



# Women in IT 2022

Chances and opportunities for starting and developing a career

# By women for women – survey objectives



This is a report on women in an industry that continues to be dominated by men. A report about us. About me, Ania, now writing these words, even though I didn't know a thing about IT 2 years ago. About Kasia, who started working for No Fluff Jobs as an intern in the Performance Department, and now is a researcher in love with UX data. About Dorota, who moved from working in HR and recruitment to managing international projects.

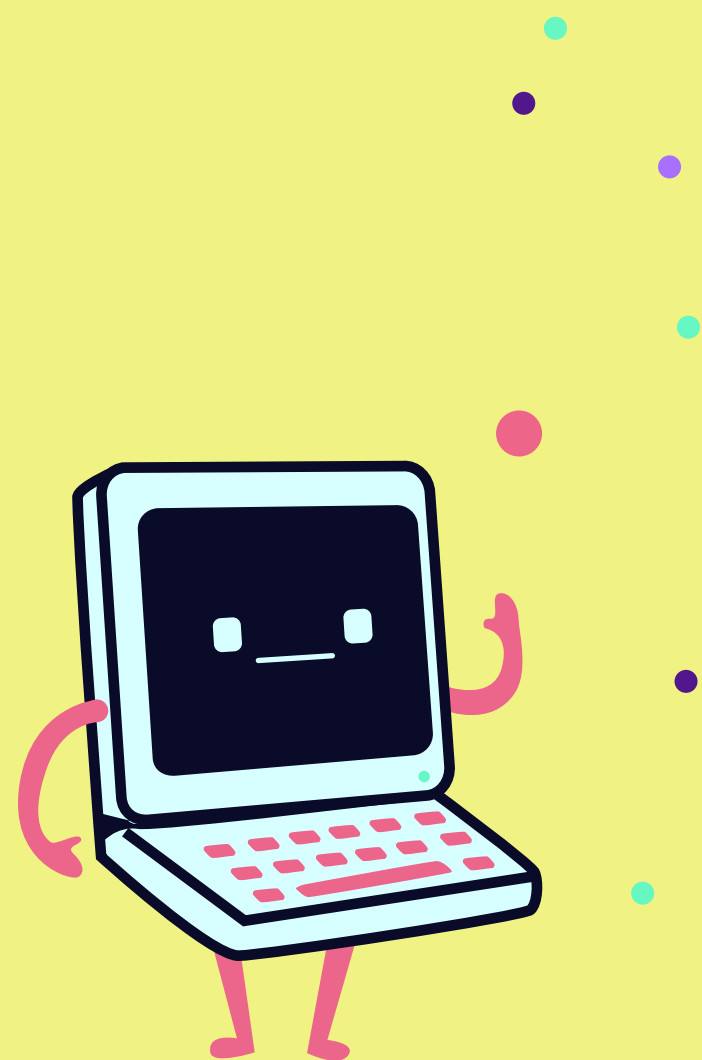
It's a story of career choices made by women. What realistically are our chances and opportunities in IT? Is the entry barrier really that high? And if it is, how do we bring it down? Which competencies should we develop? What attracts us to IT and what scares us away from switching over? What motivates us and what makes us look for a way out?

Although this year marks the third edition of NFJ's survey on women in IT, this is the first time that we've spoken to respondents in Hungary. We have therefore been able to source the views of both Polish and Hungarian female IT specialists and aspiring workers.

We hope that this report can help you find the courage and confidence to see that it's never too late to make changes. It is our sincere belief that you can always change the path you're on and set your sights on IT. ;)

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# Survey methodology



We performed the survey between January and March 2022 in the Polish and Hungarian markets. The survey was addressed to both to women already working in IT, and those who were making their first steps on the way to breaking into the industry and looking for their first job. A total of **1180 women from Poland and 415 from Hungary participated in our survey.**

We promoted the survey on social media, using email marketing campaigns and external access channels.

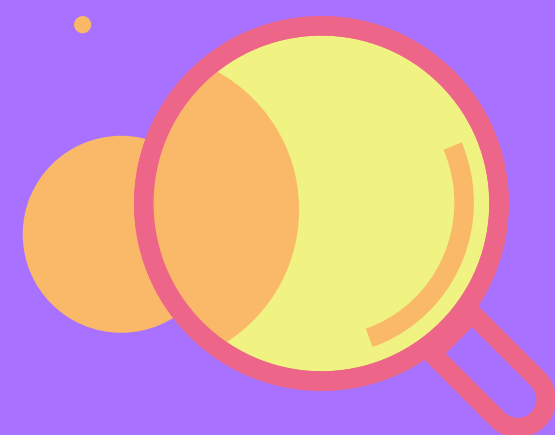
According to 2020 Eurostat data, the total number of IT specialists in Poland is around 553,900, and 170,600 in Hungary. The margin of error in the survey is 3% in the case of Poland and 4% in the case of Hungary.



# Sample group

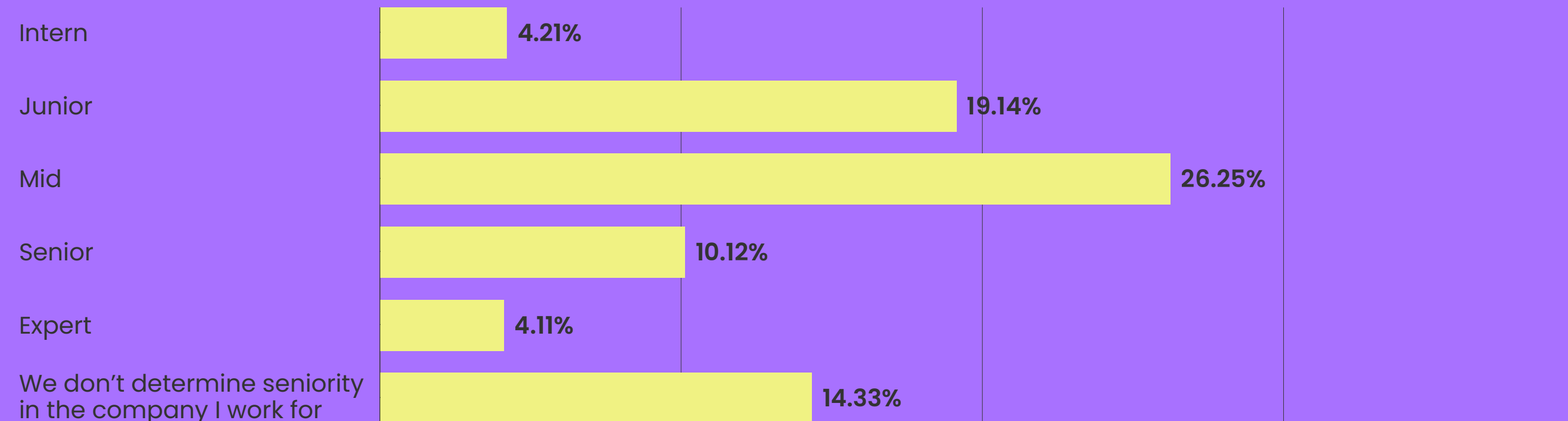
Of the 1180 women who participated in the survey, **55.85%** declared that **they were employed in IT**. **40.59%** of the respondents were **candidates**, still planning their first steps in the industry.

The majority of respondents were in the 25–34 age group, although a solid 27.25% represented the 35–44 age group. As regards professional experience – 19.14% of women declared that they were juniors, 26.25% – were middle-level, 10.12% were seniors and 4.11% were experts.

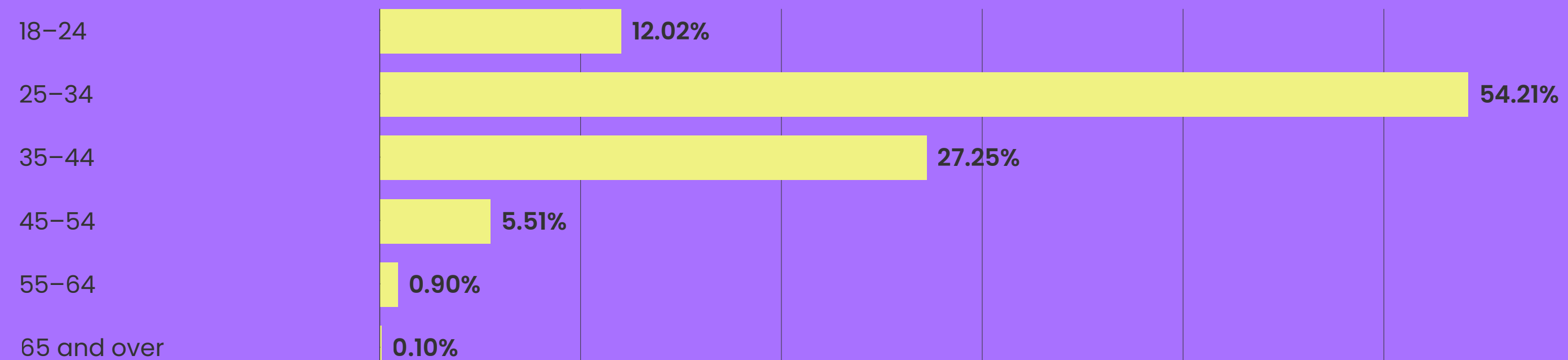


The share of female candidates interested in joining the industry was much greater in Poland (40.59%) than in Hungary (23.12%).

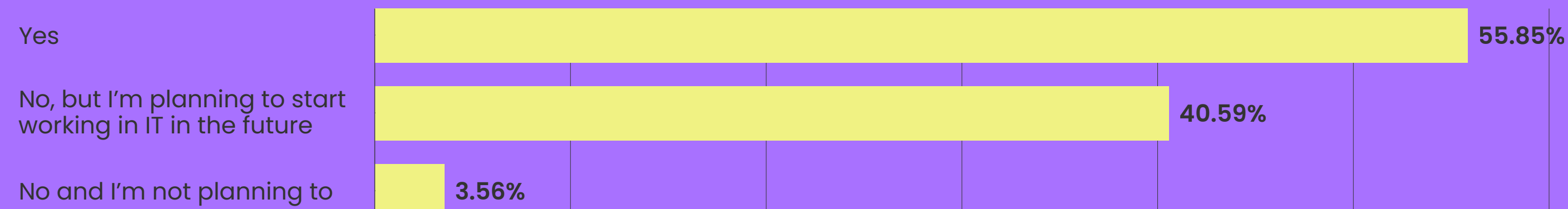
## SENIORITY



## AGE



## DO YOU CURRENTLY WORK IN IT?





NO FLUFF JOBS COO

## Magdalena Gawłowska-Bujok

Let's talk about... women in the world of IT. As you know, this is a world that's close to me. I started out many years ago as an IT recruitment specialist. Today I'm creating and developing my own company together with my husband, with a view to supporting both other IT companies and employees working in this sector. Developing a business without IT support is no longer viable. Among the people who provide me with this support are women IT workers, to whom we devote this publication.

**Diversity and inclusion**, the collaboration and intermingling of perspectives of people of different origins with different education backgrounds, skill sets and outlooks are all key factors in ensuring the success of every organization. Diversity also includes the presence of women in IT and enabling them to gain new levels of experience..

As a woman who works in IT, I can safely say that this path of development can be a reality! I am very lucky that me and my husband have been able to make our dream of developing No Fluff Jobs a reality for the past 7 years. From the very start, we've been doing it **on our own terms** – based on **respect, honesty and transparency**. Our diversity is our strength. We complete each other both in our private lives and in business.

This is the third edition of NFJ's report on women in IT. We want to support and promote the idea of equal opportunity and equal pay and to all aspiring candidates still hesitating whether to start following the path in the world of technology, we want to say, 'Don't be afraid! We're waiting for you!' On the following pages of this report, you'll find out about the path your female colleagues have taken, the challenges they had to face and their opportunities for further development in the industry.

I'm keeping my fingers crossed for you!  
Have courage and persevere!



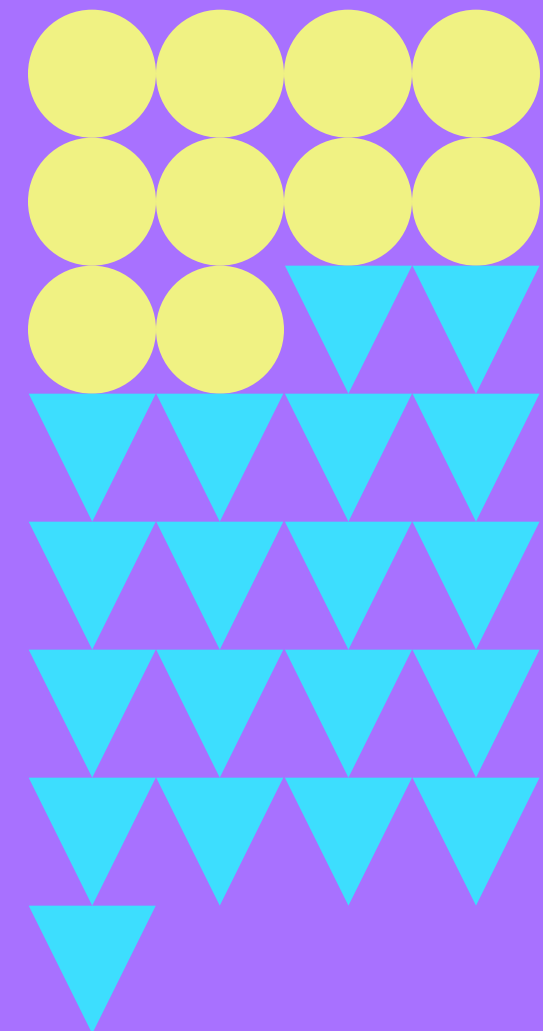
# The Women of No Fluff Jobs

What's the situation regarding women at NFJ\*?



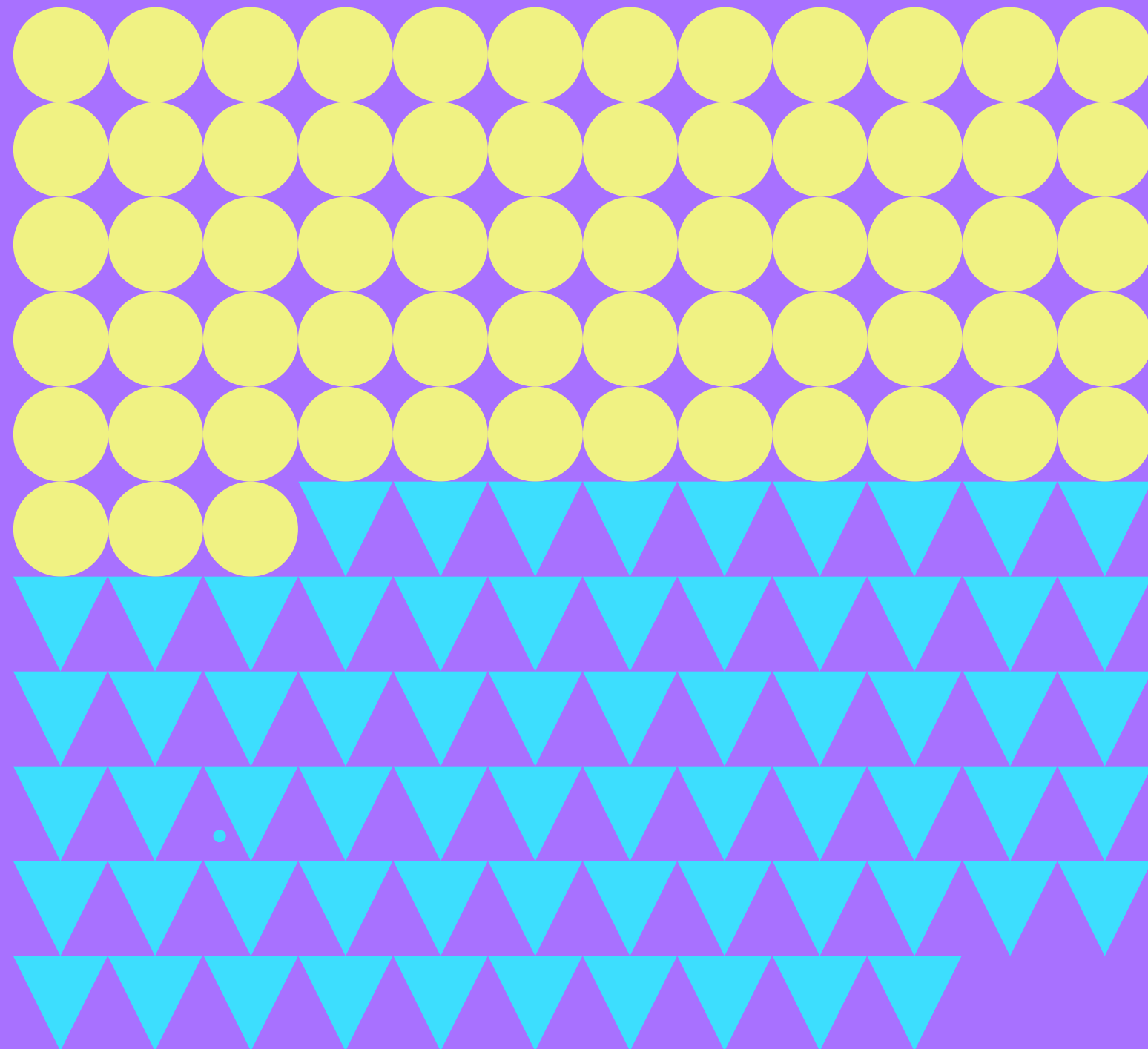
## MANAGEMENT POSITIONS

WOMEN 10 MEN 19



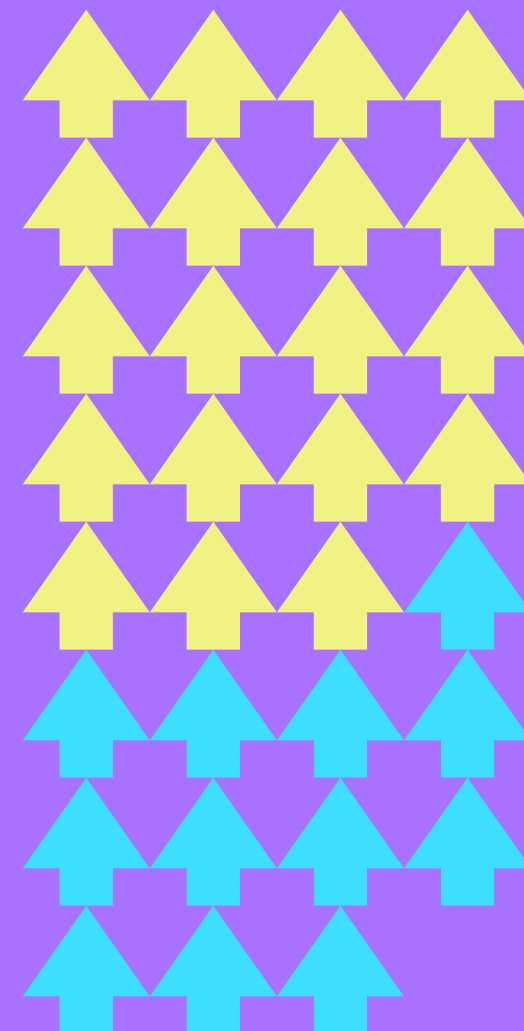
## NFJ STAFF

WOMEN 63 MEN 67



## PROMOTIONS IN 2021

WOMEN 19 MEN 12



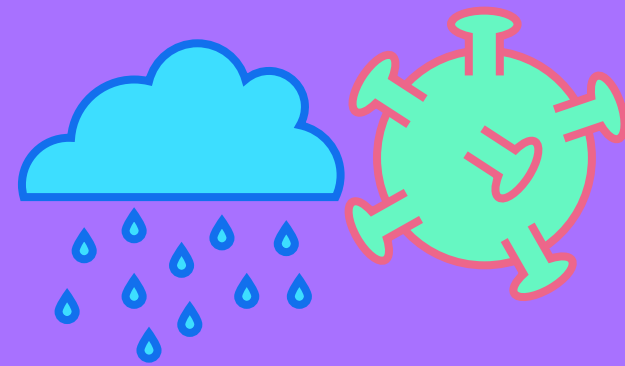
NO FLUFF JOBS HEAD OF PEOPLE AND OPERATIONS

## Paulina Król

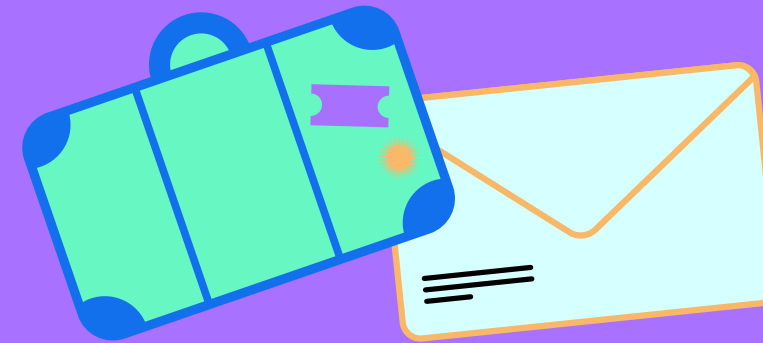
Women are a big part of the NFJ team – they get promoted and move into leadership positions. We employ people with great potential and I am very happy to see them develop their skills at NFJ. I am also aware of the importance of diversity in an organisation. As the head of the team looking after NFJ's community, I know the value of skills, experience and perspectives that complement each other – the female ones and the male ones.

\*As of 30 March 2022

# The IT job market – global trends and the situation of women



The impact of the pandemic cannot be overstated, as it caused a wave of mass dismissals and redundancies. The *new normal* motivated many women to switch their career paths.



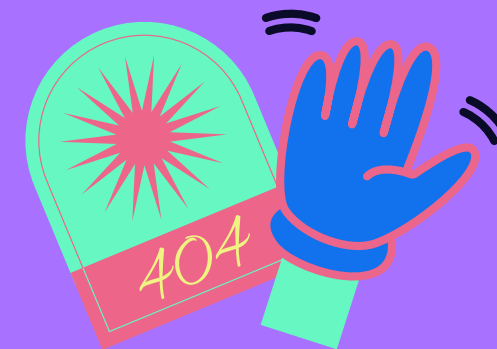
Women appreciate flexible working practices and maintaining a work-life balance.



The share of women in tech companies is slowly increasing. According to Deloitte, women constituted 22.4% of all tech employees in 2019 and 23.1%, while numbers projected for 2021 and 2022 were 24% and 25%, respectively.



IT is a safe haven – stable employment, good pay, flexible working practices.



The great resignation – the pandemic has also made many women, including those in stable positions, to reconsider their lives and decide to revolutionise their professional careers.

According to Eurostat, women constituted 15% of all IT specialists in Poland in 2020. The average number in the entire EU is 18.5%

**Data shows that one in three female IT specialists in Hungary switched jobs in 2021. A similar trend can be seen in our other, smaller surveys, performed in Czechia, Slovakia and Ukraine.**





# Q

RINGIER AXEL SPRINGER TECH TECHNOLOGY COMMUNICATIONS MANAGER

## Małgorzata Kuś

### Did the pandemic affect the situation of women in the workplace?

No wide-ranging studies that show the impact of the pandemic on the situation of women in the tech industry are available as of yet. However, I believe that there is cause for concern. Due to the traditional division of roles, where women are tasked with running the household and looking after the children, moving to remote work and the closure of schools had a disproportionate impact on the lives and careers of women in all industries.

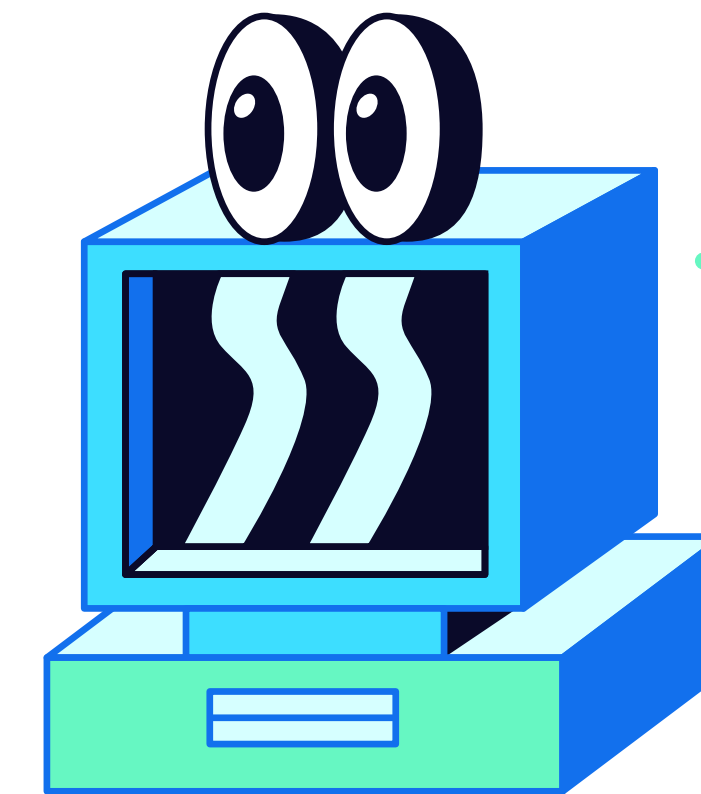
- disproportionate impact on the lives and careers of women in all industries.

The barrier of entry into the IT market increased, in particular for those without an education background in tech. However, there is a light at the end of the tunnel in that the digital boom caused by the pandemic will lead to more jobs being created, and employers have been slowly realizing that employing juniors can be a worthwhile investment in the new hybrid reality, leading not only to increased manhours, but to a better organisational culture as well.

I'm happy to see that the tolerance for discrimination in the workplace has slowly but surely been falling among society and and seeking to build diverse organisations is becoming standard.



# What really is the IT industry? Do you know who you work for?



It appears that that answer to this question is not that obvious. We all know of specialisations such as Testing, DevOps, Backend, Frontend, Fullstack or Data Science and can tell that they are part of the IT world without error. But what about those who work for tech companies and live in the tech world every day despite the fact that their jobs do not involve coding or Excel

tables? Can a Key Account Manager at a tech company say of themselves that they work in IT? How about a Customer Success Specialist? How about marketing departments? If I write about and for the IT industry every day, can I call myself an 'IT copywriter'?

Remember that the IT industry is a big and colorful blanket that can cover aspiring workers and specialists with different (and diverse) experiences and skills. That's the beauty of the industry. ;)



# Who is the modern woman IT specialist?



**Not every** female IT specialist is a programmer! As many as 46.26% of respondents stated that **programming skills were not required in their positions.**

Most respondents work as **testers** (18.6%) and **project managers** (16%).

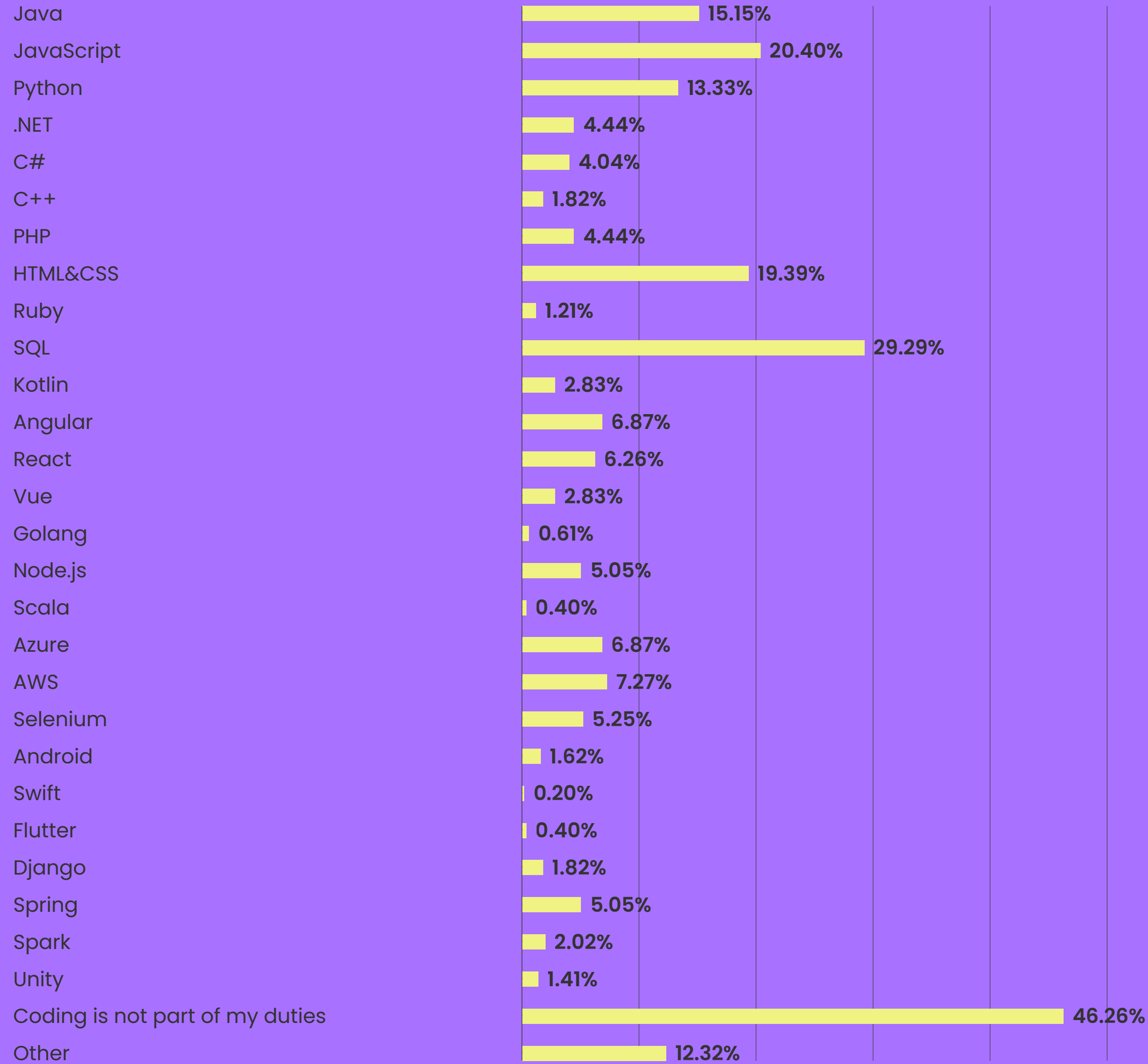
Among coding-related specializations, women most frequently choose **Backend** (15%), **Frontend** (12%) and **Fullstack** (5.4%). As far as technologies are concerned, the most popular include: **SQL** (29.2%), **JavaScript** (20.4%), **HTML & CSS** (19.3%) and **Java** (15%).

## What is the dream career of aspiring IT workers IT?

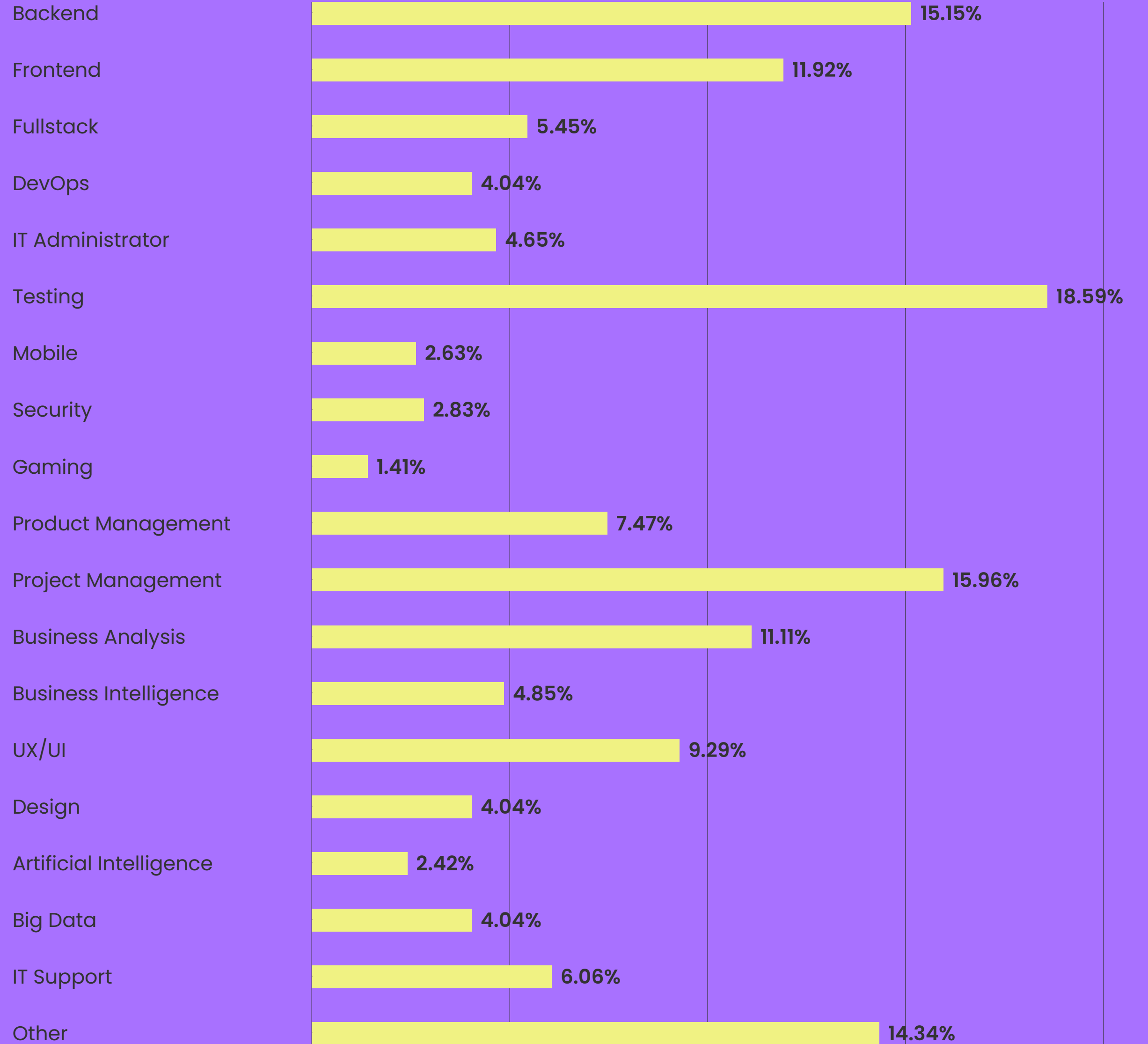
**One in three** women aspires to work as a UX/UI designer, **one in five** wants to work as a tester, other popular areas included: Frontend, Project Management, Design and Business Analysis.

**One in three** surveyed female IT specialists worked based on an employment contract. Only 12.22% of respondents worked on a B2B basis.

● WHAT TECHNOLOGIES AND/OR TOOLS DO YOU WORK WITH ON A DAILY BASIS?  
(MULTIPLE CHOICE)



● WHAT IS YOUR SPECIALISATION?  
(MULTIPLE CHOICE)



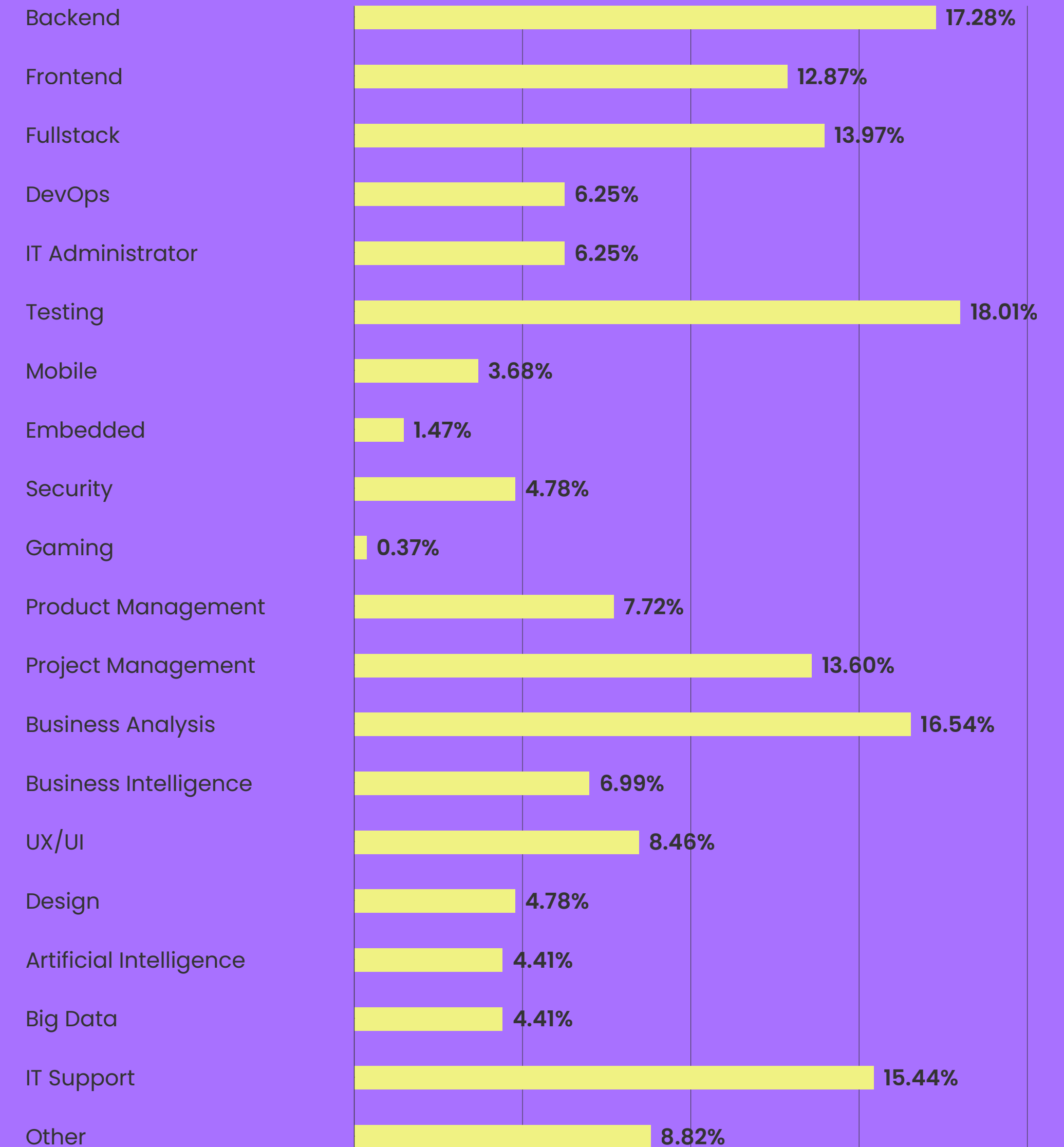
# What do female IT specialists in Hungary do?

Specialisations unrelated to coding, such as Business Analysis, UX Design, Product Management or Project Management have been gaining in popularity in recent years.

Other popular jobs include development and testing. Among our Hungarian respondents, Testing (18.01%) came in front of Backend (17.28%), Fullstack (13.97%) and Frontend (12.87%).

Most popular technologies include SQL, HTML & CSS and JavaScript.

## 🇮🇪 WHAT IS YOUR SPECIALISATION? (MULTIPLE CHOICE)



# Who is the modern aspiring woman IT worker?



**One in four surveyed aspiring workers is unsure of what they should specialise in.**

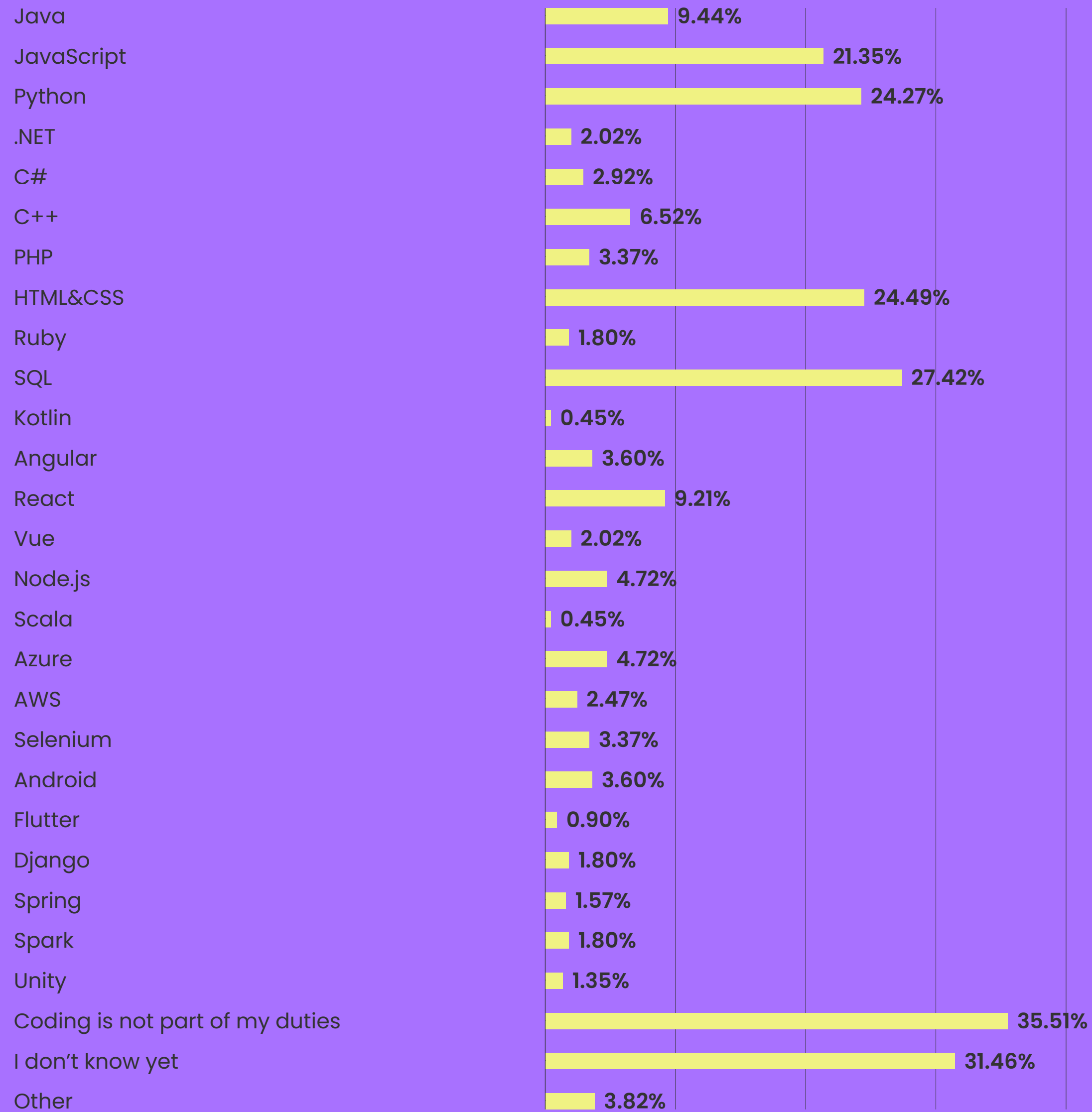
What makes it hard for them to decide? The multitude of available options may be overwhelming, another reason may be a lack of guides and materials to explain each career path and specialization „from the ground up” and provide practical tips on how to get started. We receive similar questions in our NFJ inbox every day.

An interesting fact is that the expectations of aspiring workers are for the most part consistent with the roles filled actual workers. **These include Testing, UX Design, business analysis and development.**

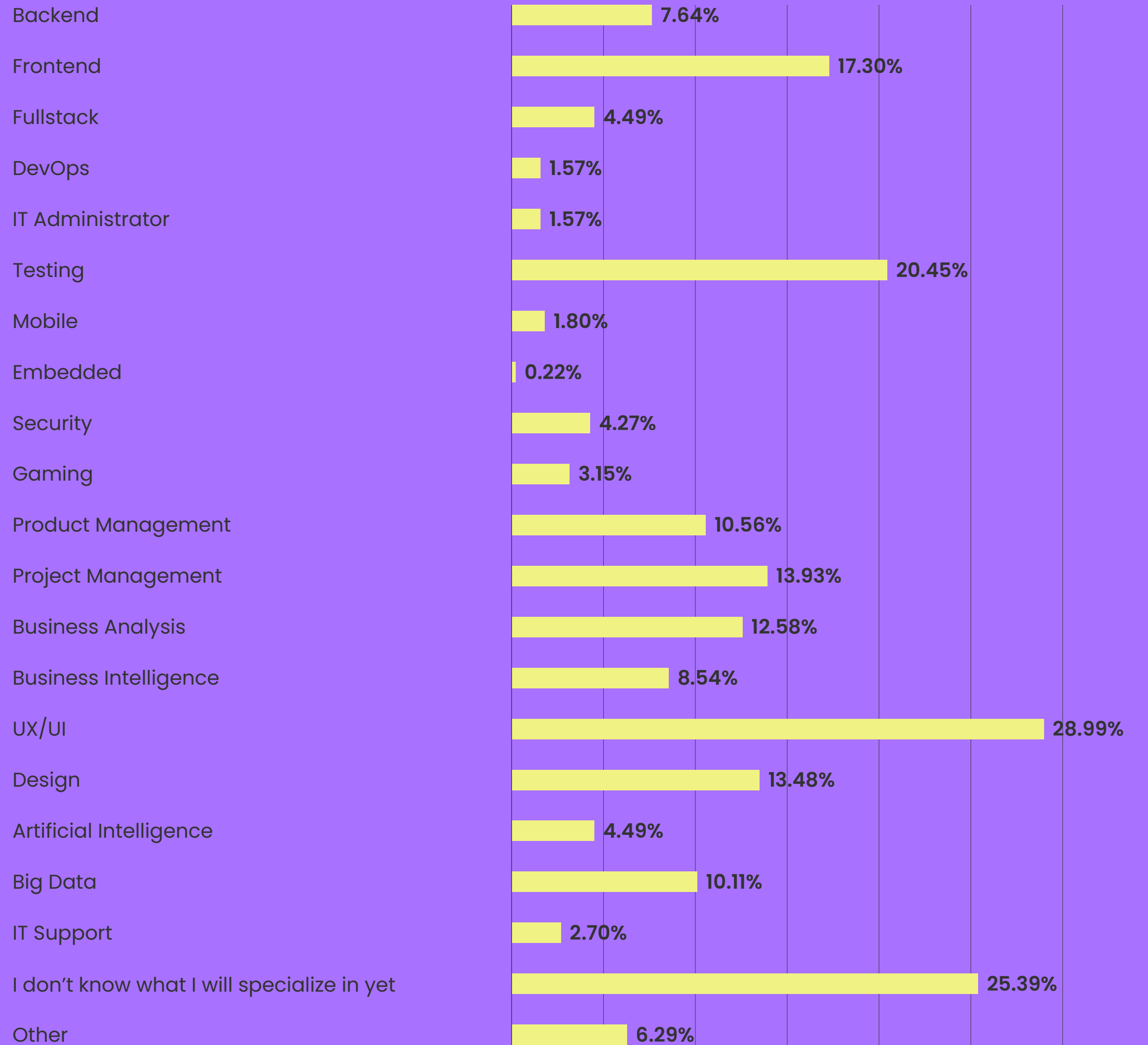
There are no major surprises among the technologies chosen, which include **SQL, HTML & CSS, Python** and **JavaScript**.

**The are nearly twice as many aspiring IT workers in Hungary who want to work in frontend than in Poland.**

**WHAT TECHNOLOGIES DO YOU WANT TO WORK WITH?  
(MULTIPLE CHOICE)**



**WHAT DO YOU PLAN TO SPECIALIZE IN?  
(MULTIPLE CHOICE)**





MAMOPRACUJ TALENTI CO-FOUNDER

## Agnieszka Czmyr-Kaczanowska

### Who is the modern aspiring IT worker?

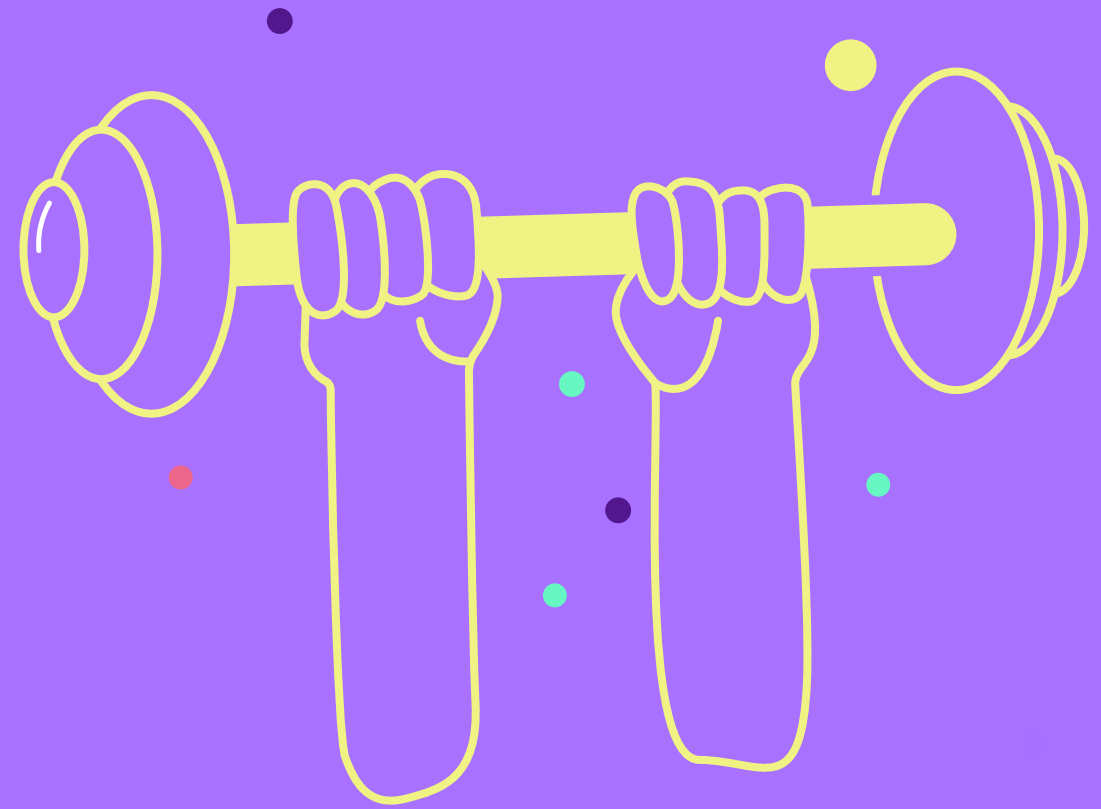
An aspiring worker in the course of switching industries is a woman of many faces and talents. They can be both a young woman at the start of their careers, for whom technology is a natural environment, as well as women with many years of professional experience who are learning a new trade and have gone back to the start in the job market. They are all determined and committed because they care!

Women who switch industries are particularly close to my heart because I work with them on an everyday basis as part of the #MamoPracujwIT program. I can see how much time and money they invest to fight for themselves, for a good job where they can develop and build a stable future. Their contribution to the organization includes not only technical knowledge, but extensive experience as well – in professional and life terms. They often excel when it comes to teamwork. Many of them are also determined to show their daughters that IT can be a place for women and that women are needed in all areas where new technologies are created.





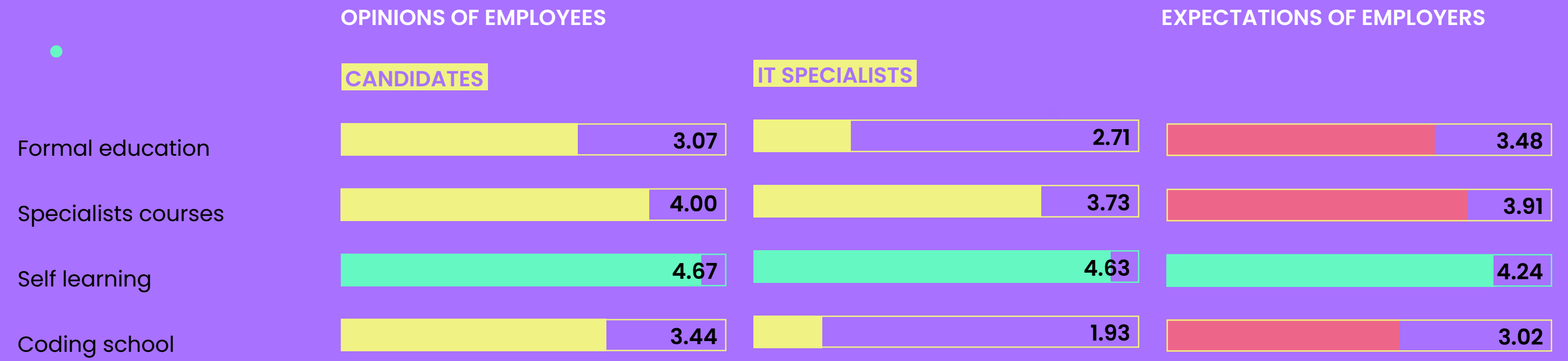
# Self-sufficiency, self-discipline. If you want it done, do it yourself



Everyone in IT agrees; candidates, specialists, recruitment specialists – they all say that developing your career in the industry requires constant learning at all times.

Candidates must learn new things to be attractive to recruiters. Specialists must stay abreast of developments to stay competitive in job markets. Recruitment specialists, meanwhile, expect proactive behavior from employees.

● HOW IS EACH FORM OF EDUCATION USEFUL WHEN STARTING WORK IN IT? (ON A 1 TO 5 SCALE)



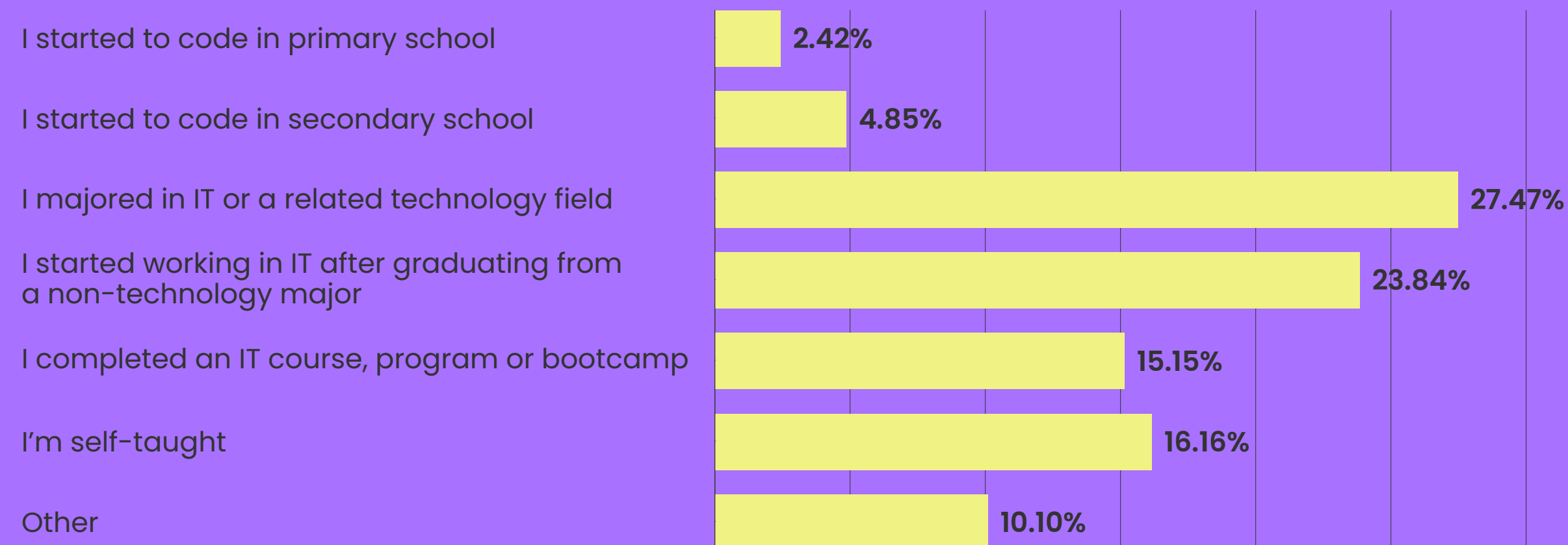
# Are technology majors the only way to make inroads in IT? BEST

**No! The world of IT is a perfect example of an industry that welcomes employees with diverse skill sets and job histories, not necessarily related to technology majors.**

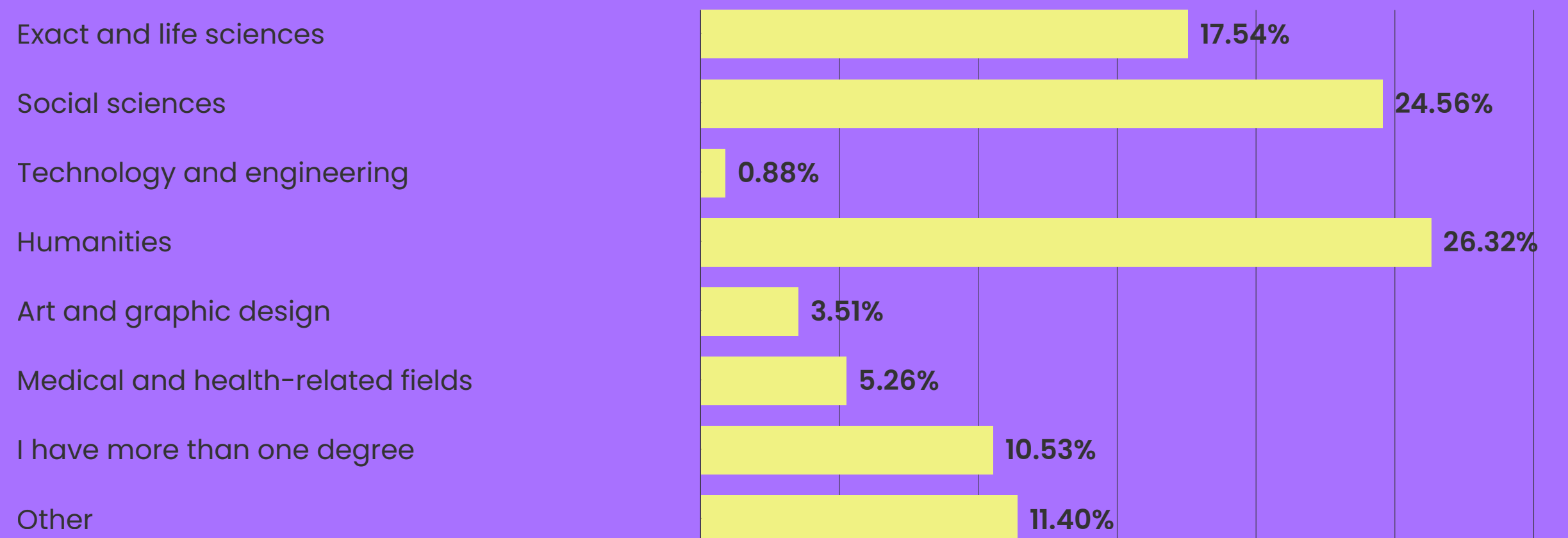
Only **27.5%** of respondents stated that they majored in IT or a related technology field. As many as **55%** of respondents found a job in IT after graduating from a non-technology major (23.84%), completed courses/programs/bootcamps (15.15%) or were self-taught (16.16%). This means that half of the respondents were **women who have switched industries.**

According to our *Kompetencje w IT* report, non-tech majors were primarily graduates of psychology, language and management programs.

## HOW DID YOU START WORKING IN IT?



## WHAT WAS YOUR MAJOR?



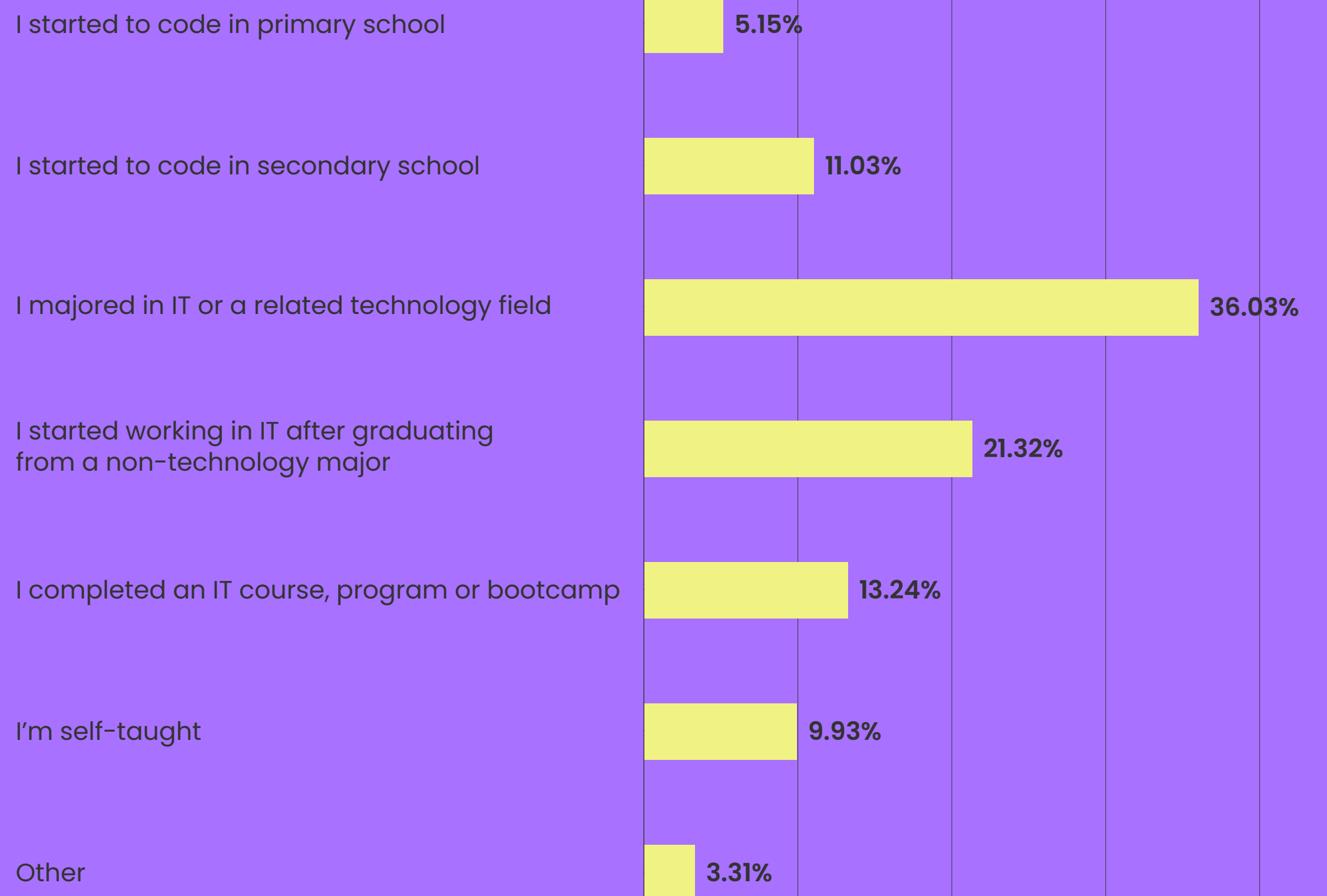
# Switching industries is popular not only among candidates in Poland

One in four Poles and one in five Hungarians declare that they started working in IT after graduating from a non-tech major. Many respondents had completed courses, programs and bootcamps or were self-taught.

Hungarian respondents most often (36%) declared that they had majored in IT or a related field.

Most Polish specialists declare majoring in psychology, management, sociology or foreign languages.

## HOW DID YOU START WORKING IN IT?



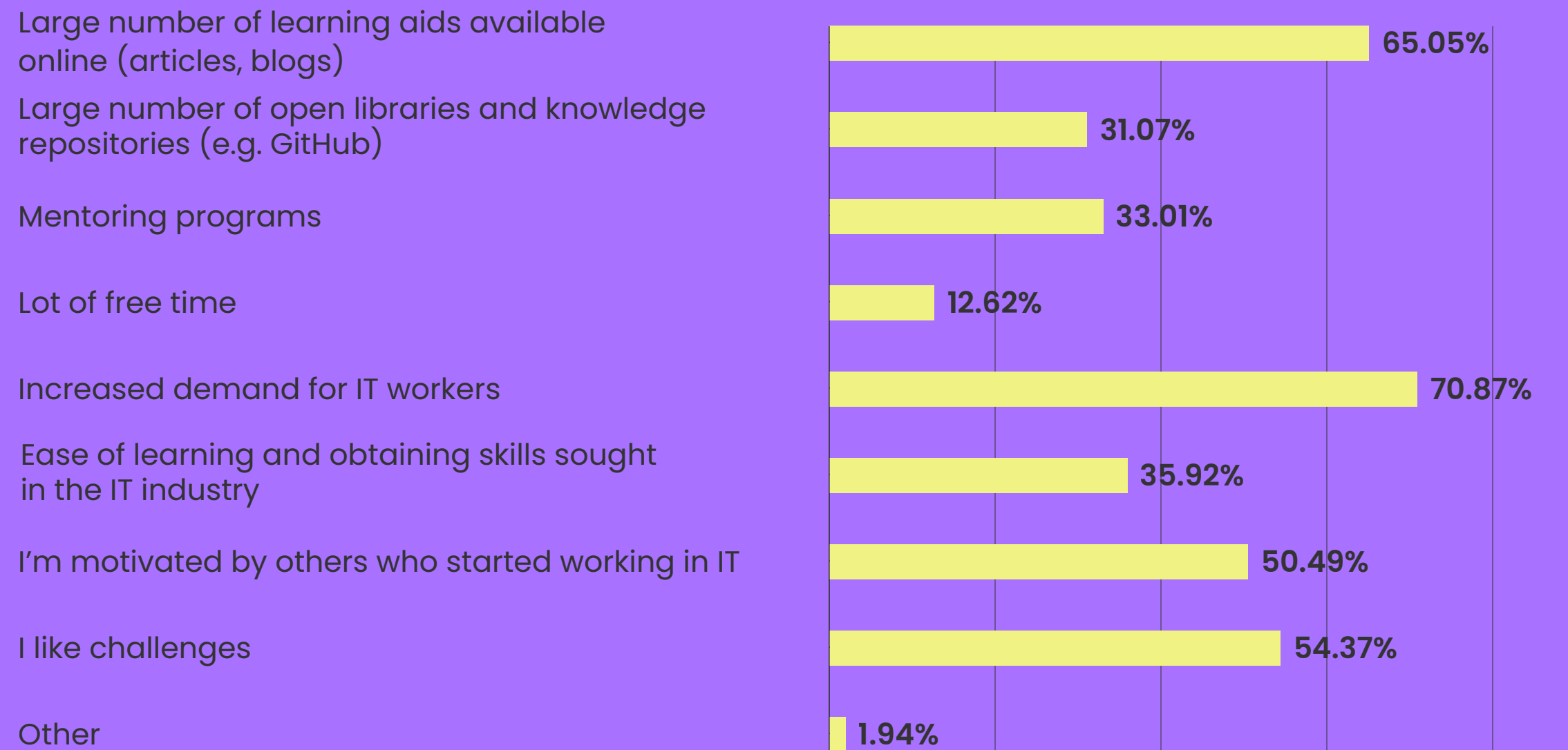
# Obstacles and incentives on the road to IT

## The employee's market and high demand for IT specialists obviously form the greatest incentives.

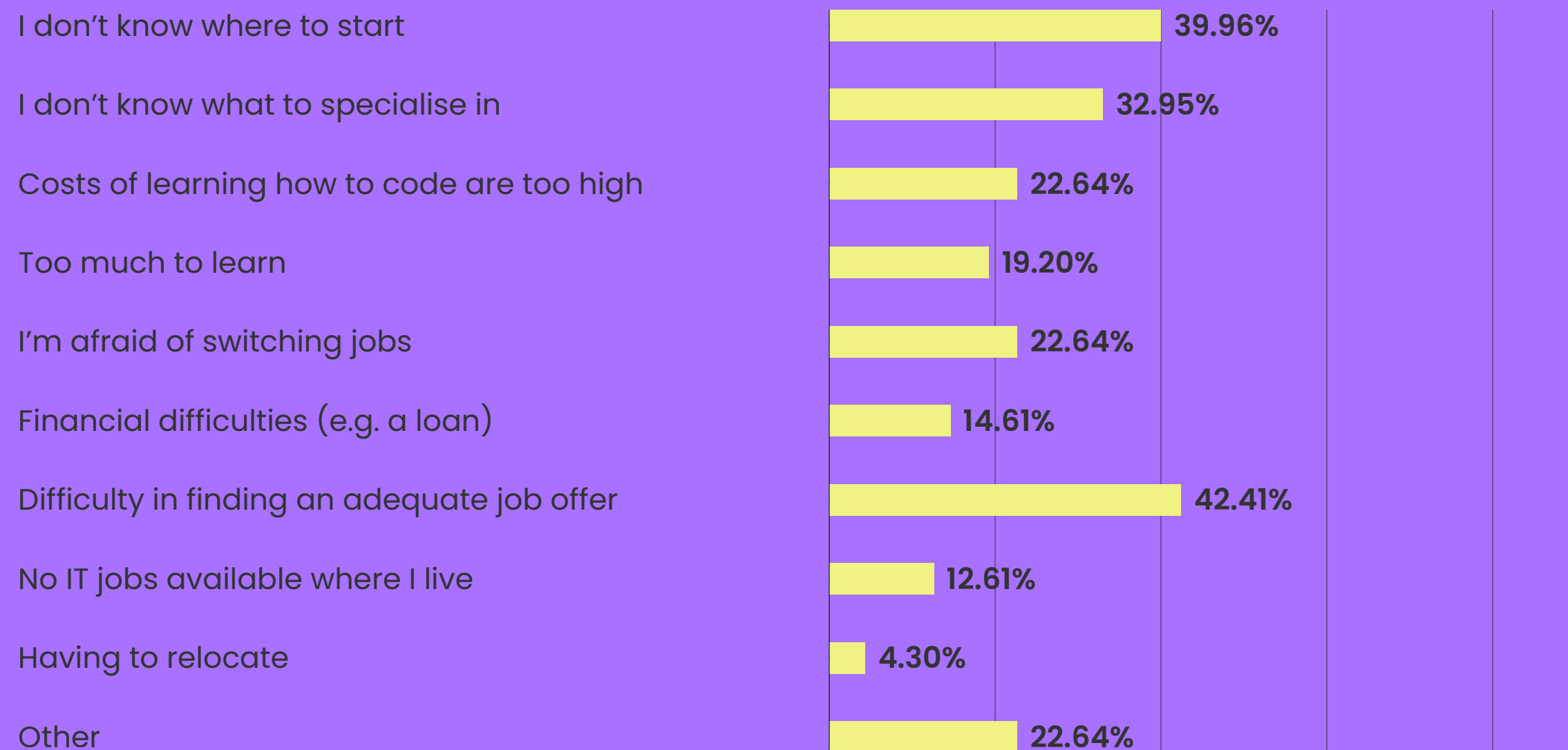
However, as mentioned earlier, this mostly applies to experienced talents, which aspiring workers are not always aware of. Another advantage is the **wide range of available learning aids** – although it may make it harder to decide in some cases. Nearly **40%** of aspiring workers state that they do not now where to start their adventure in IT and what to specialize in.

This uncertainty is most prevalent among the **youngest respondents** (the 18–24 age group). An interesting fact is that stories of friends who already work in IT are a big motivation.

### WHAT HELPED YOU START WORKING IN IT? (MULTIPLE CHOICE)



### WHAT IS AN OBSTACLE FOR YOU TO STARTING WORKING IN IT? (MULTIPLE CHOICE)



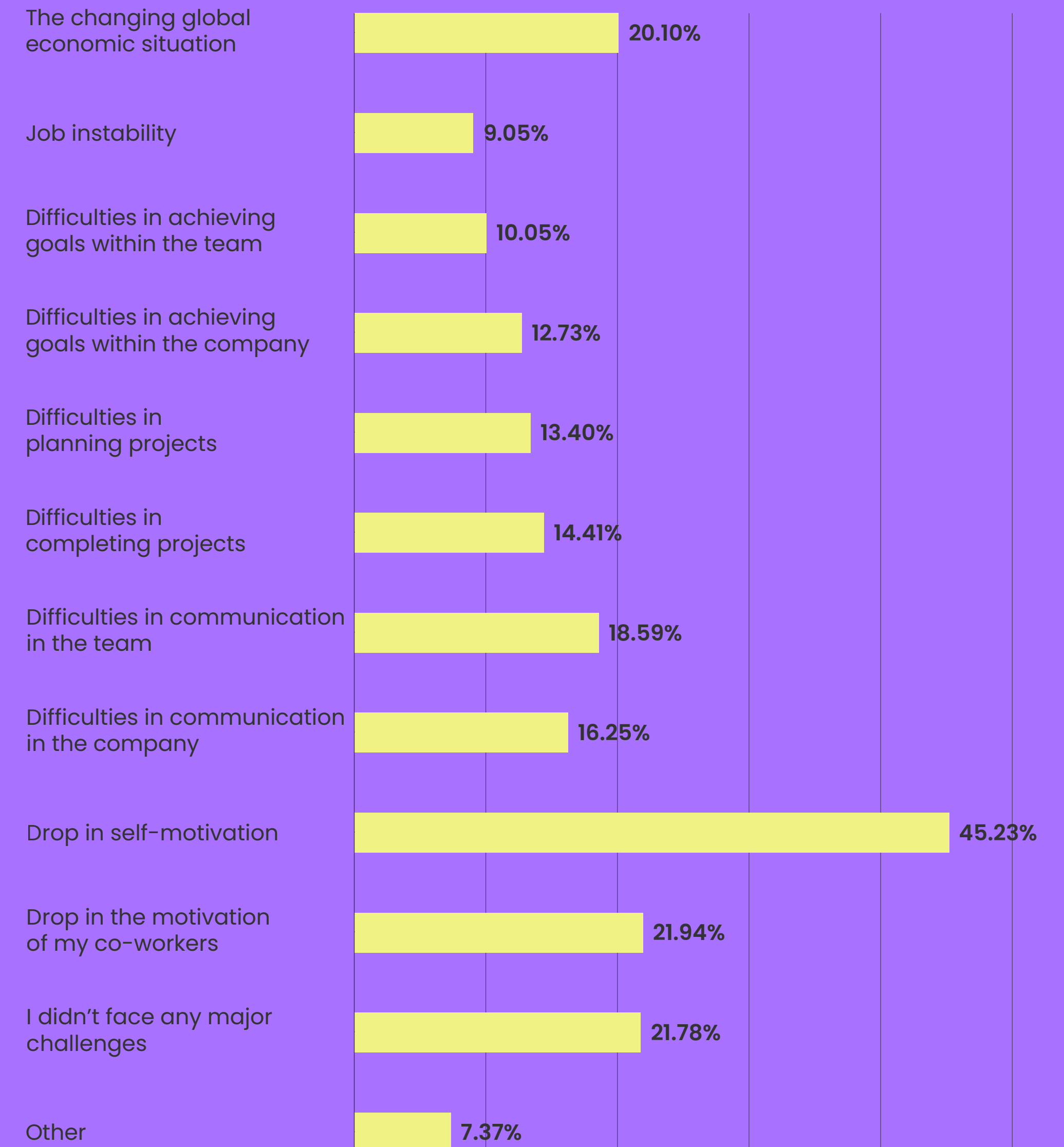
# A drop in self-motivation is the biggest problem facing IT specialists

Many women have to deal with this challenge, irrespective of their nationality – events such as the global pandemic have definitely influenced this phenomenon. **45.23%** of Polish respondents said that **a drop in self-motivation levels was their biggest problems**. The same answer was given by **40 of Hungarian respondents**.

Where does this „drop in form” come from? We cannot forget that the IT industry is growing like no other, and to remain competitive you need to constantly invest in developing your skills (including after hours). This huge amount of responsibilities (both professional and private) may facilitate burnout.

Other common issues included the changing economic situations, problems with communication in the team/company or difficulties in completing projects.

## WHAT WAS YOUR BIGGEST CHALLENGE IN 2021?





SWPS UNIVERSITY | MARKETING DIRECTOR | BOARD MEMBER

## Kinga Nowacka

According to the joint **Competencies in IT** report of No Fluff Jobs and SWPS, women constitute 38% of workers in the Polish IT market, an increase of approximately 8-10% in comparison to 2019. I'm certain that the number of well-educated women in IT will continue to increase exponentially. I'm also confident about their career paths. Women know that soft skills are very important in the industry, particularly when you want to get a promotion. Most IT specialists graduate from non-tech programs, often majoring in humanities or social sciences.

The only thing of concern is the persisting pay-gap in IT, as women continue to earn less. This area still requires significant and rapid change.



PERSPEKTYWY EDUCATION FOUNDATION | CHAIRWOMAN

## dr Bianka Siwińska

Through our social initiatives, we try to convince women that age or previous professional experience or family circumstances are not an obstacle to switching industries, starting work in IT and developing their careers. According to latest data from SoDA, there is a shortage of 250,000 to 300,000 IT workers. This means that the IT industry needs new talent - both male and female - of various ages and with various experience and knowledge. Why? Because only diverse teams can create products and services adapted to the needs of all users.

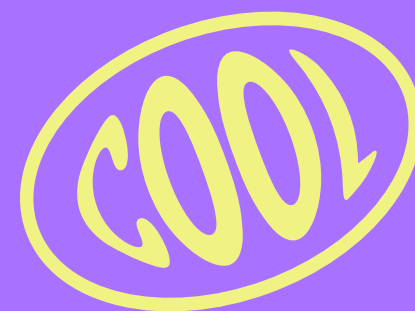


# Why do women choose IT?

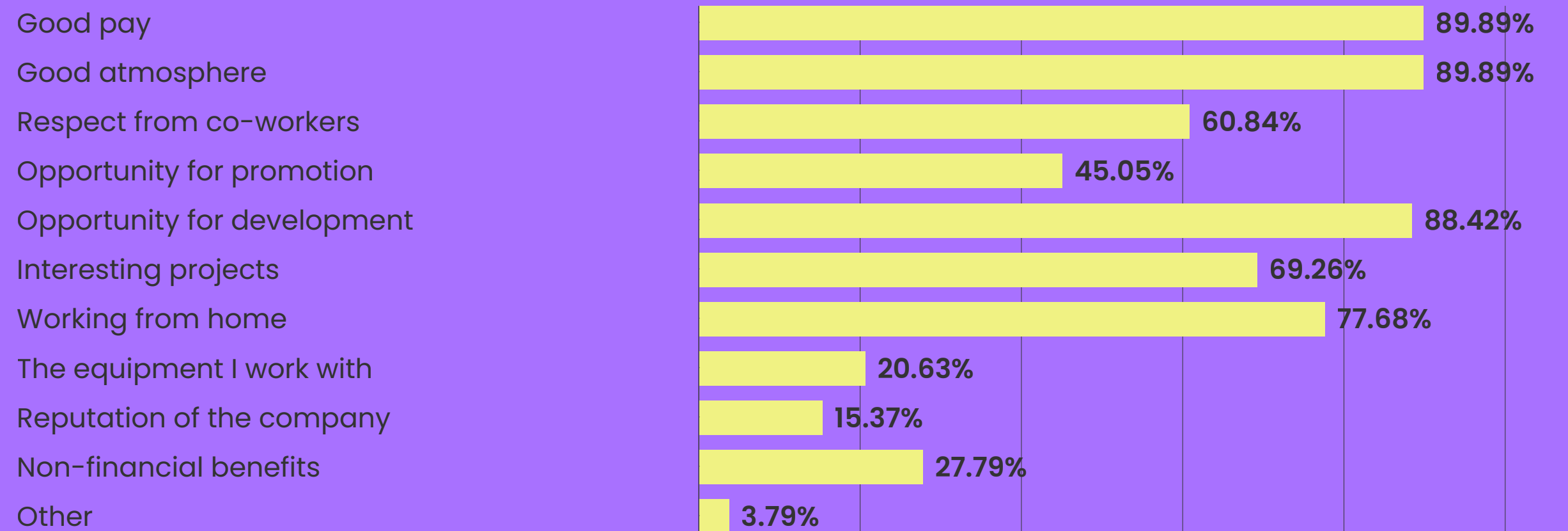
Women were hit much harder by the negative effect of the pandemic. According to [McKinsey](#) the percentage of women who lost their jobs due to COVID-19 was higher than in the case of men. Women were also more frequently forced to divide their attention between work and looking after children on remote learning schemes.

As reported by [Deloitte](#), the work satisfaction of women drastically reduced during the pandemic in all key areas – for example, satisfaction with work-life balance plummeted from 70% to 32%. **What do women in IT care about the most?** As many as 77% women in IT state that the ability to work on a remote basis is an important factor in their work. Working from home is also of interest for 69.13% of aspiring IT workers.

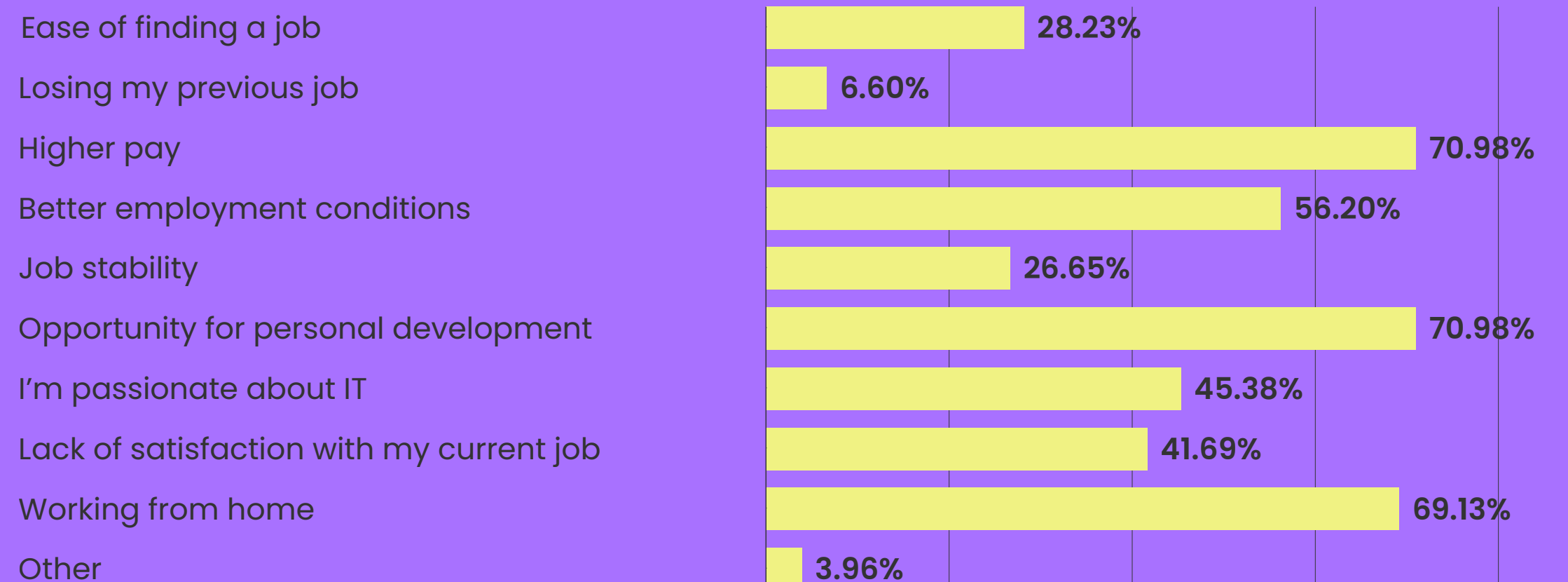
A flexible workplace approach is another strength of IT, highly sought-after by both male and female employees.



## WHAT ARE YOU LOOKING FOR IN YOUR JOB? (MULTIPLE CHOICE)



## WHAT MADE YOU WORK IN IT? (MULTIPLE CHOICE)

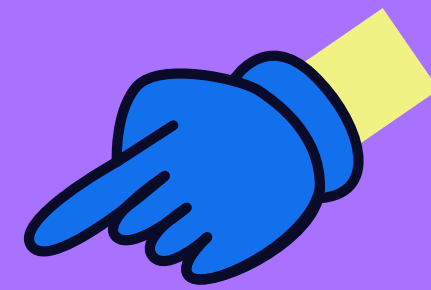
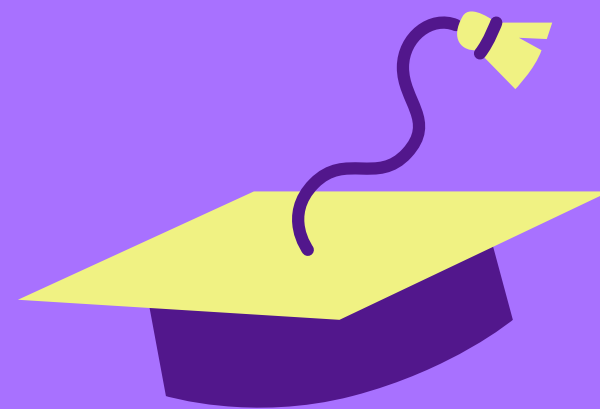


# Keep learning and developing...

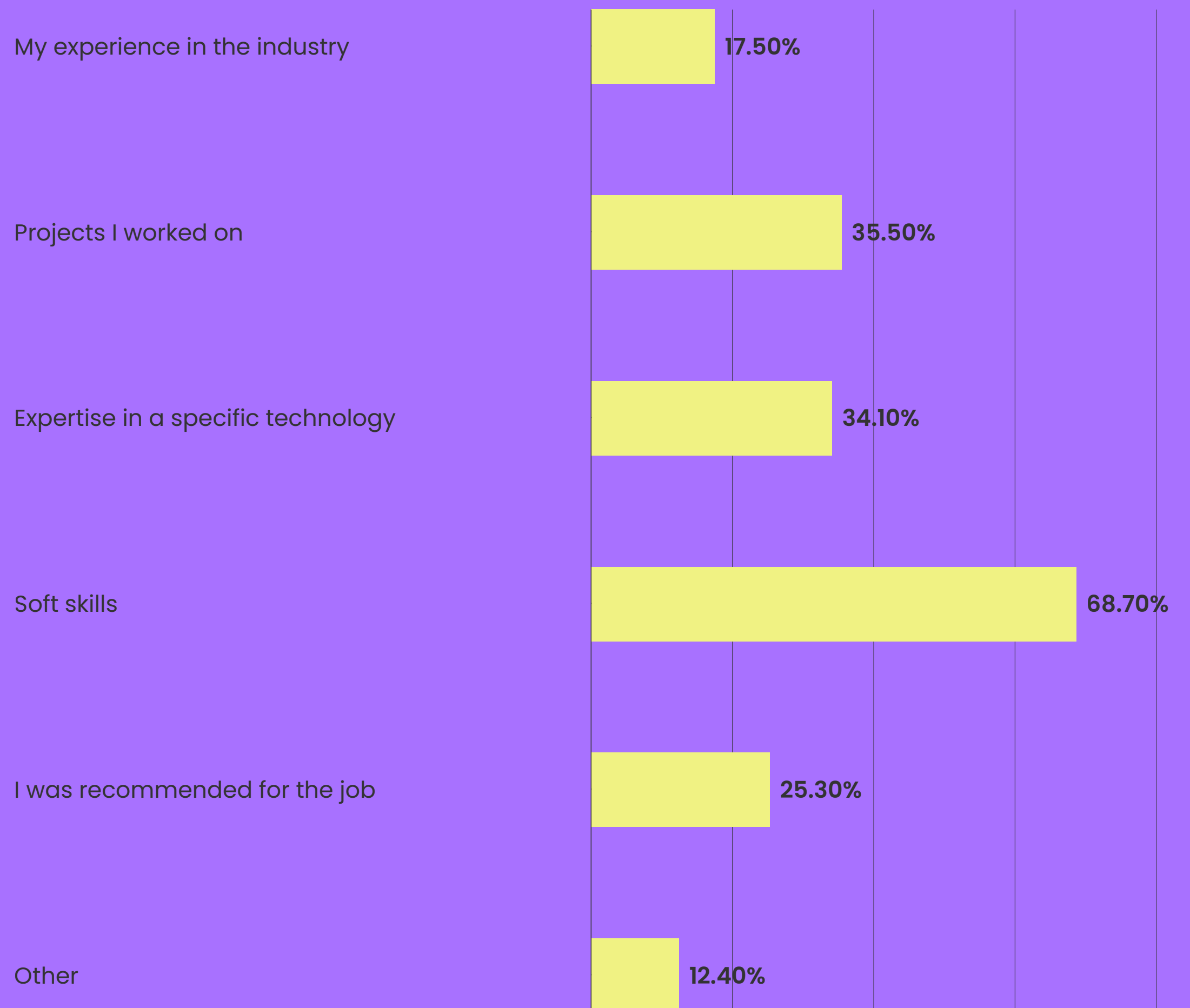
**68,7%** of starting IT specialists **believe** that they were hired due to their soft skills!

Keep in mind that half of the IT workers we surveyed had switched industries. What does this mean?

If you work hard enough and persevere, you will gain the necessary hard skills. Those, however, will be of no use if you lack soft skills. They are also the **entryway to your first job** in the tech world. During job interviews, female candidates must demonstrate their ability to work as a team, learn from others, accept feedback and quickly adapt to changes. The times of stereotypical IT specialists who communicate only with their computers are long gone. ;)



## WHAT MADE YOUR CURRENT EMPLOYER HIRE YOU? (MULTIPLE CHOICE)

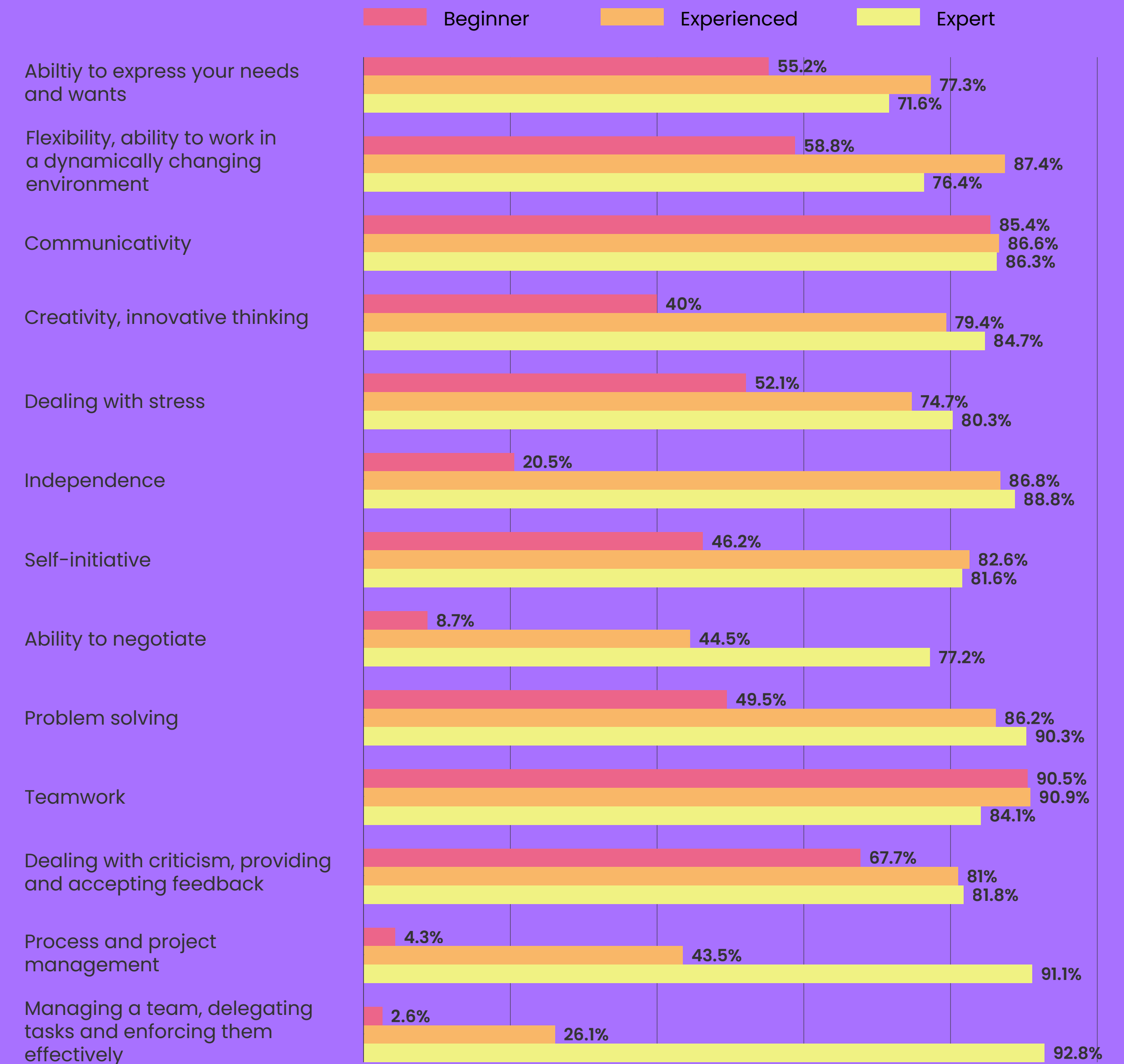




# What soft skills are sought by employers?

Much depends on your seniority. Juniors are usually expected to be able to work in a team, be communicative, accept and provide feedback and work in a dynamically developing environment. Experts on the other hand should know how to effectively manage teams and projects, delegate tasks and be independent and creative.

## WHAT SOFT SKILLS ARE REQUIRED IN YOUR CURRENT IT JOB (MULTIPLE CHOICE)



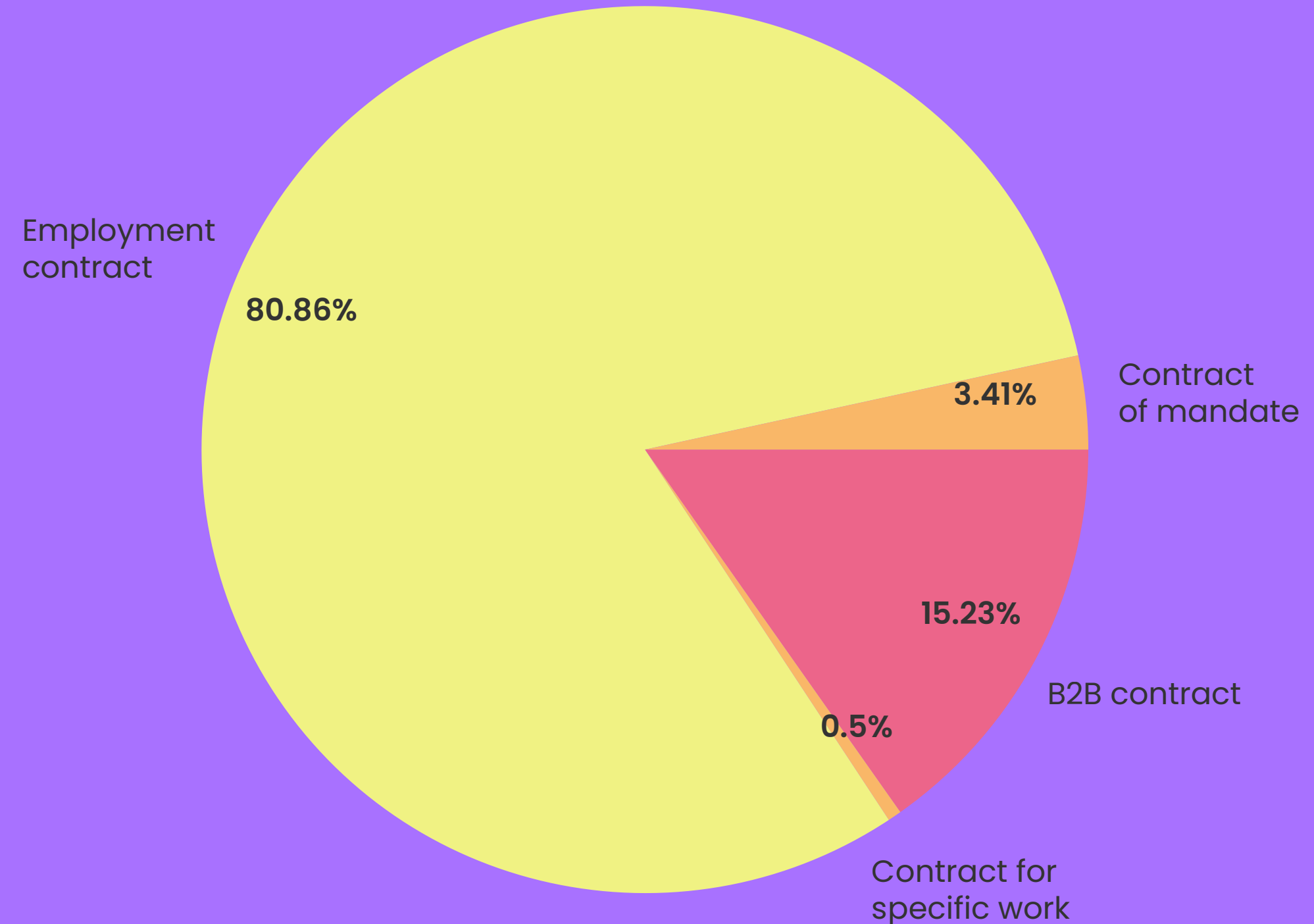
# Do all aspiring IT workers dream of an employment contract?

For the majority of Polish respondents (80.86%), an employment contract is a promise of stability. This form of employment is also more beneficial in the case of junior positions, where pay isn't as high (for IT standards). Only 15.23% preferred B2B, contracts of mandate received only 3.41% of responses and contract for specific work received 0.5%.

However, B2B is still the preferred form of collaboration in the IT industry as a whole. As many as 75% of job postings on **No Fluff Jobs** in 2021 offered this form of employment.

**Interesting fact:** due to tax differences, many Ukrainian IT candidates and specialists prefer B2B contracts.

WHAT IS YOUR PREFERRED CONTRACT TYPE?





**VOLVO** DELIVERY MANAGER

## Agnieszka Krupińska

### How to develop your soft skills?

Apart from being an expert in a given area, the importance of soft skills in the IT industry has been rising. It's important to note their importance to the advancement of your career and invest in their development, as they can open a door to promotion and interesting professional challenges. I've found several ways of developing my soft skills. The simplest method is to observe other managers, see how they behave in specific situations, pay attention to the words they use and their body language. All of these aspects are extremely important.

Mentoring is also important for development. Volvo has implemented programs where experienced managers provide others with advice and assistance. As a mentee, I had to navigate a crisis situation in my team. The support of an expert gave me additional confidence, helped me better prepare for difficult conversations. I can also recommend 'speed mentoring', a series of 10-minute meetings with various experts that show you how to deal with specific situations.

One thing is certain: developing soft skills is a never-ending process - the old adage 'learn by doing' is very true, as each challenge gives us new experience and confidence.



DARE IT DESIGN LEAD CO-CEO

## Aleksandra Bis

### Which soft skills should you develop?

Like any universal skills which we obtain in the course of our professional development, the importance of soft skills in IT should not be underestimated. Communication, leadership or interpersonal skills also help open new professional perspectives when switching industries.

The willingness to learn and accept changes is also very important in the context of the IT industry. IT is one of the most dynamically changing sectors, requiring constant improvement of your competencies and broadening your knowledge. We must also keep in mind that juniors are often employed not due to their technical skills, but their potential for development.



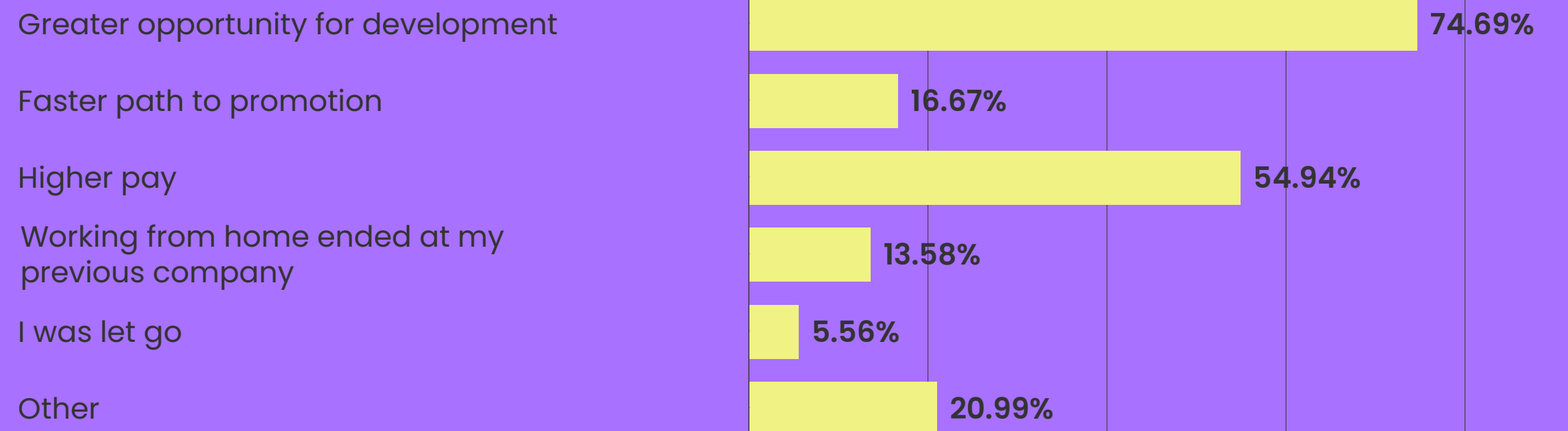
# Why do IT workers like Mondays?

## We've learned that female IT workers don't get the Monday blues.

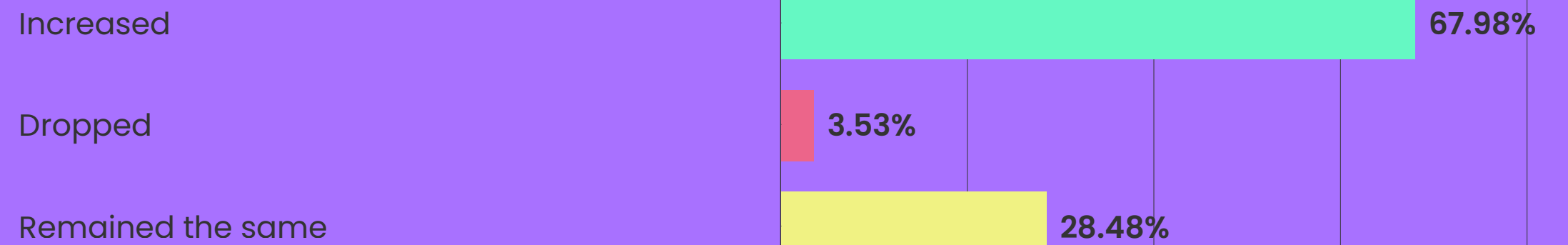
Nearly **71% of respondents feel fulfilled at work**. Furthermore, as many as 67.37% would be happy to recommend their current employer to their friends. The financial situation of women in IT is also quite promising – nearly 68% declare that they received a raise in 2021.

Salaries weren't the primary reason for switching jobs – opportunities for development proved to be more important.

### WHAT MADE YOU CHANGE YOUR JOB? (MULTIPLE CHOICE)



### MY SALARY IN 2021



### DO YOU FEEL FULFILLED AT WORK?



# Do Hungarians also feel fulfilled at work?

Although the path to promotion should be open to all specialists, the share of those who actually were promoted is quite low.

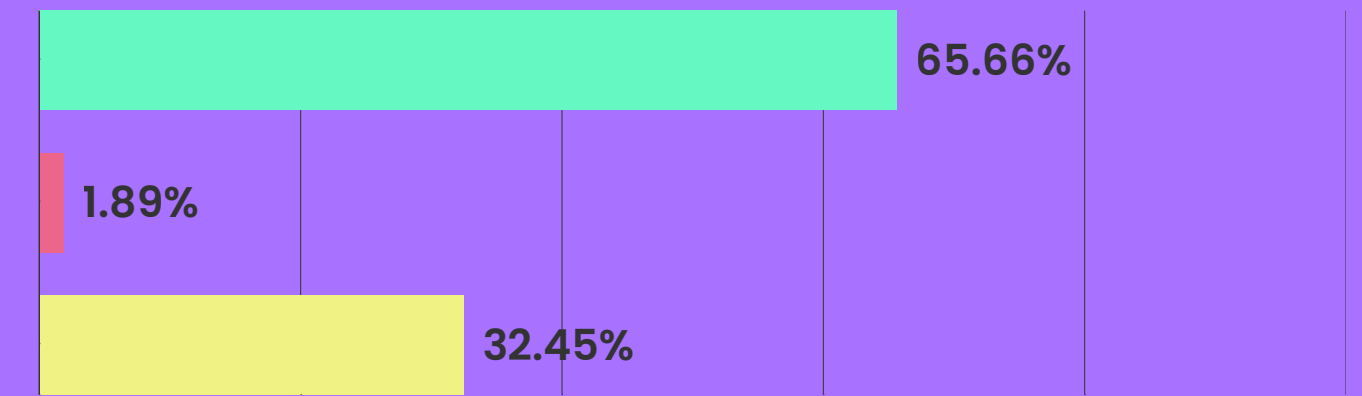
As many as **71.32% of Hungarians were not** promoted in 2021! What's interesting is the fact that a solid **65.66%** Hungarian respondents noted that their pay increased in the previous year. This may mean that **promotion is more than just a raise for women in IT**, it also involves increased seniority, increased responsibility and new duties.

## MY SALARY IN 2021

Increased

Dropped

Remained the same



## DO YOU HAVE OPPORTUNITY FOR PROMOTION AT YOUR CURRENT JOB?

Yes

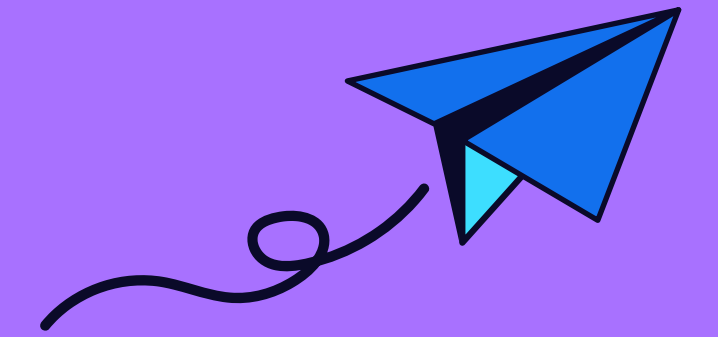
No



## WERE YOU PROMOTED IN 2021?



# Do women in IT get promoted?



Irrespective of seniority, most respondents stated that they had an opportunity for promotion in their jobs. The lowest number of positive answers was given by experts.

This may be caused by the fact that they have already reached the highest positions on the corporate ladders of their companies. Information on actual promotions of women in 2021 are interesting. There is one aspect of particular note – moving from a junior position to a mid position is harder than moving from a mid position to a senior position. It takes time to become independent, and companies often **find it hard to specify requirements** for specific positions.

## DO YOU HAVE OPPORTUNITY FOR PROMOTION AT YOUR CURRENT JOB?

Beginners



Experienced specialists



Experts



## WERE YOU PROMOTED IN 2021?

Yes  No 

Beginners



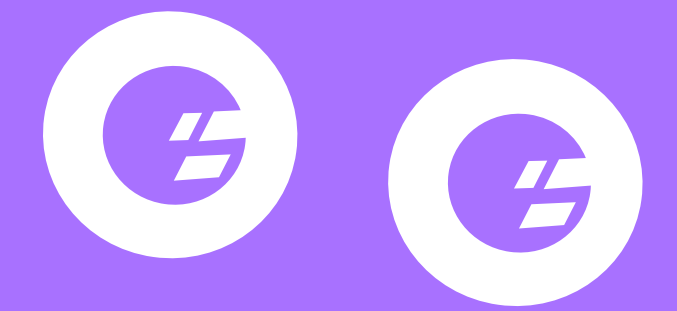
Experienced specialists



Experts

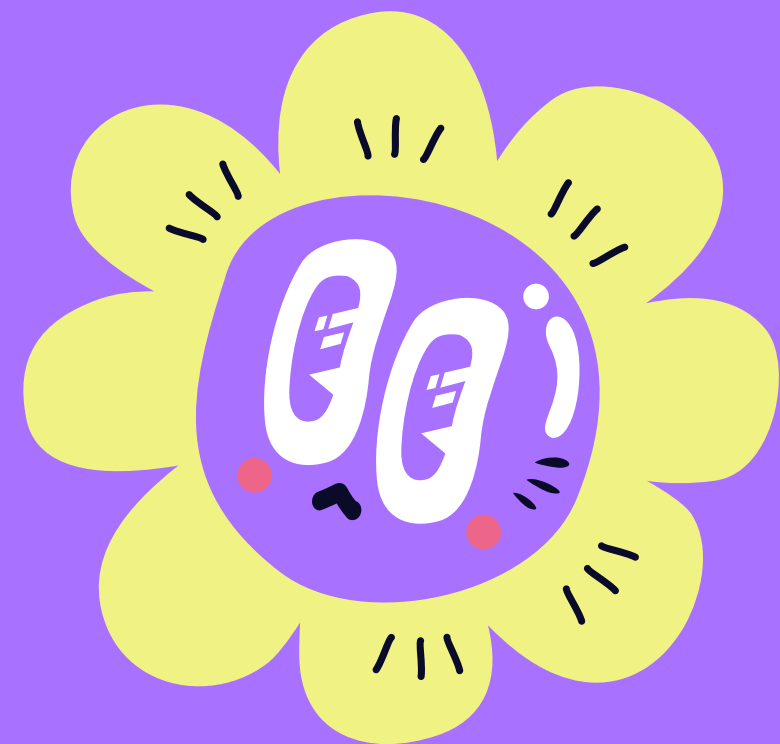


# Is age important?



There are many barriers to entry to the IT sector, including few openings for juniors, many candidates applying for jobs and high requirements of employers. Women can face additional challenges in the form of ageism and stereotypical thinking about the industry.

We decided to check if the age of respondents did, in fact, affect their experiences with recruitment. Although respondents of all age groups agreed that finding a first job in IT is difficult, it was relatively least difficult for... **women aged 45+**.



## DO YOU FIND IT DIFFICULT TO FIND A JOB IN IT?

Yes  No 

Aged 18–24



Aged 25–34



Aged 35–44



Aged 45 and over

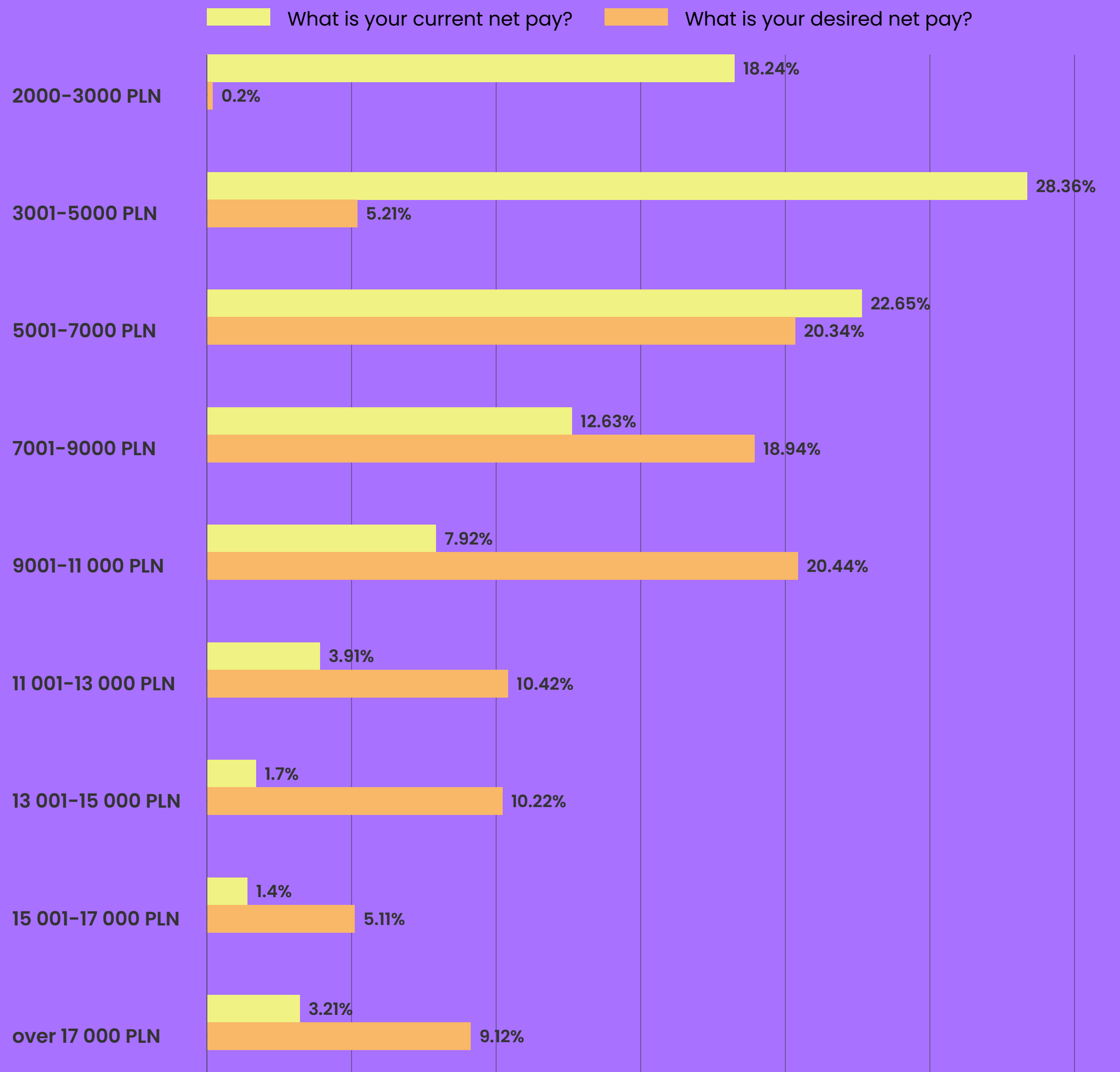




# Earnings and financial expectations

As can be seen from the data over half (51.01%) of IT specialists earn between PLN 3001 and PLN 7000 PLN net, although 20% of respondents stated that they had higher expectations. Pay is obviously affected by many factors: seniority, specialisation, location or contract type. [The annual No Fluff Jobs report](#) describes in detail the medial lower any higher salary brackets, broken down by the above (and other) criteria.

## DECLARED AND EXPECTED SALARIES OF WOMEN IN IT





ŻABKA FUTURE DEPARTMENT OF TECHNOLOGY

JUNIOR SCM TEST CONSULTANT

## Maja Malinowska

### What was your path to a career in IT?

Before I completed a bootcamp at Future Collars, I got a job with Żabka Polska as a software tester in the project department. An intensive course, under the supervision of my experienced mentor, Justyna Kalek, helped me create extensive testing documentation which I used to test my first mobile app. I recently transferred to the heart of Żabka's tech operations, Żabka Future, where I can continue to develop in the SAP team. In my free time, I run my **TikTok** account.



When I decided to leave my job in transport last year and switch industries, I couldn't find a place where I could find all the answers to the question 'How to start?'. When I achieved my goal, I decided to set up a space for others to find such information.





GEEK GIRLS CARROTS CEO

## Katarzyna Marchocka

### What are the opportunities to start and develop a career in IT for women?

The IT industry now needs women and is loudly calling it out; if we use this moment well, we can benefit from it. Aside from programs offered by universities, there are many courses, platforms and communities that can assist in or support starting out in IT. Some of them are subsidized, meaning that time and motivation are the resources we need to invest in. This further proves that women have extensive opportunities and the ability to develop.

Employers agree that, competencies and skills are what matters, not your gender. Rules of diversity and inclusion, increasingly often, become part of corporate culture, and programs assisting in career development in the industry or helping those returning from extended leave (e.g., maternity leave) are being implemented.



FUTURE COLLARS CO-FOUNDER DEPUTY CEO

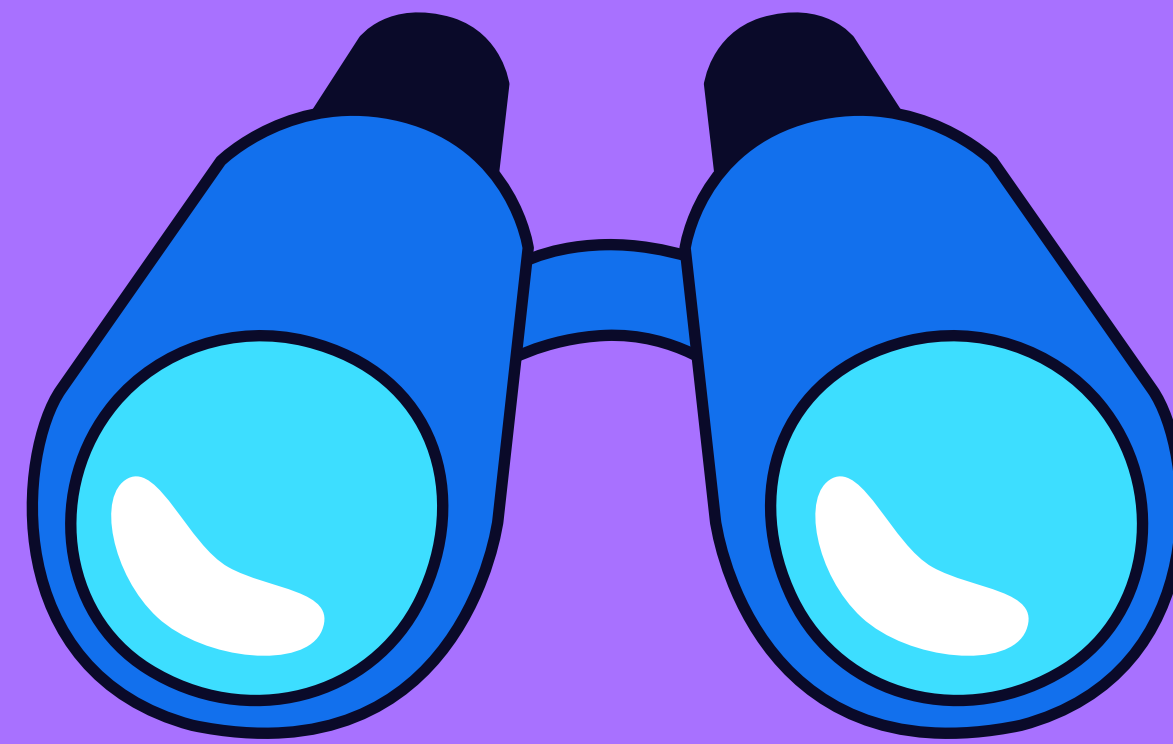
## Joanna Pruszyńska-Witkowska

### What are the opportunities to start and develop a career in IT for women?

Through our social initiatives, we try to convince women that age or previous professional experience or family circumstances are not an obstacle to switching industries, starting work in IT and developing their careers. According to latest data from SoDA, there is a shortage of 250,000 to 300,000 IT workers. This means that the IT industry needs new talent – both male and female – of various ages and with various experience and knowledge. Why? Because only diverse teams can create products and services adapted to the needs of all users.




# Investment strategy – general competencies first, then the rest!



According to a [survey by PARP](#), as many as 83% of employers seek to employ a person who has adequate or complete skills required in a given position – focusing solely on technical competencies (the so-called sieve strategy). As a result, they do not pay as much attention to the personal development or adequate work–life balance of each employee

Given the current employment gap and increasing demand for experienced IT specialists, the best method of obtaining valuable employees will be **the strategy of investing in human capital**. This requires adopting a more holistic approach during hiring and choosing a candidate based on their general competencies – willingness to develop, creativity, teamwork skills, communicativity or independence. This method will enable choosing candidates who have the greatest potential to increase their knowledge and quickly develop their careers.

# What are the challenges facing IT specialists and candidates today?



The pandemic has disrupted the sense of stability and the work-life balance of many women. Furthermore gender discrimination is still common in the IT industry. Although more and more companies are implementing action aimed at fostering diversity and inclusivity, there is still a long road ahead of us.

Candidates must also face the current situation in the IT job market. The entry-barrier for juniors is still high, and recruiters aren't always able to correctly specify the requirements for candidates filling specific positions. This can easily discourage aspiring IT workers – in particular, those who are switching industries. We made this report to keep their spirits up!

The model of operation of the IT industry is constantly evolving. Previously niche positions are currently increasing in importance – few IT teams have no support from UX/UI designers and researchers. Agile development, DevOps model or investing in the potential of data (Big Data, Data Science or Business Intelligence) have become widespread. Cybersecurity is all the rage today. There is no way to predict how the IT world will develop, but it is sure to maintain its current pace!

If you're reading this, just think: more than half of women entered IT without technical studies! This means that right now some philologist or psychologist is pushing changes to production or writing another test in Java. ;)



We hope this report has given you wings and confidence.  
We wish you good luck in conquering the IT industry!  
And if you are a recruiter – invest in people, not just hard skills!

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