



PER SCHOLAS

UNLOCKING POTENTIAL

CHANGING THE FACE OF TECH

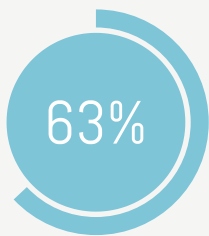


**THE FUTURE
OF TECH IN AMERICA**

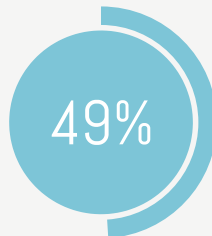
2023 SURVEY

Every job will be a tech job by the year 2033, according to the nation's CEOs and hiring managers.

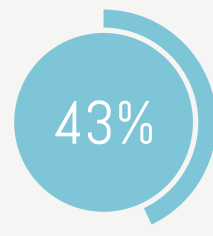
Tech Skills for the Future



Technical knowledge and skills



Communication



Project Management

Technical knowledge and skills (63%) topped the list of keywords C-suite executives look for when interviewing job applicants. Followed by **communication (49%)** and **project management (43%)**.

57% of Non-C-suite decision-makers look for these same skills, prioritizing tech knowledge.

44% of C-suite executives see a lack of tech skills as a big concern and **75% of workers** are aware that tech skills will be a must-have.

Hiring decision-makers are also increasingly **prioritizing tech skills more than any others** as they consider candidates. The top tech skills employers are looking for are **IT savvy (39%)**, **AI (29%)**, and **cybersecurity (28%)**.

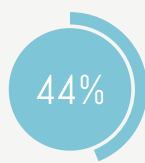
Top Five Skills C-Suite Executives Look For



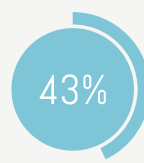
Technical Knowledge & Skills



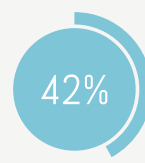
Communication



Leadership



Data



Project Management

Diversity in Hiring

While **65% of C-suite leaders** say they look for candidates with diverse thoughts/perspectives, just **42% indicate they consider candidates** from different ethnic or racial backgrounds when recruiting.

“Today's rapidly evolving landscape demands more than just employee upskilling. It's imperative for CEOs, CTOs, CIOs, and the entire C-suite to champion diversity and inclusion with the hiring of ‘skilled through alternative routes’ or STAR talent to remain agile, innovative, and ahead of the curve.”



Damien Howard
Chief Enterprise Solutions Officer

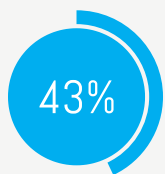
The Need to Upskill

INITIATIVE: To prepare for this transformation in the workforce, 57% of workers are already upskilling either through their employer or by individual means.

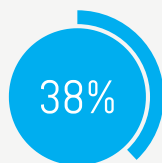
GENERATIONALLY: The research found that younger generations are more likely to say they're currently upskilling: Gen Z workers (97%), Gen X (65%), and millennials (55%).

SKILLS: Tech skills are the most pursued upskill with 43% of workers currently learning software, apps, artificial intelligence (AI), or coding and data science.

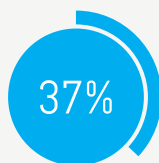
Top Five Most Common Upskills Workers Are Training In



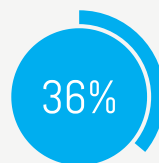
Tech



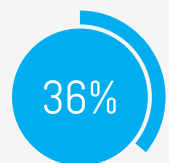
Project Management



Customer Service

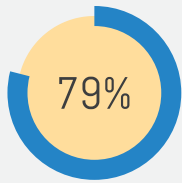


Graphic Design

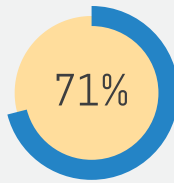


Financial/budget Management

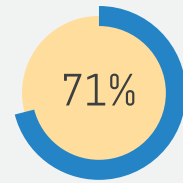
Top Three Industries Where Employees Say They Are Upskilling The Most



Engineering



Education



Tech

“I firmly believe that bridging the tech talent gap through professional skills training isn't just about filling roles—it's about fueling economic growth and ensuring a diverse, inclusive workforce that reflects the multifaceted society we live in. By equipping individuals with the skills they need, we're not only opening doors to personal opportunities but also building a stronger, more resilient economy for everyone.”

Damien Howard

Chief Enterprise Solutions Officer

Survey Methodology

This random double-opt-in survey of 650 C-suite executives, 100 hiring managers and 1,500 office workers was commissioned by Per Scholas between Aug. 2 and Sept. 19, 2023. It was conducted by market research company [OnePoll](#), whose team members are members of the [Market Research Society](#) and have corporate membership to the American Association for Public Opinion Research ([AAPOR](#)) and the European Society for Opinion and Marketing Research ([ESOMAR](#)).



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