THE DIFFERENT TEMPERAMENTS OF A TECHIE
WHO ARE THEY & WHAT DO THEY WANT?

Two thirds of tech workers would leave their jobs over poor work-life balance and over half of IT workers would leave over a lack of learning & development opportunities.

We surveyed over 1,000 IT workers to uncover six personas in the modern tech workplace, outlining strategies to help employers identify how to tantalise techies to their doors and hold onto the best talent.

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THE PERSONAS

While salary and benefits are the biggest drivers for most jobseekers, tech workers want more.

With over half of GenZ workers choosing a new challenge over a higher salary, stimulating work is the key to attracting the next generation of talent.

To win the cream of the crop, employers need to offer roles that create a positive work-life balance and allow their workforce to develop their skillset as well as give them new challenges.

There are similarities across all identified personas. For instance, IT & Telecoms is the top industry of interest. However, there are also a number of key differences in what each temperament finds attractive or not in a job role and what they are interested in.

Let's find out the different temperaments of a techie!

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THE CURIOUS COLLABORATORS

SOCIAL AND CONNECTED

16% of those surveyed were curious collaborators.

This sociable and extroverted group is the perfect networking combination. Calm and less competitive, personal connections and collaborations are the biggest motivators for such individuals. To attract this persona, a job role needs to be intellectually stimulating and provide a real challenge.

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Company fit:
This person would likely increase the sociability of a group, bridging gaps across different teams.

Qualities:
- Sociable
- Calm
- Non-competitive
- High intellectual curiosity

Interested in:
- Developing personal connections
- Intellectually stimulating roles

Industries of interest:*
Open to all industries

Preferred specialities:*
Cybersecurity, General IT

Roles of interest:
Architect & Infrastructure roles

Stay in a role:
Over five years

*Most respondents in this group had no preference of specialty nor industry, perhaps because their primary focus is on building a wide network of professional connections

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THE DIPLOMATS

PUT OTHERS BEFORE SELF

13% of those surveyed were diplomats.

The highest scoring group for empathy translates into a knack for persuading and caring about others in the team. Diplomats' highly protective nature means they are drawn to cybersecurity over other industry specialisms, with a high proportion of these individuals occupying roles in security.

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Company fit:
This person is especially empathetic and kind, likely to be skilled at influencing others.

Qualities:
- Caring nature
- Empathetic and sympathetic
- Cautious disposition

Interested in:
- Roles where they can care for others in the team
- Influencing others

Industries of interest:
Travel & Transport, Architecture, Engineering & Building

Preferred specialities:
Cybersecurity, AI, Cloud

Roles of interest:
Security (Information Security Analyst) and testing roles

Stay in a role:
Between two and five years

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THE OUTLAWS

RULE BREAKERS, QUESTION THE STATUS QUO

16% of those surveyed were outlaws.

The outlaws are the ones that are prepared to push the boundaries to get what they want. Preferring work that is relatively stress-free means this group is looking for roles that allow career progression while maintaining a healthy work-life balance.

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Company fit:
This person would likely shake things up a bit, potentially challenging the existing team dynamics.

Qualities:
- Forthright
- Unlikely to follow rules blindly

Interested in:
- Stress-free work
- Career progression that does not impact personal life

Industries of interest:
Finance & Legal

Preferred specialities:
Cybersecurity, General IT, Coding

Roles of interest:
Penetration testers & Business Intelligence roles

Stay in a role:
Between two and five years

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THE CHAMELEONS

CALM AND ADAPTABLE

22% of those surveyed were chameleons.

The chameleons are the most measured group, yet with a slight disposition towards adventure and embracing new experiences. To attract this type of IT worker, companies need to offer a new challenge this group can get their teeth into, alongside good salary and benefits, as chameleons are the most likely to leave due to a lack of career progression.

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Company fit:
This person would integrate into the existing IT team smoothly and get the ball rolling.

Qualities:
- Measured
- Adventurous
- Likes new experiences

Interested in:
- New challenges
- Good salary and benefits
- Career progression

Industries of interest:
Arts & Culture

Preferred specialities:
General IT, Cloud, Coding

Roles of interest:
Infrastructure (e.g. System Analyst) and testing roles (e.g. Test Technician)

Stay in a role:
Between two to five years or longer

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THE PROVOCATEURS

SEEK PROFESSIONAL DEVELOPMENT, PUT SELF BEFORE OTHERS

15% of those surveyed were provocateurs.

The most extreme scorers* are also the most interested in training and upskilling. To secure this type of individual, the key is focusing on professional development and the importance of a good work-life balance. The provocateurs are the least interested in exploring different industries, however will prioritise whether a job is serving them as an individual over brand loyalty every time.

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Company fit:
This person would bring something different to a team, with their personality predisposing them to be a versatile employee.

Qualities:
- Individualistic
- Nonconformist
- Bring new perspectives

Interested in:
- Training and upskilling
- Professional development
- Work-life balance

Industries of interest:
Strongly prefer to work in IT & Telecoms

Preferred specialities:
General IT, Cloud

Roles of interest:
Business Intelligence Analyst in IT & Telecoms sector

Stay in a role:
Between two to five years or shorter

*in the sample respondents who chose an extreme answer on many personality traits (e.g. absolutely yes or absolutely no)

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THE HIGH FLYERS

CAREER DRIVEN PROFESSIONALS

17% of those surveyed were high flyers.

The high flyers are driven by moving up the career ladder and reaching that senior level within a company. As a result, they're most likely to stay in a role for over five years, as their primary aim is career progression, making them loyal to the companies that can provide that.

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Company fit:
This person would be likely to manage a team and be comfortable taking charge of situations.

Qualities:
*   Driven by career progression
*   Loyalty
*   High levels of authority

Interested in:
*   Senior positions
*   Reaching a certain level of seniority over honing their technical skills

Industries of interest:
Open to all industries

Preferred specialities:
General IT, Cloud

Roles of interest:
Leadership roles, software developer roles

Stay in a role:
Over five years

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ABOUT THE RESEARCH

Research was commissioned by CWJobs and carried out by Censuswide in February 2019. An online survey was completed by over 1,000 IT workers across the UK's IT and tech sectors.

The 6 techie temperaments were identified by Good&Co's Psychometrics team using a data-driven approach, utilising cluster analysis methods to identify clear categories within the personality data collected in the Censuswide survey.

To recommend job roles, industries and specialities for each group, the personas were mapped against the personality data of a larger sample of 11,257 IT workers in the Good&Co database, allowing us to identify the prevalence of key personality characteristics across roles, industries and specialities, and therefore the popularity of these areas for different personalities.

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ABOUT US

For the last 20 years, CWJobs has been the home for tech jobs.

We match employers from all industries with the most skilled candidates from developers, software engineers, cyber security experts, to project managers and more.

As well as having a database of over one million tech professionals, we also advertise around 40,000 tech jobs every month; generating over 300,000 applications*.

For more information about CWJobs or our research, get in touch:

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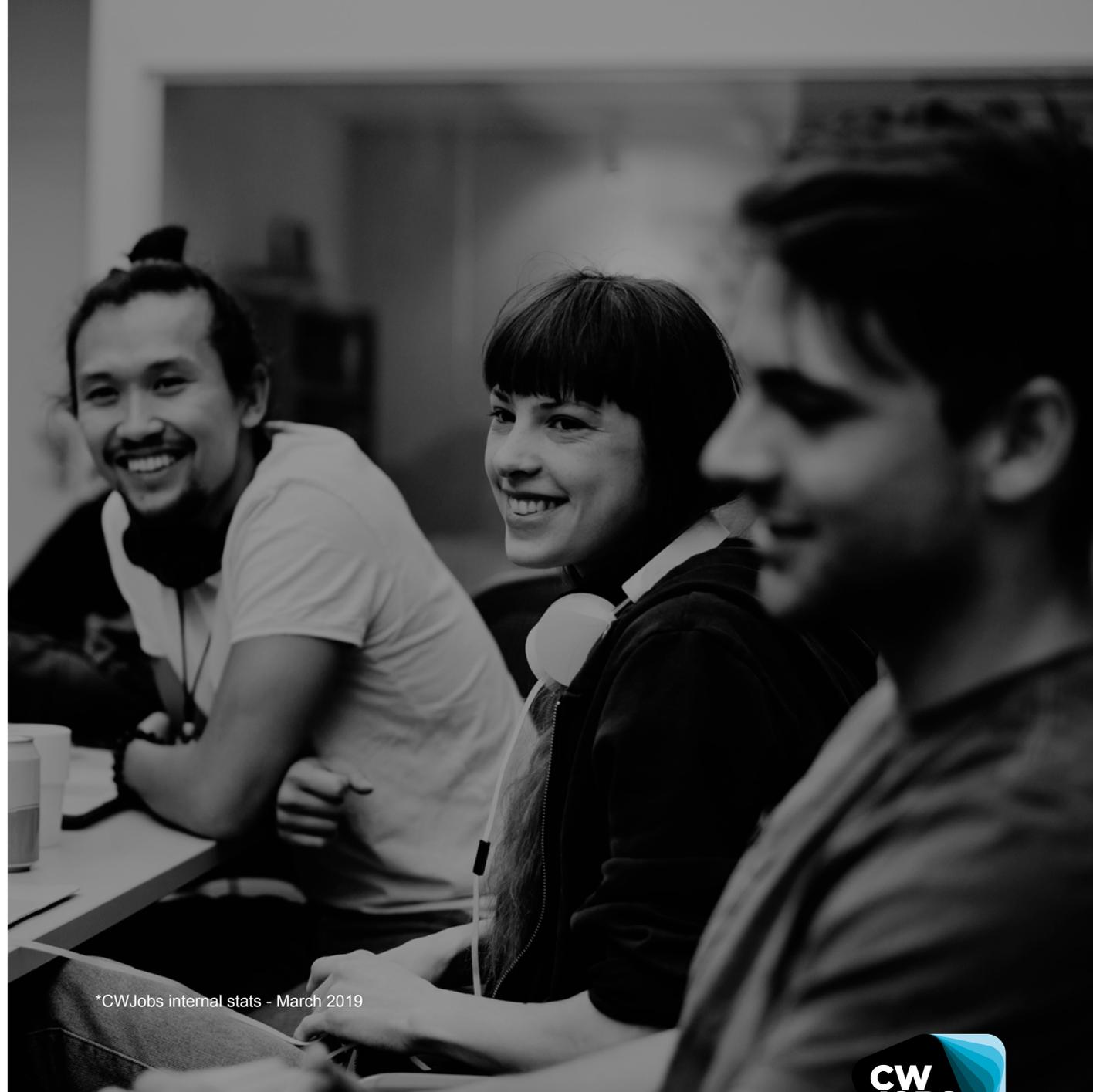
*CWJobs internal stats - March 2019