**The increasing skills Shortage In Immersive Technology**

In February 2019, Microsoft unveiled the technical wizardry of HoloLens 2 and positioned it (amongst other things) as *the* software that would help tackle skills shortages in manufacturing-based roles. Until now, we have struggled against increasing levels of automation, making non-skilled roles redundant. Now, with HoloLens 2 – a headset that allows users to learn through a mixed-reality environment – workers from various industries can be trained in new skills.

Ironically, this will create a skills shortage in the Immersive Tech world as businesses recognise how important it is to offer a service that trains non-skilled employees using technology.

With its imminent release, we predict a huge increase in the demand for Immersive Tech professionals and that soon companies will be fighting for candidates that develop HoloLens and other Immersive applications.

**Why foresight is important when planning for immersive projects?**

If you have projects in the pipeline involving Immersive Technology, don’t be misled by the number of candidates looking for work today. As other businesses who adopted gaming software into their operation early will tell you, it pays to be ahead of the curve. Give yourself the opportunity now to get the niche talent you need later.

Be conscious of iPhone’s initial 2007 launch. Steve Jobs did not intend for developers to create apps for the iPhone, but to instead create web apps that would work on the device. However, almost immediately after this announcement, he promised a software development kit to be released in February 2008. This left [just five months](https://www.digitaltrends.com/news/apple-app-store-turns-10/) for developers to learn and then build a plethora of applications while businesses hurriedly fought over talent.

Not only are businesses facing a similar context today, but there is a digital skills gap present in the UK (and internationally) that predicts a comparable issue in immersive technology and a legitimate [reliance on recruiters](https://www.openaccessgovernment.org/digital-skills-gap/56905/) to accurately place candidates into technology positions. According to The Open University, [94%](https://www.newbusiness.co.uk/articles/trainingeducation/skills-shortage-costing-smes-%C2%A355-billion) of British SMEs struggled to find workers with the right skills in 2018. This is especially the case in specialist sectors where skill sets can be more complicated.

**What actions can businesses take?**

By analysing your resources now and looking at the candidates available, you can budget your talent and hiring spend accordingly. Partnering with a specialist recruiter will help you identify the key benefits of hiring early. Establishing your value and brand to the talent pool at this stage shows a knowledge of the sector and demonstrates your intention to develop the role.

As the world slowly adopts the technology, a handful of businesses can dominate the market. The opportunity is an open goal to any organisation hoping to establish a foothold in augmented reality. If you choose to ignore it, you could easily become outpaced by your competition.

We help companies that have projects planned to pipeline their resources so that they have exactly what they need when the project kicks off. Augmented reality may be the future, but unless you choose to adopt it, it will only be the future for a few market leaders.

If you’re hoping to capitalise on augmented reality now while the market is fruitful, [speak to a member](https://www.formulateglobal.com/contact/) of our team today. At Formulate, we offer support in growing your team at a time when it is advantageous for you.