

Talentfoot Executive Search & Staffing

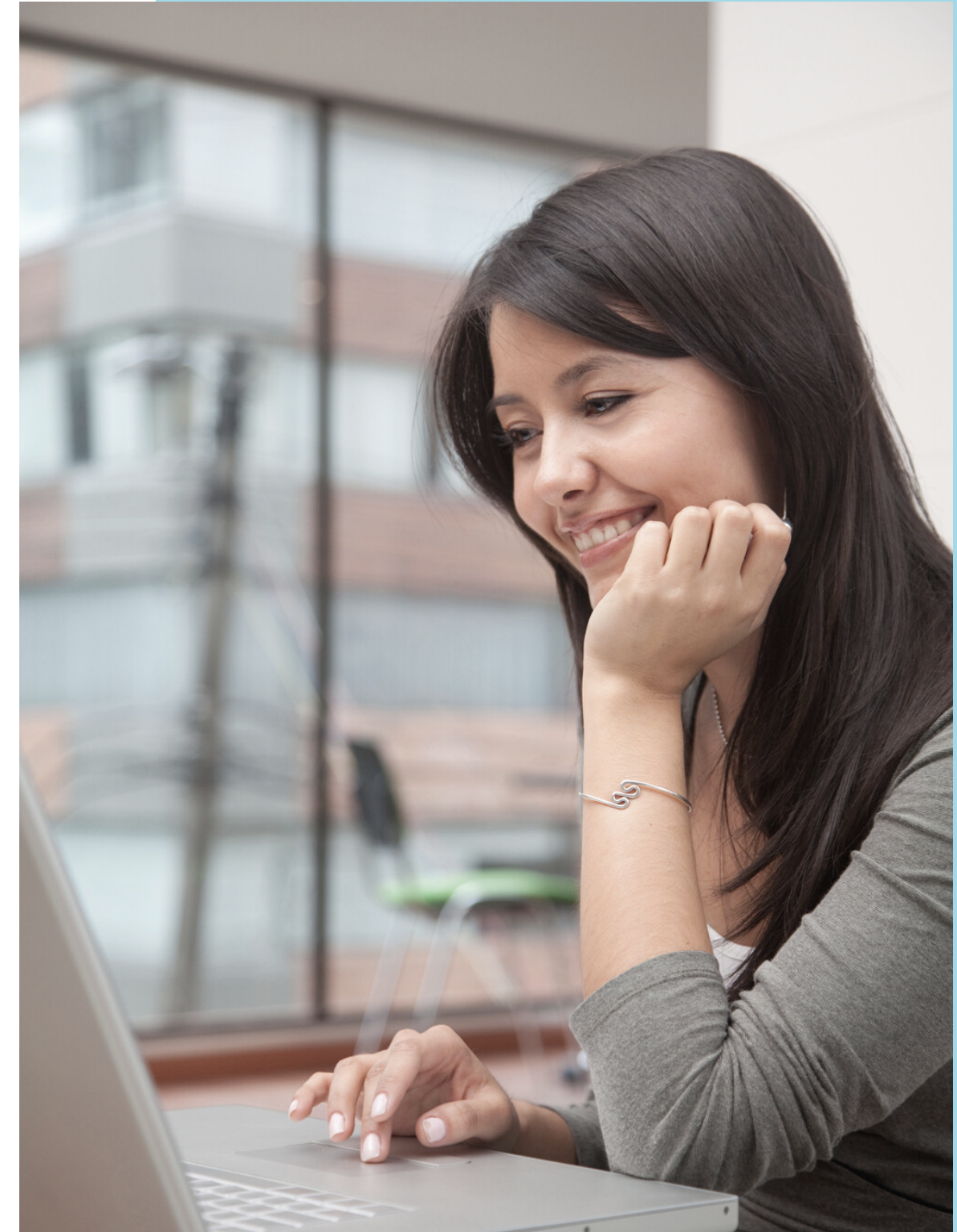
10 SKILLS

**DIGITAL
BUSINESSES
NEED MOST
IN 2023**

When it comes to business, some skills are timeless. However, other skills are evolving and becoming more vital to succeed in today's marketplace.

To grow and surpass the competition, businesses must be aware of the newest and most essential skills.

This guide was designed to help hiring teams identify growth-accelerating skills and hire those with the best.



10 SKILLS COMPANIES NEED TO SUCCEED IN 2023

Digital Marketing

Cloud-Based Development

Digital HR

Data Literacy

Consultative Sales

Personalization

Artificial Intelligence

Product

Blockchain Development

Soft Skills Bonus Round



DIGITAL MARKETING AMPLIFIED

- Customers – from businesses to individual consumers – are sophisticated online shoppers. If the business isn't using digital marketing to reach its buyers, they are behind the curve.
- In 2023, innovative marketers will understand the integration of social media and e-commerce, as more businesses look to capitalize on the power of platforms like Instagram and Pinterest.
- Paid advertising professionals should be prepared for a continued shift towards programmatic buying and an increase in the use of native advertising.
- SEO will remain an important part of any digital marketing strategy, and businesses will focus on mobile optimization and voice search.



CLOUD-BASED DEVELOPMENT

As the world becomes increasingly digitized, the demand for Cloud-Based Developers is expected to grow exponentially.

By 2023, it is estimated that there will be a shortage of qualified developers who are able to meet the demands of businesses. As a result, those with the requisite skills and experience will be in high demand.

Cloud-Based Developers will need to be well-versed in a variety of programming languages (like PHP, .NET, Ruby, and Python) and platforms (like AWS, Azure, and Google App Engine), as well as have a strong understanding of how to deploy and manage applications in the cloud.

In addition, they will need to be able to work with a variety of stakeholders, including business users, system administrators, and other IT professionals.



DIGITAL HR

What once might have been an overlooked organizational function, Human Resources is now proving itself to be critical to organizations.

"The pandemic showed HR is as relevant to business success as typical core functions like R&D, sales, or production. In fact, it was our duty as HR to ensure the entire company could still be operational during the pandemic," a CHRO of a European semiconductor company told McKinsey.

Today digital skills are more valuable than ever in HR professionals. This means HR executives need to be comfortable using technology to manage employee data, communicate with employees, and create an engaging employee experience. Advanced HR teams use technology for applicant tracking systems, payroll, travel and expense management, learning and development, and more.

In addition, digital HR professionals need to be adept at using data and analytics to drive decision-making. By developing these skills, HR professionals can position themselves as strategic partners within their organizations and help their organizations thrive in the digital age.



DATA LITERACY

One of the most important skills in our fast-paced, data-driven world is data literacy.



Data literacy refers to the ability to read, understand, and communicate data. It's an essential skill set for anyone who wants to make sense of the ever-growing abundance of data that surrounds us.



Data literacy involves more than just being able to read a bar graph or pie chart. To be truly data literate, you need to be able to understand the context and limitations of data, as well as identify any biases that may be present. You also need to be able to communicate your findings concisely.



Data literacy is a complex skill set that takes time and practice to master. However, it's an incredibly valuable skill to have in today's world.



CONSULTATIVE SALES

Even in the face of economic uncertainty, the demand for talented sales executives persists for digital businesses.

What was once an effort to find sellers with a “book” of business is now a search for consultative executives. These professionals understand that to sell successfully, they must identify and solve business problems with their products.

Instead of selling a siloed piece of technology, the modern sales executive must understand how their organization’s tool integrates with the buyer’s systems.

Companies want to invest in a suite of products that work together, so sales executives must provide solution-oriented pitches.



PRIORITIZE PERSONALIZATION

In a world where consumers are bombarded with marketing messages, personalization can be a powerful tool to cut through the noise and connect with customers on a deeper level.

By tailoring content and offers to individual interests, brands can create a more relevant and engaging experience that stands out from the crowd. Personalization can also help to build loyalty and trust, as customers feel that the brand understands their needs and is providing valuable content that is worth their attention.

No matter if their clients are businesses or consumers, marketers in 2023 need to identify opportunities to personalize their efforts.



INFUSION OF AI

As businesses become increasingly reliant on technology, the demand for workers with AI skills is only going to grow.

According to a recent report from Gartner, by 2023, AI skills will be in high demand across a broad range of industries including professional services and hospitality. As businesses seek to automate tasks and improve efficiency, workers who can develop and work with AI systems will be in high demand.

While the demand for AI skills is expected to grow rapidly in the coming years, it's important to keep in mind that the field is constantly evolving. As new applications for AI are developed, the skills required to work with these systems will also change.

Some of the top AI skills include machine learning, data science and algorithms, math concepts like calculus, algebra, statistics and probability, and with programming languages like Python, C++, R and Java.

PREVALENCE OF PRODUCT

Product roles – from development to marketing to management – are more common in Corporate America.

Every organization has its own nuanced needs and we have found these to be common requirements for digital product hiring teams:

- Data-driven executives able to collect, analyze, and communicate what they observe
- Project management skills to handle multiple projects and pieces of the product
- Experience with CX strategies, including the ability to identify areas of improvement and incorporate CX strategies to increase customer satisfaction
- Customer-facing or customer-driven experience contributes to a candidates' attractiveness to potential employers
- Understanding of software programs related to the product



BLOCKCHAIN DEVELOPMENT

While the exact skills needed for blockchain development may vary depending on the project, there are certain skills that all blockchain developers should possess.

First and foremost, blockchain developers need to have a strong understanding of the underlying distributed ledger technology. They should also be familiar with common cryptographic algorithms and be able to implement them in code.

In addition, blockchain developers need to have a good understanding of network security and be able to design secure systems.

These programmers must be proficient in programming languages like C++ and Java. Blockchain Developers are responsible for developing and maintaining the code that powers decentralized applications (DApps).

Finally, they should be able to write code that is both efficient and error-free. While not every developer will possess all of these skills, possessing as many as possible will give you a distinct advantage in the field of blockchain development.



SOFT SKILLS BONUS ROUND

At Talentfoot we always say, “hard skills get you the interview, soft skills get you the job.” Depending on your organization, the most important soft skills may vary. Here are a few of our favorites:



Communication: This is one of the most important soft skills that you can possess in any line of work. The ability to communicate concisely, and effectively can help you to build relationships, resolve conflict, and achieve your goals.



Emotional Intelligence: Most of us don't work on an island, so the ability to understand and be aware of your emotions and your colleagues' makes for a better coworker.



Active Listening: This skill shows that your colleague is present during personal or professional conversations. It's the practice of listening with all senses, including paying attention to verbal and nonverbal cues and demonstrating attentiveness.



Curiosity: In an ever-evolving digital world, curiosity is vital in the workplace. The curious employee wants to uncover opportunities for improvement, is eager to learn new things, and drives innovation.



HIRING IN 2023

Finding the right digital marketing, sales, technology, advertising, and HR leaders can mean the difference between average and exponential business results.

Talentfoot can plan, source, build and fortify your team of elite talent more quickly, seamlessly, and successfully than you can internally or elsewhere.

Contact us at info@talentfoot.com to get started.