

JUMP Survey (2019)

WOMEN ARE READY FOR THE DIGITAL FUTURE

How can companies embark them and win the war for talent?

Executive summary

Early 2019, with the digital disruption impacting us all and re-shaping the job market, JUMP surveyed career women across Europe in 2019 to better understand how women perceive the impact of digital disruption, how willing they are to take part in ongoing digital transformations and what they feel they need to thrive in the digital economy. This study reflects the opinions of 1403 'career-minded' women across Europe, women part of the JUMP community who responded to the online survey.

JUMP found that 94% of career-minded women are aware that they will need to digitally upskill for their careers. Many are already investing in themselves: 40% are already upskilling and retraining, and 51% are prepared to do so. However, when it comes to their retraining, women seem to be left mainly to their own devices. Of the 40% of women already investing in their digital upskilling, only 8% are getting upskilling training from their employers. And of the women who say they are ready to retrain 51% would even be prepared to do so in their own time.

The survey shows that the number one driver for women to retrain is the purpose, rather than the technology itself. 51% of surveyed women are more inspired by the applications in terms of new services, products or solutions – and will acquire the digital skills to get it – rather than simply learning to code. Salary increases (in 41% of cases) and career opportunities (in 32% of cases) are the other motivations.

So why are women not retraining then? Key barriers are lack of time (51%) and money (29%). There is no sense of urgency - 35% of those ready to retrain do not perceive the need to do so immediately for their jobs – and there is a strong expectations that companies will initiate the process : 21% are simply waiting for their employers to take charge. Another obstacle is the perceived gender-bias of the digital world, in the form of gender bias and stereotypes (e.g. “women are less good at tech”) for 66% of the surveyed women, and cultural factors (e.g. male dominated cultures, “geek” culture) for 60% of them.

In summary, JUMP found that if society is facing a skills revolution, the female talent pool is there and waiting. Common effort needs to come from governments, companies and from the women themselves, in order to be ready for these changes. Companies must provide real support in terms of offering more information and building a “work-life-learn” balance. They will also need to tackle the gender stereotypes and gender biases as well as their organisational culture to provide a work environment that is more inclusive and attractive to women. Women, if they do not wish to be left behind in this race for digital and technological skills, need to take ownership of their future careers, build up their learning agility and open the discussion with organisations and companies to enable them to meet the challenges of the future of work.

JUMP provides you with expert tips for moving forward to tackle the digital gender gap. These are summarised in the survey Report : <http://jump.eu.com/studies/>