

CODESPRINTS: UNLOCKING A MAGNETIC FORCE TO ATTRACT TECH TALENT

WHAT IF HUNDREDS OF
HIGHLY SKILLED ENGINEERS
CAME TO YOU?

INTRODUCTION

Recruiting qualified and passionate software engineers is a major hurdle at startups and corporations alike. The information age has spawned a dire demand for tech professionals to help businesses innovate and stay relevant in today's competitive market. Over 74% of tech executives say there is a shortage of tech talent, according to a 2015 survey by the Technology Councils of North America.

Traditional recruiting tactics, like placing job ads on career sites, parsing resumes and scouring LinkedIn profiles, are laborious, time-consuming and do not scale. There's a better solution.

Launched in summer 2012, HackerRank's mission is to help companies hire talented programmers. With a rapidly growing active community of more than one million programmers, the company's goal is to replace time-consuming and expensive outreach efforts with a forum within which technology companies can connect with a diverse population of talent around coding challenges.

SOLUTION

As competition intensifies, hiring managers need a creative, innovative solution to accurately source and screen thousands of candidates fast.

Introducing: HackerRank CodeSprints, a revolutionary way to ignite a powerful magnetic force to attract top software engineers through online code challenge competitions.

CodeSprints help companies plug into the right tech talent by virtually gamifying the candidate experience. HackerRank's smart platform takes the traditional hackathon and transforms it into a candidate sourcing and screening tool.

“

The HackerRank CodeSprint creates a stream of highly qualified candidates that we can capitalize on all year.

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Prasanna Sankar
Director of Engineering



hack·a·thon

'hakə,THän/
noun, informal

an event in which a large number of people meet and engage in collaborative computer programming

code·sprint

kōd,/sprint/
noun, informal

a fast, powerful magnetic force that unearths hidden gems of tech talent and helps recruiters build strong engineering teams

4 WAYS CODESPRINTS UNLOCK A MAGNETIC FORCE FOR TECH TALENT



1. SCREENS HIGH VOLUME OF ENGINEERS IN 24 HOURS

Streamlining the sourcing and screening process frees up thousands of hours for recruiters and hiring managers. In just 24 hours, you can pack your funnel with hundreds of tested tech candidates.



2. ATTRACTS THE MOST RELEVANT TALENT

Leveraging HackerRank to create tailored, real-world problems is a proven way to attract candidates who are readily passionate about your product or industry.



3. UNEARTHES HIDDEN GEMS FROM ALL REGIONS

Traditional in-person whiteboard tests often limit you to candidates within the area. CodeSprints break walls and empower skilled programmers to compete nationally or globally.



4. CREATES A MEMORABLE CANDIDATE EXPERIENCE

Studies show that candidates who have a positive recruiting experience are likely to spread the word in their inner circles. Leveraging the convenient online code challenges is a great way to create an engaging candidate experience.



1. SCREENS HIGH VOLUME OF CANDIDATES IN 24 HOURS

For many companies, like fast-growing SaaS startup Zenefits, hosting one 24 hour CodeSprint is powerful enough to fill the hiring funnel for an entire year. Zenefits needed to hire 150 new developers by year's end. Strapped for resources, the team hosted a CodeSprint, dubbed "ZenHacks." They set a target score range and, ultimately, more than 150 candidates cleared the hiring bar. After hosting the CodeSprint, the Zenefits recruiting team made **10 hires in just 10 days**.

"We sourced an entire year's worth of candidates with one CodeSprint," says Michelle Delcambre, recruiting manager at Zenefits. "It's great that CodeSprints source and screen simultaneously in one event!"

Before CodeSprints, Zenefits' recruiting team was spending several weeks per job opening searching for candidates, conducting phone screenings and in-person manual tests. CodeSprints' results are instantly evaluated by HackerRank, so recruiters with no engineering background can screen candidates with 100% accuracy. This automation feature frees up thousands of hours from both engineers and recruiters.

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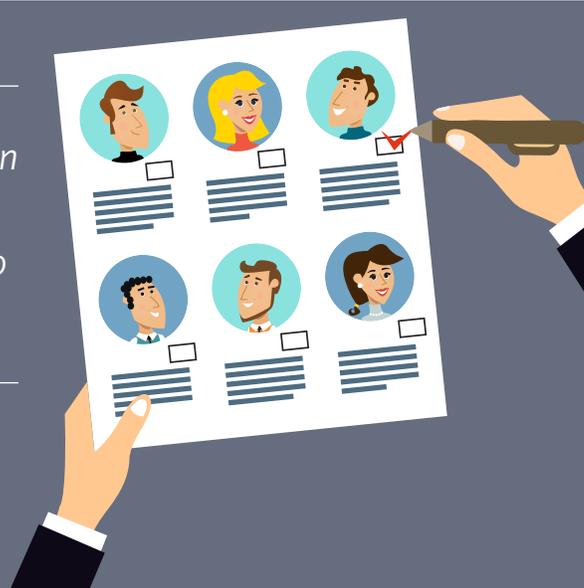
We were spending a ton of time on interviews that weren't leading to hires...now our onsite to offer ratio is closer to 70%.

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Michelle Delcambre
Recruiting Manager







2. ATTRACTS THE MOST RELEVANT TALENT

CodeSprints activate a tremendous pull for relevant candidates who are passionate about a company's mission. Since each and every code challenge can be tailored to real-world business scenarios, engineers who are interested in the company at hand will opt-in for the challenge. The more tailored the challenges are, the more relevant prospects will be.

Addepar, which leverages technology for independent wealth management, had a difficult time finding programmers who were passionate about the finance world. The Addepar recruiting team turned to CodeSprints and crafted finance-tech programming challenges aiming to appeal to finance enthusiasts.

“
 Given our ambitious mission of transforming finance, we made a point to include finance-specific challenges in the Addepar Hackathon and the resulting level of interest was remarkable.

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Vladimir Novakovski
 Vice President of Engineering



Addepar's CodeSprint piqued the interest of over 3,800 finance and investment programming enthusiasts from 8 different countries. After the 24-hour CodeSprint, Addepar instantly received 130 interview-qualified candidates who were not only excellent programmers but also adept at solving finance-related problems. Traditional recruiting methods could never draw in such a high pipeline of quality finance-tech candidates so fast.

After a 24 hour codesprint,
 Addepar instantly received **130** interview qualified candidates.





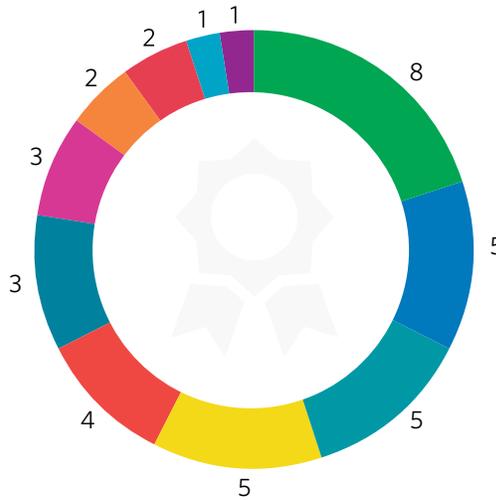
3. UNEARTH'S HIDDEN GEMS FROM ALL REGIONS

Unlike traditional hackathons, which require physical appearances from people within a certain square mile radius, CodeSprints reach latent engineers from every corner of every region.



For instance, the question-answer site Quora hosted a global CodeSprint, dubbed 'Haqathon,' which yielded 5,000 passionate competitors. Even though US and India made up 75% of participants in the competition, 34% of top performers came from Belarus, Hong Kong, Japan, and Czech Republic. Yet these four countries only represented less than 1% of total competitors. Quora's CodeSprint put the highest skilled engineers on the map from unexpected places. Quora instantly screened its pool of 5,000 candidates and recruited several top candidates from the leaderboard.

TOTAL NUMBER OF WINNERS PER COUNTRY





4. CREATES MEMORABLE CANDIDATE EXPERIENCE

Many programmers enjoy solving HackerRank CodeSprint challenges because they mirror real-world problems.

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It's a great platform — the challenges are approachable and related to real-world problems.

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Alex Yakunin
Quora CodeSprint
winner

“It's a great platform — the challenges are approachable and related to real-world problems,” says Alex Yakunin, winner of a Quora codesprint. “The best part about it, though, is there are some great coders who compete on HackerRank. So, you can evaluate how you're compared with the top 1% of hackers. It's very motivating and inspiring.”

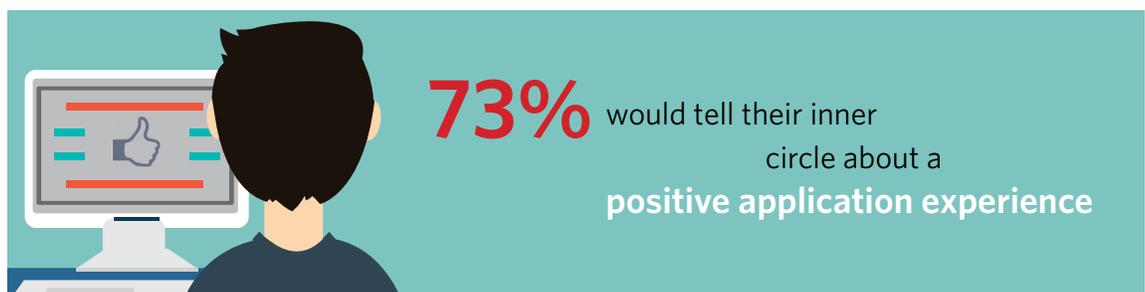
By competing in CodeSprints, programmers get a chance to be seen by top companies, like Addepar

and Quora, while gaining a fun, productive and valuable experience.

One HackerRank community member even Tweeted: “You guys really could keep me on your site for hours. I learn more here than in class.” Competitors also win prizes and free swag for participating.

Several studies show that a memorable, positive candidate experience is a competitive advantage for companies looking to hire the best tech talent. One Talent Board survey found that of the 17,500 candidates that completed the survey, 73% would tell their inner circle about a positive application experience. Likewise, 60% of candidates said they would share a negative experience with their network.

CodeSprints' online code challenges enable a multitude of creative ways to positively engage candidates. “I really liked the ‘real-life’ feeling of the problem statements...Even the input format of Onthology problem looked like ‘real-life,’ with a little bit of parsing involved,” says Michal Danilak, a top competitor of Quora's CodeSprint.



CONCLUSION

To compete with cutting-edge companies, tech recruiters need to reexamine traditional recruiting tactics, like laborious in-person whiteboard tests, time-consuming phone screenings and ineffective job board postings.

CodeSprints are proven powerful magnets that consistently attract highly skilled, relevant candidates. Hosting a CodeSprint is a smart way for recruiting teams to fill their funnel with hundreds of relevant, top-tiered and passionate candidates within 24 hours while boosting the candidate experience.

INNOVATIVE COMPANIES TRUST CODESPRINTS TO SUCCESSFULLY DRAW IN TECH TALENT:



ABOUT HACKERRANK

HackerRank is a technical talent community for developers to hone their skills and for companies to hire best tech talent. With 1M+ developers, 35+ languages and 8+ programming domains, HackerRank empowers companies with recruiting tools, such as CodeSprints, Code Challenges and Code Pair, that make sourcing, screening and interviewing effective. 1,000+ companies are revolutionizing tech recruiting with HackerRank.



Revolutionizing your tech recruiting

For a free trial, visit:

hackerrank.com/work