



Driving a Tech Savvy Workforce

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Andela is a tech company that builds high-performing distributed engineering teams by investing in Africa's most talented software developers.

Founded: 2014

Venture funding: \$80M

Andela Developers: 600+

Locations:

New York • San Francisco •
Lagos • Nairobi • Kampala

Meet an Andelan

"Over 80% are under the age of 30,

*They have already held a job or even 2
before Andela,*

*View their work/role in the company as
another stage for advancement*

Grew up with a screen in front of them"

Expertise:

**Boldness, Asking Questions,
Challenging status quo, Having
fun regardless**



Decoding The Topic



The Tech Savvy Workforce





The Tech Savvy Workforce

Who are they?

- Young and Vibrant
- Free spirited
- Risk Takers
- Like to challenge status quo
- Don't know what life is without technology
- Life = 50% Real 50% Virtual
- Passion drives their social ties





Tech Savvy Workforce : 2008

10 years ago, conversations were around how the workforce needs to evolve to catch up with the technological changes

Tech Savvy Workforce : 2018

Today, it's the workplace that needs to evolve to cater to the tech savvy generation that grew up with technology all around them.



The Tech Savvy Workforce

Technology has been ever-present for them, so they expect it in the workplace too

Technology comes with automation and ease in doing tasks

There has to be a way to make this easier, faster, more flexible and efficient.

Technology that adapts to humans with intuitive designs

Flexibility at work is not a benefit, it's an expectation. Work should not require major lifestyle change

Technology comes with rapid changes

They are adaptable to change. They not only expect it, they also drive it.

~~Adapt to Technology~~

Be Technology Driven



Attracting the Tech Savvy

They are tech savvy, why are you not?

They are always thinking how can I do this faster and easier. They are mobile and adaptable.

Technology is not an extra, it is everywhere. The tech savvy expect to use it in all aspects of their lives, including the workplace.



**ENJOY
AN EPIC WORK CULTURE**

Join Andela as a Software Developer
Apply at <http://bit.ly/AndelaKECohortXXI>



Attracting the Tech Savvy

Technology already does the work, show them how they'll make a difference

Company Culture

Purpose drives performance.

Over 30% of the workforce today see their company's purpose as an important factor in making their jobs important. Create a company culture and live it out.

Integrate technology

Use of digital tools in hiring

Eg. [Video interviewing assessments](#) and a transparent experience will set companies apart, helping to reach a wider and more receptive audience.

Social Impact

Values and ethic above profit

[42 percent of the workforce](#) prioritizes working for a company that makes a positive impact.

Work Life Balance

You'll Keep The Right People



Flexible Work Environment

Beyond the hip stuff

It's more than just bringing in modern furniture, having dance fairs, free snacks and onsite yoga classes (though those help, too).

Engaging with digital natives requires a full re-think of company processes, policies and paradigms.





Flexible Work Environment

Digitise for Collaboration & Efficiency

Encourage collaboration by implementing technology tools such as instant messaging and videoconferencing.

Focus on Output, not Form

Value output and meaningful work over arbitrary rules

Such things like flexible working hours, ability to work remotely and use of social media.

Work should be fun

86% of Andelans say they have a friend at work.

Build a sense of community. A strong cohesive, team-oriented culture at work is important to their workplace happiness.

Continuous Learning

Thinking about Growth



Measure & Optimize

They expect frequent updates and changes

There's always a software update or a newer version. Change is welcome.

Technology enables us to use data and information to make things better.





Measure & Optimize

What's the next update/feature?

Continuous Learning

They are always looking for ways to advance.

Offer channels for continuous learning, establish cycles for performance reviews.

They rank opportunities to learn and grow in a job above all other considerations

Feedback Culture

They want to be heard and value being involved in decisions.

They value cultures where feedback is viewed as an avenue for growth.

Reward & Recognise

New updates are really recognition for new features

They tend to look for recognition rather than, or in addition to, money; rewards that will benefit them in life or in career-enhancing ways.



Thank You