Broadening professional horizons

Main arguments to convince!

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Opening up the field of possibilities for women who are far from employment or still poorly qualified to the digital professions is **not an easy task**! Often, these are jobs that are not well-known and are therefore even less attractive.

However, it is a **huge opportunity** in terms of pay but also quality of life thanks to working hours that are totally compatible with personal life. Above all, contrary to preconceived ideas, **these are jobs that are creative, inventive, meaningful** and that can help others. Moreover, women who have been retrained can thrive in these jobs!

« CREATIVE »

« INVENTIVE »

« MEANINGFUL »

« THRIVE »
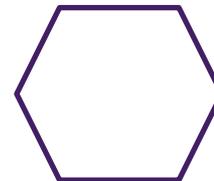
We are offering you the keys to success to start this type of support in a **3-step module**:

- **arguments at two levels,** both at the level of the person and what this could bring them but also at the level of society, with arguments that allow the person being coached to project themselves, to give meaning to these jobs.

- **knowledge about digital jobs,** for you, the support worker, but also for the women being supported. The idea here is to get away from the complicated descriptive sheets on the digital sector or professions. You don't need to be an expert, we will explain them to you in a simple and pictorial way.

« TO CONVINCE »

« TO KNOW »

- **Turnkey tools to test the interest of the women** you are supporting for these jobs. We are proposing a number of simple games for women to discover in a playful way if these jobs could interest them. Reflection, logic and memory will be called upon to detect whether they are interested.

We will deal here with the first step: giving you THE arguments!

« TO TEST »

« TO GET STARTED »

INDIVIDUAL WOMEN'S GAIN!

Better pay means better pensions

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Better pay means better pensions

More than a third of working women in the European Union are **concentrated in six of the 130 job categories**: sales, personal assistance and care, administrative and other office jobs, catering and housekeeping services (source: Eurostat). These occupations are generally **less well paid**.

Earning a low salary throughout one's life unfortunately guarantees a low pension, leading to **precariousness** if one is alone or if one finds oneself alone...

80%

of part-time jobs are done by women, and are often imposed on them 👎
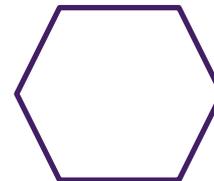
Because there is a **strong shortage** of developers in Europe and throughout the world, the majority of positions offered in these professions are **full-time and on permanent contracts**.

In this field the increase in salary is directly related to **the skills that evolve** with the number of years of experience. Knowing that you can obtain **senior status after 5 to 10 years of experience** in this field, even if you retrain after 30 years old, it will always be a rewarding retraining!

The salary of a beginner is often higher than the median salary.
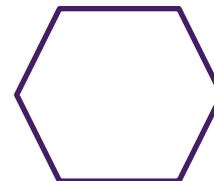
Good working conditions

As a **technical job**, the developer profession has none of the constraints often associated with these jobs, which, according to the clichés, only men can appreciate and/or endure, i.e. shifting hours, working outside, tiring physical positions, carrying loads, a noisy environment, wearing protective equipment, etc. On the contrary, the developer profession offers **good working conditions in offices, with the possibility of remote working**.

This profession can therefore be exercised by **people with reduced mobility**, or who cannot make physical efforts. People with **cognitive impairments** that allow them to retain facts and pay attention to details may also find this job suitable.

« Working in offices »

« Remote working »
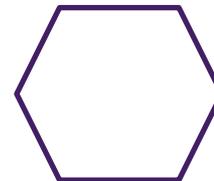
INDIVIDUAL WOMEN'S GAIN!

Jobs that make sense

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Jobs that make sense

Participating in the development of a software or an application is an activity with a very **concrete** result and can have a **positive impact** on the lives of thousands of people.

Consulting a doctor online…
Learning whatever you want, whenever and wherever you want…
Showing your creations worldwide and finally being able to make a living out of it…
Raising awareness and funds about the cause you care about…
Meeting other people, creating links and keeping in touch with whoever, wherever they are…
Having access to navigation systems to never get lost and to easily find your way…
Finding the best service for your needs…
All of this is made possible thanks to **the work of the creative, inventive, assiduous developers** who are proud of their work, focused on others.

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«CONCRETE RESULT »

« PRIDE »

« FOR ALL »

INDIVIDUAL WOMEN'S GAIN!

Always working in teams

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Always working in teams

As a general rule, all the software, applications and digital solutions created are the subject of teamwork in which the tasks are **divided up according to the technical skills** of each person.

But **no one can work without the other**, so it is common for the day to begin with a team meeting and end with another. Not to mention all the exchanges during the day with team members according to needs and problems encountered.

Helping each other, networking and sharing are all part of the developer's DNA!
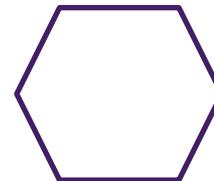
INDIVIDUAL WOMEN'S GAIN!

A fast and accessible retraining for all

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A fast and accessible retraining for all

It is possible to be an excellent candidate for the job of developer without knowing it. Why not? Because coding is writing **a language** to communicate with machines that need to communicate with each other. Research has shown that coding involves the same area of the brain that is used for natural language. "**No activity was detected in the direction of mathematical reasoning**", the researchers said.

This is why entry into professional training, which is more or less short (from 3 to 9 months), **does not require any pre-requisite** level of study in the selection of candidates for training. It is therefore open to all!

3 to 9 months

of professional training without any pre-requisite level of study
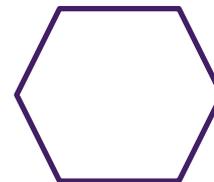
INDIVIDUAL WOMEN'S GAIN!

Recruiters looking for female applicants

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Recruiters looking for female applicants

Tech jobs are **recruiting massively**. The supply is far greater than the demand and **rare female applications are highly sought after**...

Indeed, companies are desperate to hire women, not only for ethical reasons, but above all because **diverse and mixed teams** are much more efficient, especially because they meet **the needs of all** users. So even as a beginner, with equal skills, a woman who becomes a developer will be among the first to be recruited.

Alert! Massive search for women in tech jobs
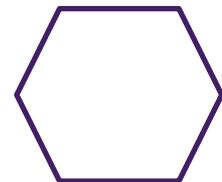
INDIVIDUAL WOMEN'S GAIN!

Better opportunities for career advancements:

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Better opportunities for career advancements

The IT development sector is characterised by exciting career prospects.

Indeed, in tech, everything moves fast. In just a few years, a junior developer can hope to become a DevOps developer, for example. Developers are required to be **constantly up to date** and to learn by themselves, and this opens up opportunities for development, since the digital professions are characterised by their **flexibility** and **security**.

Constantly updated, flexibility, job security
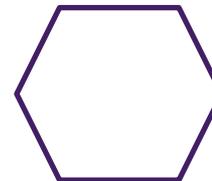
For all these reasons, retraining and becoming a developer is not only a **change of profession**, it is also a **change of life**!

SOCIETAL GAIN

More visible women in
the IT sector

More visible women in the IT sector

Only **16%** of ICT specialists employed in the EU are women. Yet **women have always been present in computing**. As a reminder, it was a team of women developers who designed the first computer.

It is therefore essential to make women in these professions visible so that our society stops depriving itself of talent from half the population. Making these women developers visible will **inspire other hidden talents**, from all sectors and professions, whose **previous experience will be valued** in this new career!

6%
of developers worldwide are women

SOCIETAL GAIN

Digital tools also developed
by women

Digital tools also developed by women

When products and services are developed by a mixed and diverse team, **the final product is better adapted to its end users**. For example, a woman's menstrual period will no longer be interpreted as a sick condition by a connected object, nor will a non-white male's face be interpreted as an animal...

Furthermore, when we encourage new people to enter the technology industry, we have the opportunity **to create more innovations**. For example: Yuka, which deciphers product labels and analyses the impact of food and cosmetics on health, Leetchi - a secure online fundraising system...

More developer women for digital tools that take into account half of population needs
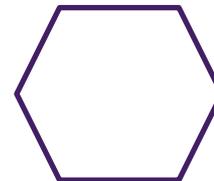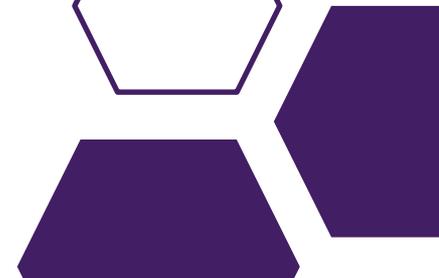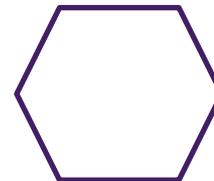
SOCIETAL GAIN

Better social justice

Better social justice

Our **hyper-connected society** will become much more so. The societal and economic stakes involved are far too high for women to leave this subject to men alone.

Indeed, the non-mixing of IT teams leads to the formation of **discriminatory biases** in the algorithms and a **perpetuation of discrimination** in computer software. Today, acting for non-discrimination towards half of the population also means investing in the IT sector again!

"Acting for non-discrimination means investing in the IT sector"

SOCIETAL GAIN

Better equal opportunities for all

Better equal opportunities for all

Inclusion brings a better **atmosphere** in companies. Where there is a better atmosphere, there is better **performance**, and companies have understood this.

Welcoming and fully including **all talents** with their differences is therefore beneficial for a company and for society as a whole.

You now have all the arguments you need to encourage a woman who is unemployed and/or has few qualifications to consider a career change to become a developer. We will now leave you to continue with the next two stages of the module!

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