imaginable within the business.

Our new emerging world requires very special people to be able to drive businesses forward into the future:

**life-skill fluent, flexible, adaptable, keen to embrace change and able to fully participate in a digitally-driven environment.**

That is not an easy ask, but it is absolutely a vital one.

Your human workforce is your loudest and best way of communicating with your clients exactly the kind of business you are, how trustworthy you are and how much they can rely on you. It lies at the very core of building new business and maintaining current business. It must surely be your greatest area of focus right now.

## A scaled transformation

# 97 million

new roles may emerge adapted to the new division of labour between humans, machines and algorithms



(Source: World Economic Forum, Future of Jobs Report 2020)

# Tech leaders as a driver of growth

A further step down the digital road, over and above having the right people in the right roles, is this business tech architecture oversees designing the structure of new technology systems, which is increasingly delivered as a tech ecosystem. **Key factors will be a dedicated CTO with a clear and defined technology strategy** and the ability to deliver on that strategy on schedule. Together the CTO and the tech strategy will be a key driver of success not simply in terms of increasing performance and promoting the cost efficiency of tech structures, but also in creating new business models, exploiting new and unforeseen opportunities and reaching customers in exciting and innovative ways.

**This increasing need is evidenced on LinkedIn where, in September 2021, there were over 6,600 new CTO active profiles globally (year-on-year vs. 2020), coupled by almost 1,500 CTO open job openings.**



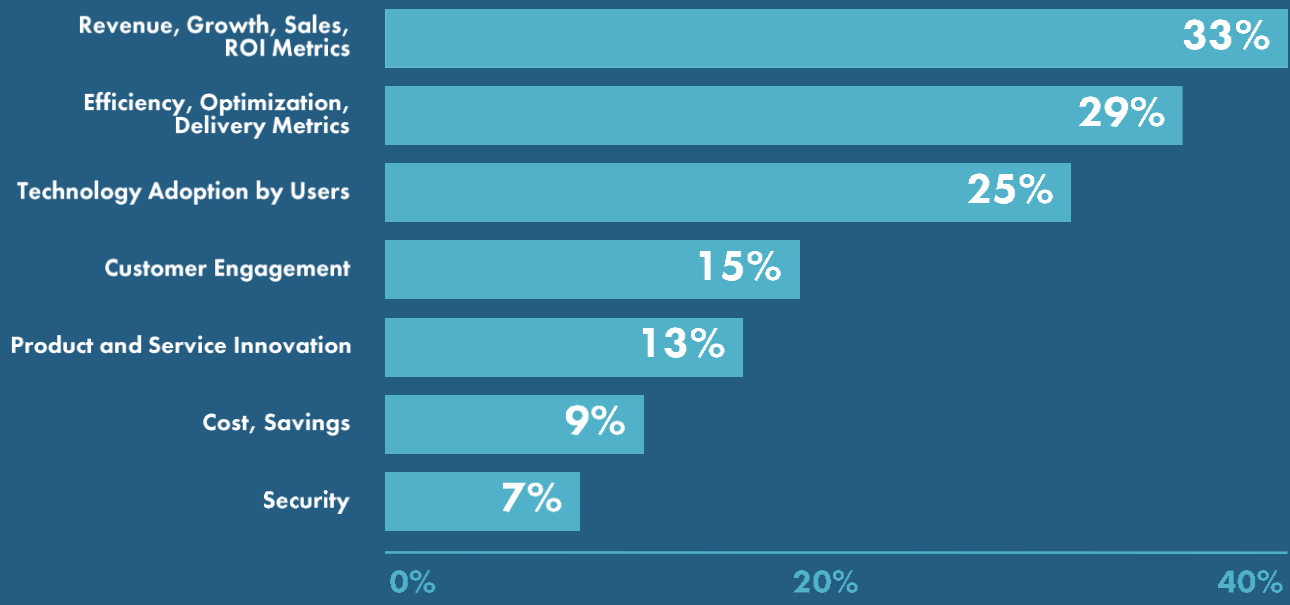


The tech ecosystem will enable digital transformation across the board. This includes initiatives such as rolling out **new software and digitalising processes**, building up **analytics and machine-learning capabilities**, integrating with customers and third parties, and delivering the tools and connectivity that allow employees to work productively anywhere.

In short, this business tech architecture oversees designing the structure of new technology systems, overseeing the implementation of programs, and liaising with the software development team.

This approach will stand the business in a hugely advantageous position both in approaching new market share in current markets and entirely indeed in new markets, over and above becoming exceedingly attractive to exactly the kind of talent we have discussed above.

## How CTO success is measured. Top KPIs



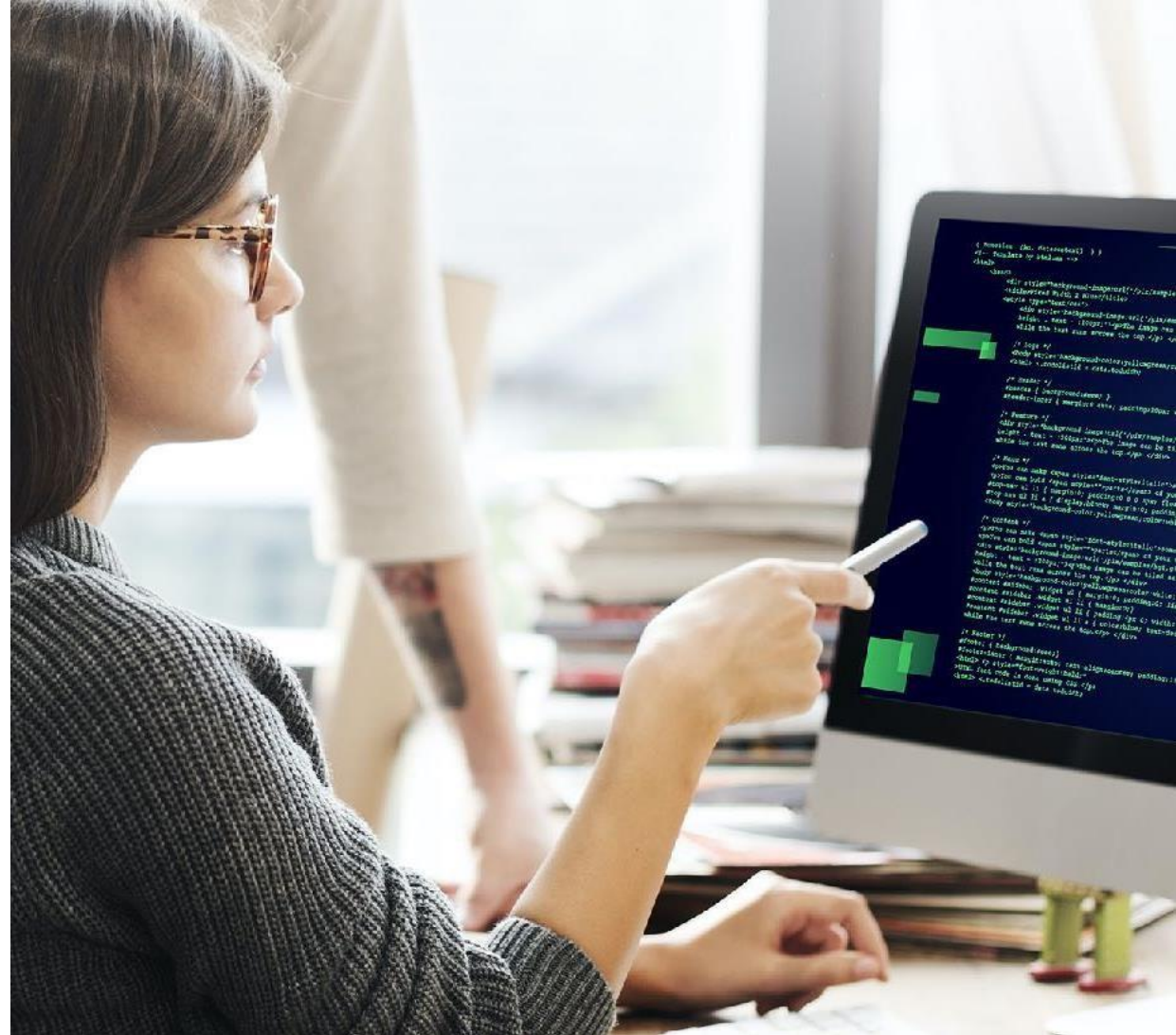
(source: Gartner)

# Digitalisation as a “non-negotiable” during and post Covid-19

It is no surprise to anyone that our world is increasingly digital, and whilst in our pre-pandemic world many of us believed that the digital route was at best optional, and at worst inevitable over time, **the Covid-19 jump-started a process that otherwise may have taken several years to literally a few months.**

The initial months of the pandemic gave many businesses no choice but to supercharge their digitalisation transformation. And as world markets gradually open up again, there is absolutely no reverse gear: the floodgates have been opened. **Digitalisation is a tidal wave which we either need to learn to ride, or it will sweep many businesses away in a very short space of time.**

Already we can see businesses in the logistics industry that have been slow to digitalise customer channels and supply chains, employee working methods are finding it immensely difficult to now play catch-up and upgrade and modify their infrastructures.



## A sense of urgency

# 79%

of companies consider themselves to be in early stages of their technology transformation



The retail industry is an excellent example of this exact situation. According to e-marketer.com, **in 2020, while global retail decreased by 5.6%, e-commerce increased by 16.5% to \$ 3.9 trillion, which is equivalent to 16% of global sales** (source: [Global Ecommerce 2020](#)).

That single statistic sharply brings into focus how the pandemic radically changed the game over an extremely short period, a seismic shift in consumer behaviour that demanded an equally profound reaction from players in the transportation industry. **The single catastrophic event of the pandemic triggered a digital revolution that would simply have been unthinkable in pre-pandemic times.**

McKinsey interviewed several CEOs who declared that for many companies, **the only option is to accelerate their digital transformation** (source: [The digital-led recovery from COVID-19: Five questions for CEOs](#)).

That means moving from active experimentation to active scale-up supported by ongoing testing and continuous improvement. In short, that means getting active now and working out the kinks once you are up and running with the new digital environment.

# Mission-critical: chief technology officer leadership & support

So, let us focus on this **Chief Technology Officer** role. The role was initially created in the 80s when the role was specifically within the information technology industry and the computer (and later internet) industries. Fast forward to the 2000s and 2010s when the figure gradually took on a wider scope role for those businesses not directly involved in creating and managing the technology but in intensely using it on running and managing their otherwise-focused businesses.

CTOs today are essential figures required to shape and navigate organisations' journeys so that they may stay at the very top of their game, be able to adapt to quick situations, to key stakeholder needs and unlock future opportunities.

The CTO is an integral part of the C-Suite and collaborates with fellow executives to both develop strategy and oversee its implementation with the help of a well-staffed 360° team with a shared vision and the right combined skill set to execute it.

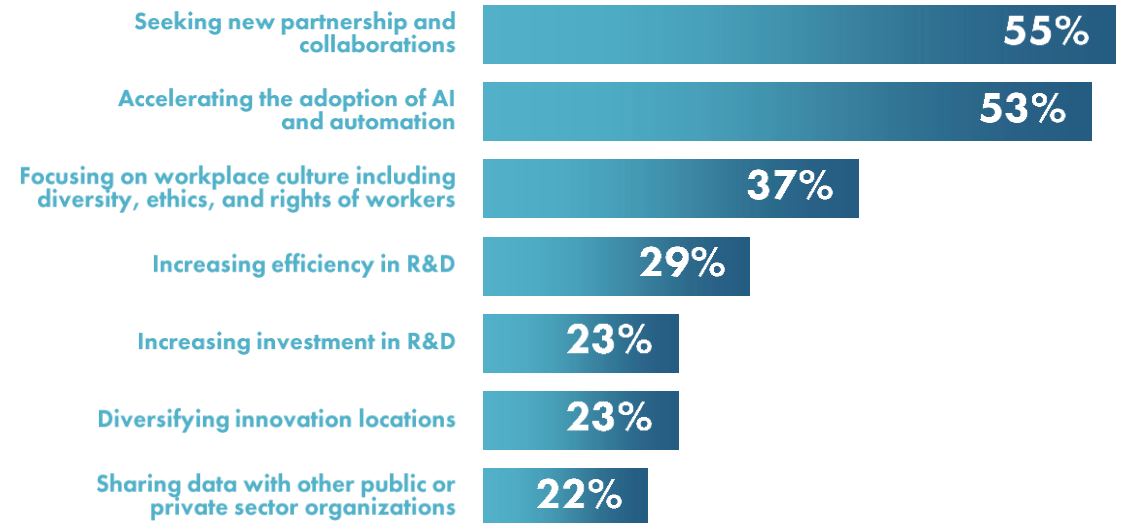
According to the [MIT Technology Review Insights survey of 300 senior executives](#) (June 2020), innovation priorities that will become more important during the Covid and post Covid eras are competencies driven by a CTO in close collaboration with a CEO.







Must-haves that will promote growth. Innovation priorities in the Covid era:



Source: MIT Technology Review Insights survey of 300 senior executives, June 2020

Furthermore, we can observe that the **CEO will necessarily need to incorporate the CTO's skills and knowledge** within their own skillset as collaboration between the two C-levels becomes increasingly intertwined. **The CTO will need to align technology with overall business strategy**, and the two are inextricably linked.

Also, let's consider that the CEO is responsible for setting the business vision or strategy, and then hiring the team to execute it. Given that technology is becoming increasingly essential to business function and strategy, it obviously makes good sense to have someone well-versed in the technological aspects leading the company.

And again, we raise the point that finding exactly the right person with the appropriate set of skills, knowledge and aptitude is no mean feat.

# A 360° staffing approach

The recipe for true competitive advantage:



## Competitive Advantage to Fuel Growth

As per '[MIT Technology Review Insights survey of 300 senior executives](#)' we have seen that the priority for companies and executives is to seek new partnerships and collaborations. This means that it is more important than ever to select the best CTO for the company and to help the CEO to build, empower and manage the best team possible.

A repetitive theme in this document is the absolute necessity to match exactly the right people with the right roles, yet also the difficulty many businesses will face in doing just that. We should also be aware of the global shortage of such talent in many of the marketplaces, so businesses are faced with the dual problem of correctly identifying the exact nature of their true needs (often not as simple as it sounds) with a potential lack of talent within their local availability. So how exactly does a business overcome those problems?

**Wyser, Grafton and Gi Group** together have got it covered. Each, in an entirely different and uniquely focused way, is the perfect partner for your business to ensure that every role, right across the employee spectrum, is covered in the very best way possible.



**Elixir** is a multinational company, able to manage IT hirings globally, and is perfectly poised therefore to assist your company in finding your truly game-changing CTO. **Elixir's** deep knowledge and firsthand experience of the digital era is the very best choice for partners both for large corporations and start-ups. Our team members are not merely headhunters but are skilled counsellors and consultants with backgrounds in the IT industry who know the markets, appreciate the real needs of companies, and understand the skills required for a truly impactful CTO. **Elixir** is top management/C-level oriented, and are experts in building solutions, sourcing you the very top talent for the vertices of your company.

**Elixir** has been successfully operating in the field of IT field recruitment for 25 years and has closely followed and experienced the changes in the market.

**Elixir's** role flanks that of **Elixir**, by asserting itself as a knowledgeable partner, able to provide the CTO with the best functional players for the specific company in question, more specifically IT, software development and hardware experts. Indeed, **Elixir** counsellors are specialised in in-depth search and talent identification via a high efficiency recruiting model which feeds back information gathered from the market and during delivery to the client. **Elixir's** long experience in the field makes them fully aware of just how dynamic the IT professional competency resources pool is, and therefore are well-versed in matching just the right person to just the right job. Grafton is not only able to manage singular recruitment appointments, but also is well able to support whole waves of boosting/creating IT professional teams/business units.

The 360° circle of support is completed by **Gi Group**. Their expertise is put to good use in identifying and retaining top operational talent; resources fundamental to propel the implementation of an organisation's tech strategy forward. As a strategic HR partner, the company adds value to collaborations with the help of proprietary systems that ensure quality service and lower costs. These feature state-of-the-art tools that integrate HR management. processes & systems.



Whether you are looking to solve a single or multiple HR issues, overcome a sourcing challenge, looking to enhance process efficiencies at site or effect substantial cost-savings, we have it covered. Our combined across-the-board support via in-depth analyses of the current situation then by instigating contracting, temporary and permanent and GIG consultative solutions in tandem with your company's vision and strategy, is an exciting and undoubtedly necessary route to choose.

If you are up to the challenge, then we are ready for you.

For a consultation, visit [www.gigroup.co.in](http://www.gigroup.co.in)

## Our most researched IT/Tech positions:

**elixir**  
a GIG GROUP company

Specialised Jr. & Sr. Developers:  
Java, HTML, C, Ruby, & more  
Hardware & IT Support  
Network Architecture & Security  
Testers  
Team Leaders/People  
Managers

**Gi Group**  
YOUR JOB, OUR WORK

- Junior Developers
- Junior Net Developer
- Junior Data Scientist
- Junior System Administrator
- Help Desk Support

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