amadeus

# Innovating the culture of tomorrow

What motivates technology professionals?



### **Top five priorities** $\downarrow$

Priority 1 **Training is essential** 

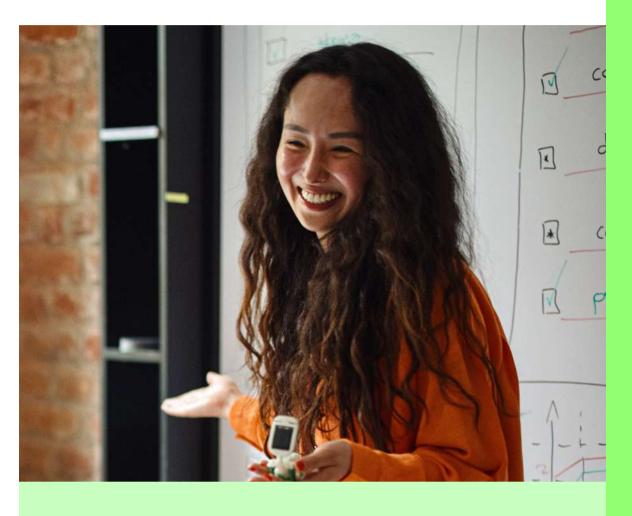
Priority 2 Innovation is

94%

of tech professionals see career changes ahead and will leave if they don't get the right training.

# 

### a magnet even above salary



Professionals at innovative companies are over five times more likely to say they were very happy at work.

x5

### 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.

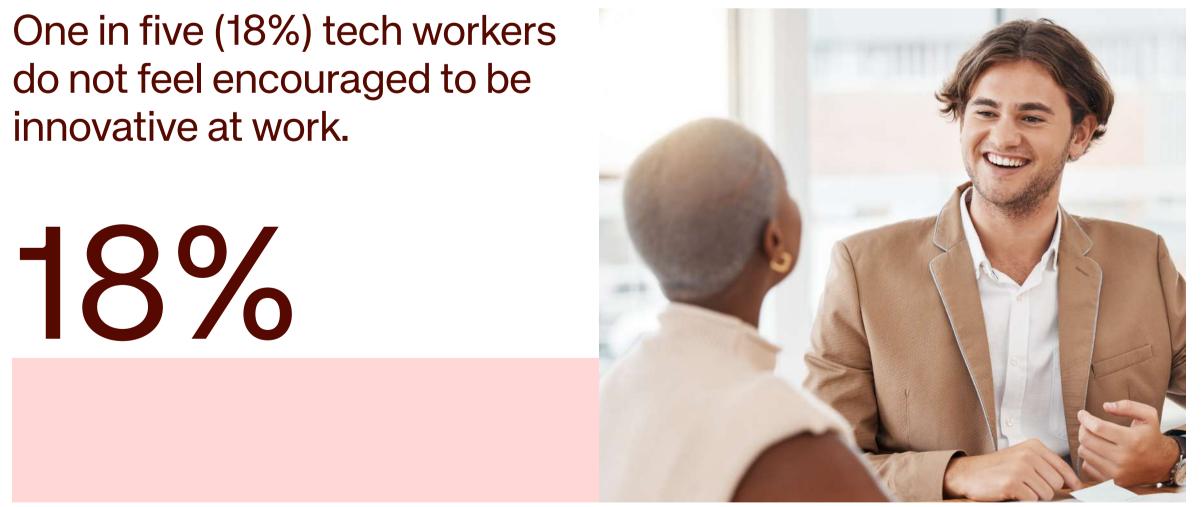
# 19%

56%

53%

### Priority 5

## Support needed around psychological safety and mental health



### **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."

"Today, being within an innovative business or using the latest technologies promises tech professionals guaranteed progress and security in an otherwise insecure world."



**Professor James Berry** Founder of the UCL MBA



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