

Innovating the culture of tomorrow

What motivates technology professionals?



Top five priorities ↓

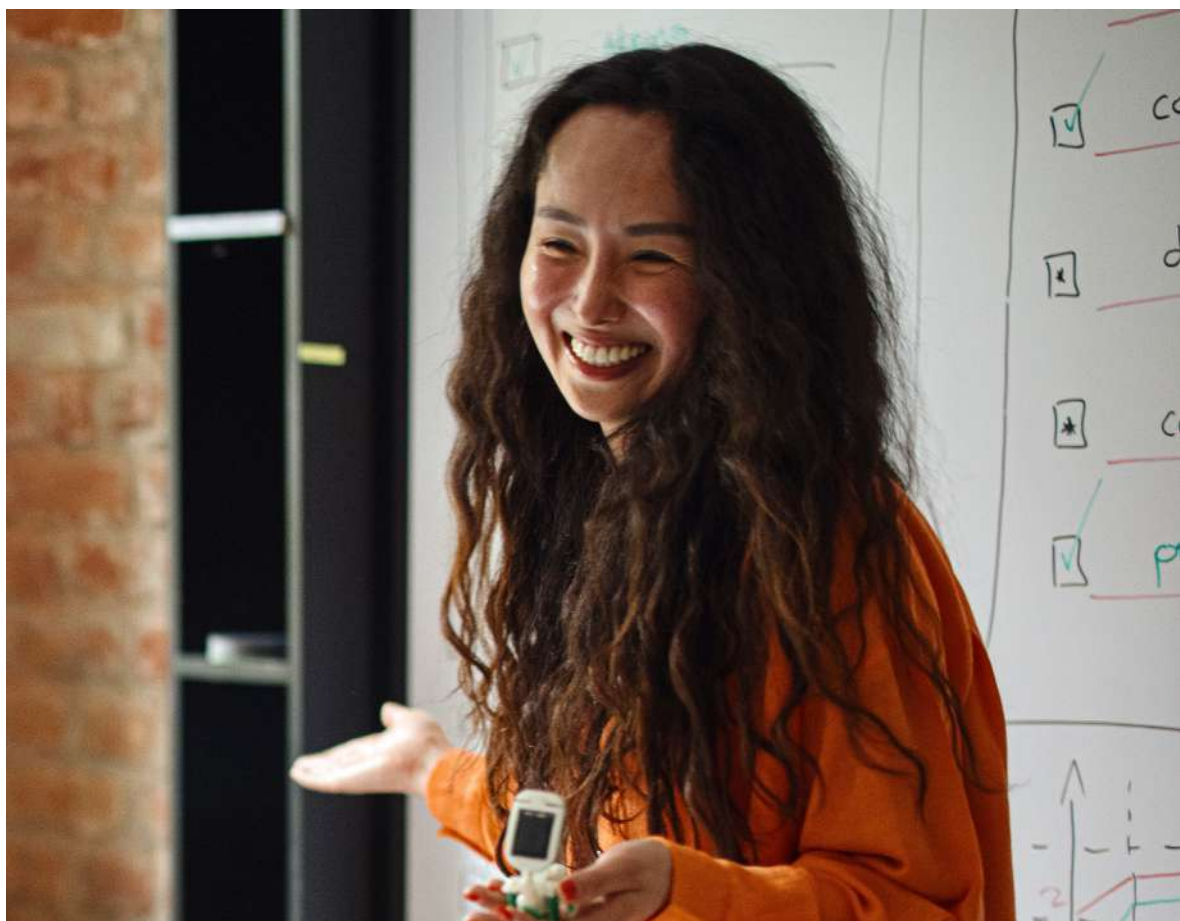
Priority 1

Training is essential



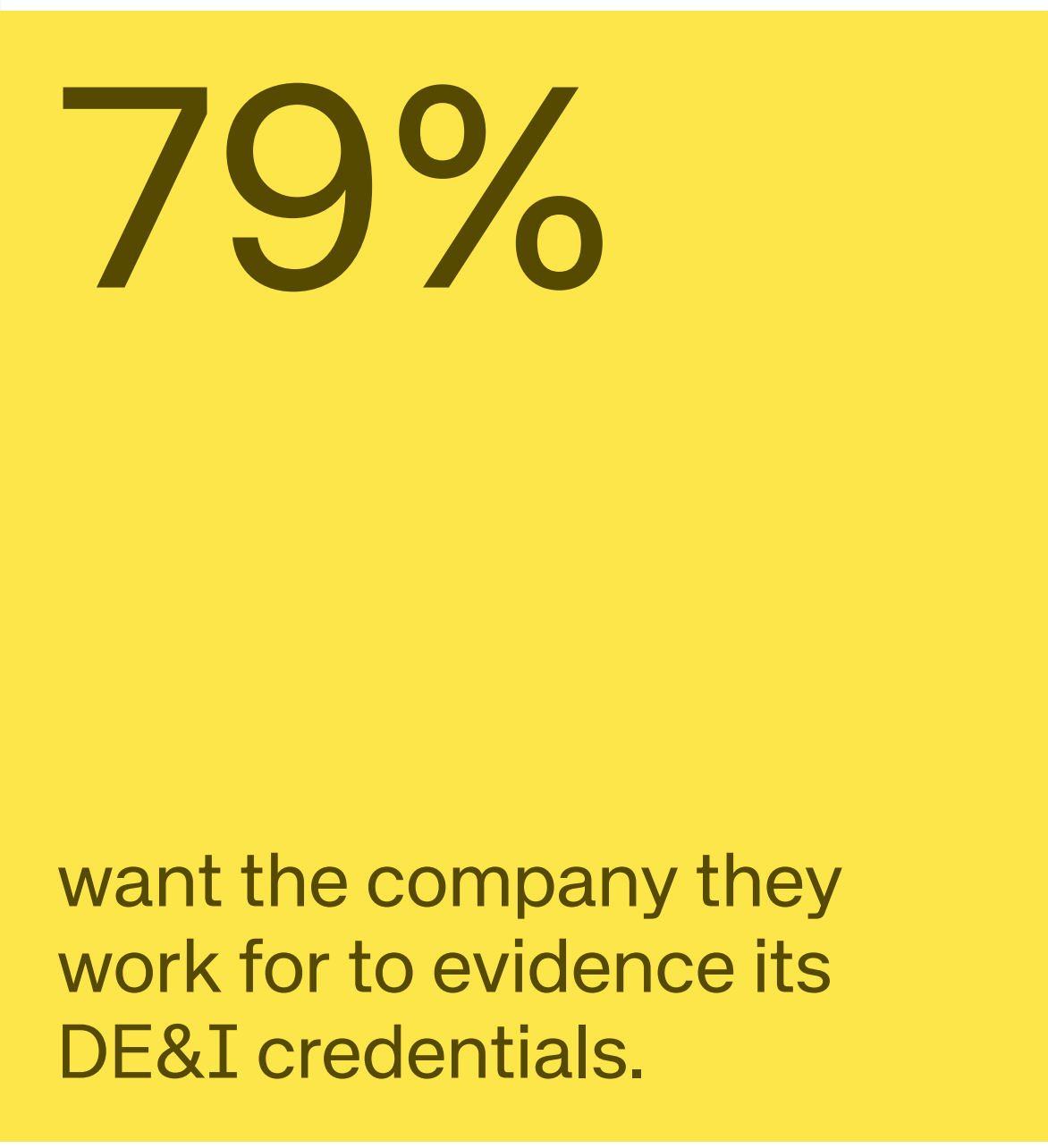
Priority 2

Innovation is a magnet even above salary



Priority 3

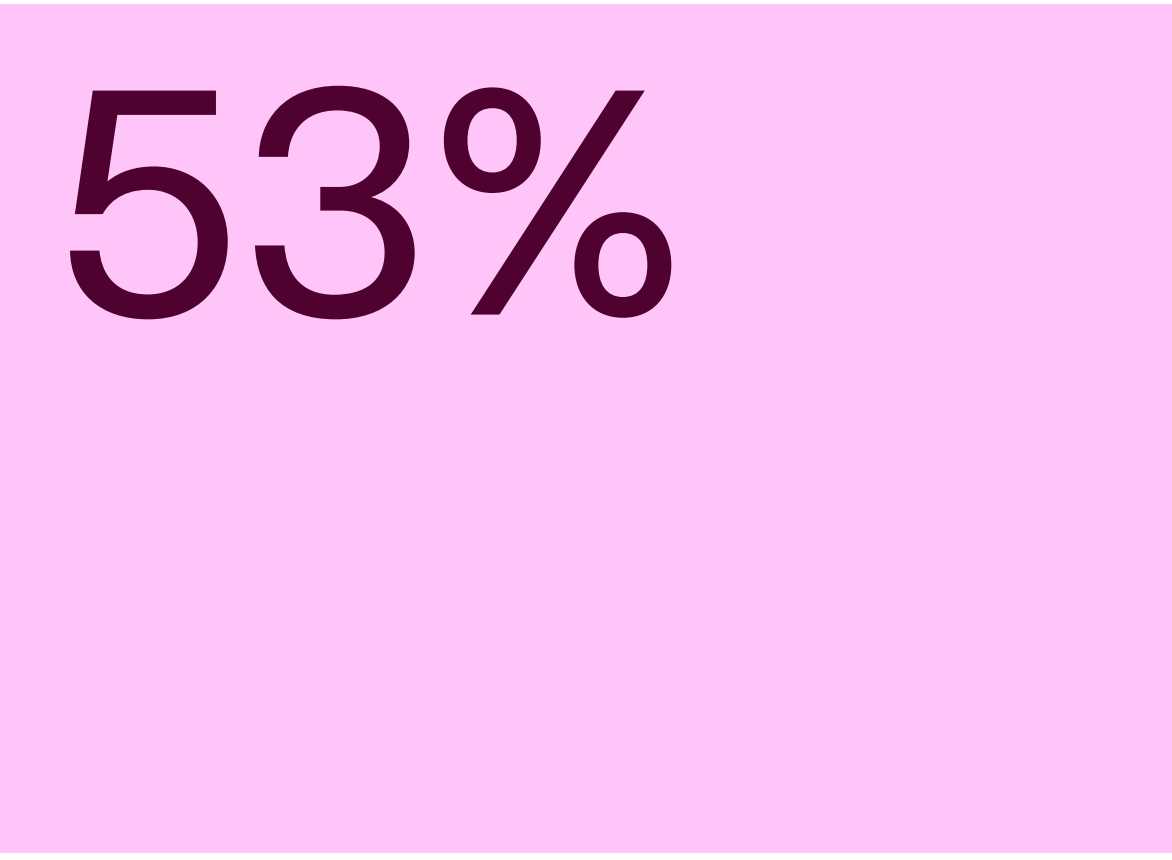
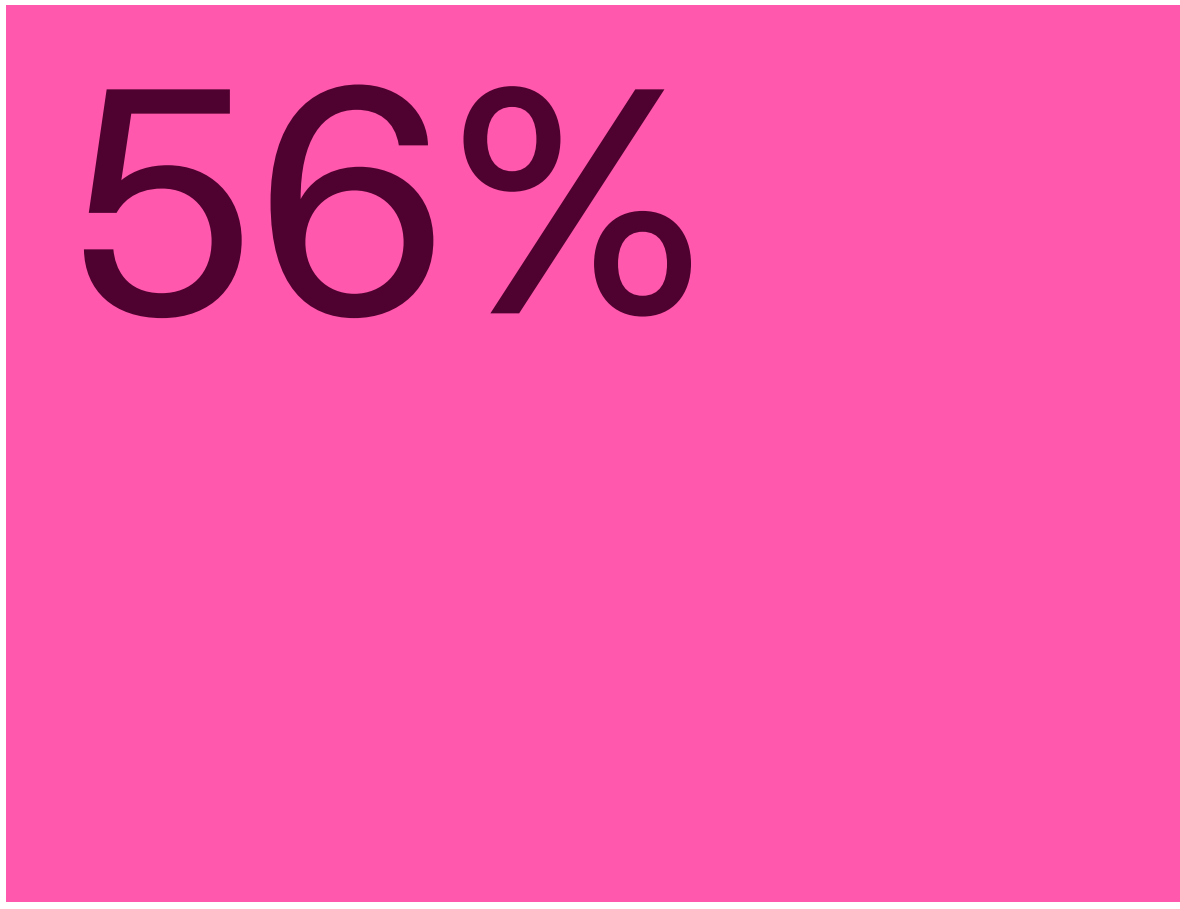
DE&I is a central focus



Priority 4

Ping pong tables are out, collaboration spaces are in

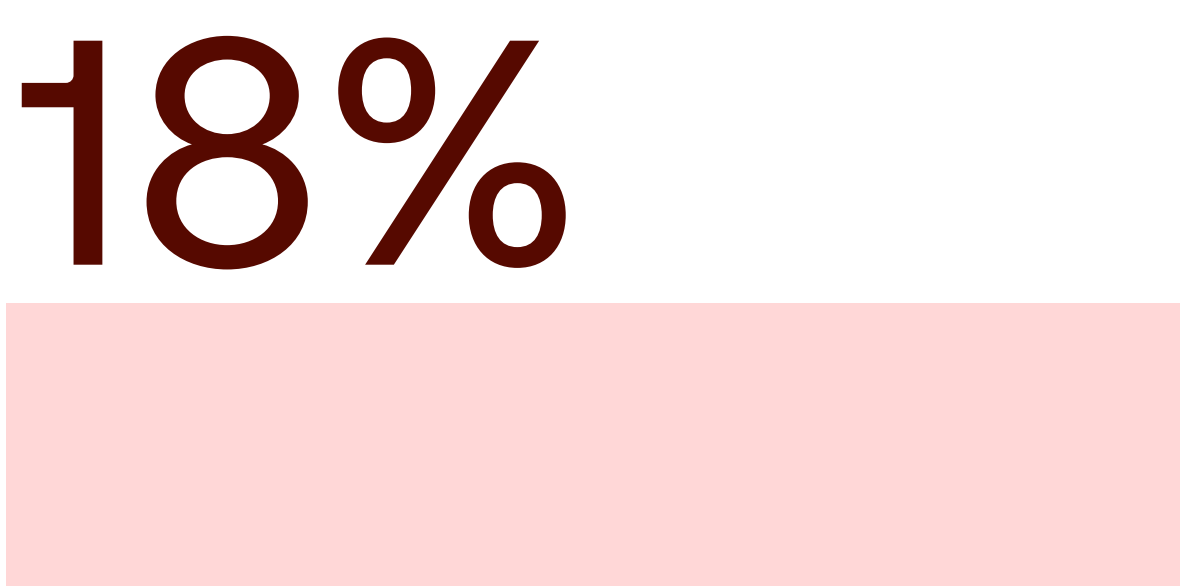
improved technology (56%), and the right equipment (53%) are cited as most helpful for innovation.



Priority 5

Support needed around psychological safety and mental health

One in five (18%) tech workers do not feel encouraged to be innovative at work.



Methodology:

Opinium Research questioned 2,200 technology professionals from eight markets – India, France, Spain, Turkey, Colombia, Philippines, USA, and the UK – in the third quarter of 2024. Respondents were aged from 18-55+ and are employed in a representative cross-section of technology professions. Open questions were analyzed by Mercury Analytics.

Independent research commissioned by Amadeus

“By empowering our technology professionals to explore new ideas, supported by a collaborative and caring culture, we are not only advancing the travel industry but also creating a workplace where our employees can thrive and achieve their full potential.”



Ana Doval de la Heras
Senior Vice President,
People & Culture, Amadeus



Professor James Berry
Founder of the UCL MBA