

# Silicon Valley in Transition

Economic and Workforce Implications in the Age of iPads, Android Apps and the Social Web

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# The Future is Now



**THE OLD DAYS: IRON ORE + COAL +  
COMPANY KNOWLEDGE + STRONG BACKS =  
COMPETITIVE ADVANTAGE**



# Today: Talent = Competitive Advantage

- “If we don’t get the talent in, we don’t get the product out.” - *Silicon Valley software recruiter*
- Talent characteristics
  - entrepreneurial
  - self-starter
  - lifelong learner
  - flexible
  - comfortable with ambiguity
  - problem-solver

# Human Age Characteristics

- Industrial/Information Age
  - Access to capital = differentiator
  - Driven by companies
  - Talent glut
  - Job for life
  - Work for an organization
  - Size matters
  - Hire power
  - Command and control
- Human Age
  - Access to talent = differentiator
  - Driven by skilled individuals
  - Talent shortage
  - 10-14 jobs by age 38
  - Work with an organization
  - Agility matters
  - Hire passion
  - Flexible frameworks

# SV Tech Study Context

- **Shocking News!!! Tech Study Out of Date!!!**
- Starting point to sustainable real-time LMI
  - Follow-up survey: validating initial findings
- ICT = computers, chips, software, networking, telecom, Internet
- Focus: work where Silicon Valley has global advantages (engineers, project managers, QA, FAE)
- Research: 251 responses, 53 interviews, 27 on resume panel
- BACED roles: reality check and source of data

# NOVA Labor Market Information Vision



- Synthesis Center
  - Collect, sort, analyze information/intelligence
  - Provide timely data for employers and job seekers
    - Where are the jobs?
    - Where is the talent?

# Tech Environmental Scan and Forecast

- Strong growth out of recession
  - 60% expect to add employees in next year
  - 15% cluster job growth over two years
  - Medium-sized companies expected to show strongest growth
- Project managers
  - 10.8% annual growth
  - 47.6% of firms reported at least some difficulty hiring
- Software engineers
  - 10.8% annual growth
  - 65% at least some difficulty hiring

# Scan/Forecast Continued 2

- QA engineers
  - 12.3% growth
  - 50.5% at least some hiring difficulty
- Field applications engineers
  - 20% annual growth
  - 64% at least some hiring difficulty
- Talent shortages expected
- Higher skill jobs growing, lower-skill declining
- Some willingness to hire unemployed and older workers\*
- SV competitive advantages remain in place
- VC spending up
- Tech building boom

# Challenges

- Trend: any tech work that can be moved, will be moved
  - SV to Austin to Singapore
- Trend: More R & D, less production
  - *“Over the last ten years, there’s been a move more and more upstream. Only higher skilled people can stay.”*
- MS+2
  - Fresh degree
  - Lower salary
  - Easier to “mold”
  - Assumption of higher enthusiasm\*
- Tech skills assumed. Flexibility is differentiator
  - Employers prefer flexible candidate (problem-solver, quick learner, passion for the new, open, entrepreneurial) to more experienced

“ The illiterate of  
the 21<sup>st</sup> century will not be  
those who cannot read and  
write, but those who  
cannot learn, unlearn,  
and relearn ”

Alvin Toffler



# What works?

- Career navigational skills
- Targeted job search
- Demonstration of how skills solved problems
- Display of can-do attitude
- Authentic alignment of you + job = passion
- Demonstration of life-long learning
- “Fire in the belly”
- Strategic networking

# Solutions and Questions

- Soft Skills?
- Portfolio learning labs
- Flexibility training
  - Can flexibility and entrepreneurial behavior be taught?
  - To what extent can job seekers separate identity from previous job titles?
- How can BACED be a vehicle for sustaining and enhancing real-time LMI process?
- Continue the dialogue at: [TechLMI.org](http://TechLMI.org)

# Thank You!!!

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