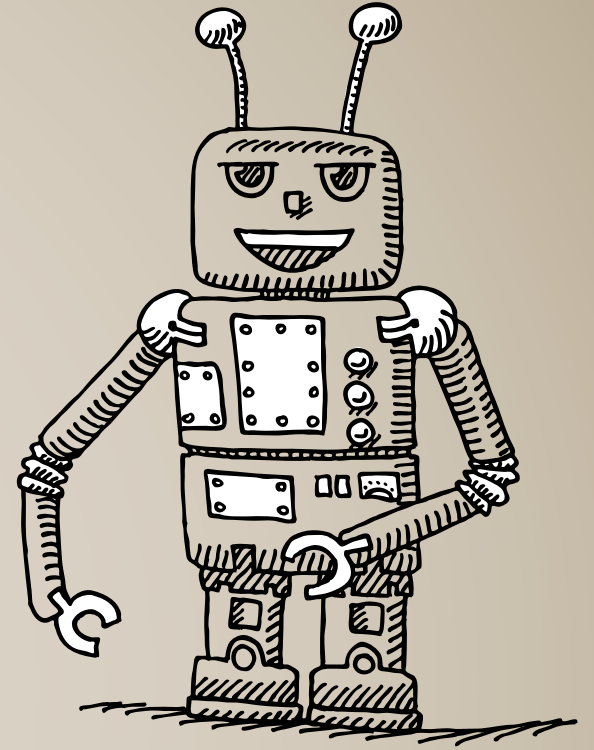


**HOW TO  
UP-SKILL  
IN IT**





## WHAT'S THE FUTURE OF IT?

Not so long ago, IT was an industry and a skill-set that had relatively well-defined boundaries.

Information technology was dominated by a few big names, and the number of programming languages that would lead to a good corporate job could be counted on both hands. This was a time when 'real' IT was only done inside very large organizations with huge mainframes and IT helpdesks.

That was then.

The term 'IT' is now much harder to pigeonhole. The industry (if it can indeed be called that) is a varied and prolific inventor of software solutions, hardware tools, user experiences and applications—and virtually every other industry now has some form of IT at its center. IT is now just as much a technical skill as it is a creative one, depending on when, where and how you apply it.

This relatively swift evolution has made defining one's career "in IT" a little more difficult than it has been previously.

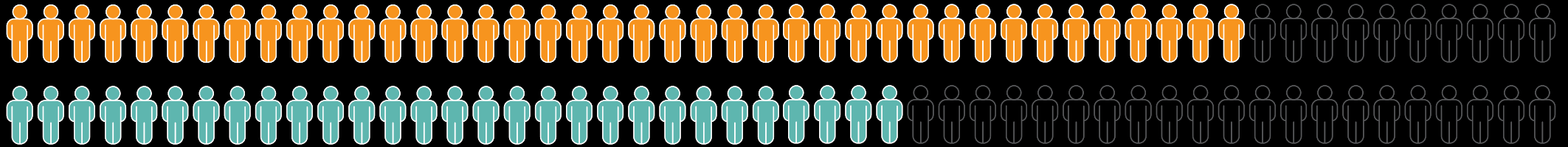
There are now more choices to make about what kind of IT expert you really want to be, which industry you want to work in, where you want to live and work, and how you wish to apply the skills that you're going to have to keep amassing (almost on a daily basis).

### If you have:

- a qualification in an IT discipline, programming language or software solution;
- at least a year or two of experience applying that skill in the business world; and
- the desire to take your career to the next level, then this e-book is for you.

Here, we explore the key trends in technology, what career paths might look like and how to plan your next steps in selling your skills as a tech expert.

**40% of IT workers believe up-skilling is the key to employability**



**compared to 29% of non-IT workers**

## WHAT'S DIFFERENT ABOUT UP-SKILLING IN IT?

Technology is constantly moving and changing, and IT pros know they must change with it.

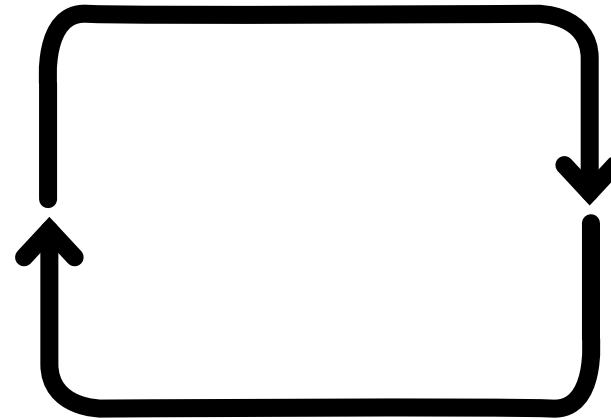
### The trouble with technical skills is:

- They are very easily commoditized unless you're constantly retraining. If you stay in a pure technical role for more than a few years, you will need access to ongoing training and a career plan to expand your skill base.
- There is constant competition from new software solutions. Even in large corporations, the dominance of single software solutions for the majority of business processes/products is waning. Businesses invest in a larger number of niche solutions, which will have to be adapted, upgraded or replaced more frequently than in the past, so expertise in one solution is not a career-long proposition any longer.

So, you think of your career path in IT as cyclical.

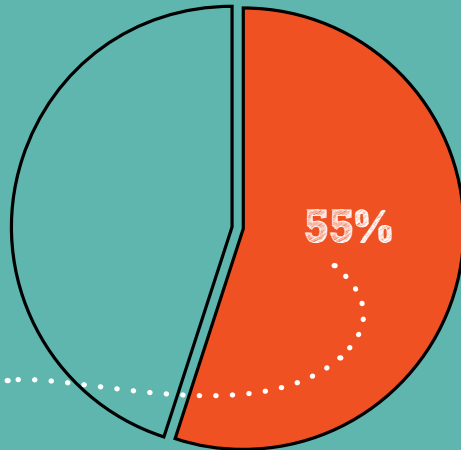
Although you may not always need to learn new coding languages or programs inside and out, you'll always need to maintain a passion for technology and keep up with trends and what they really mean for the business you're working in. A career in IT means consistently developing technical expertise alongside business knowledge and strategic management skills.

Learn technical skill & apply it

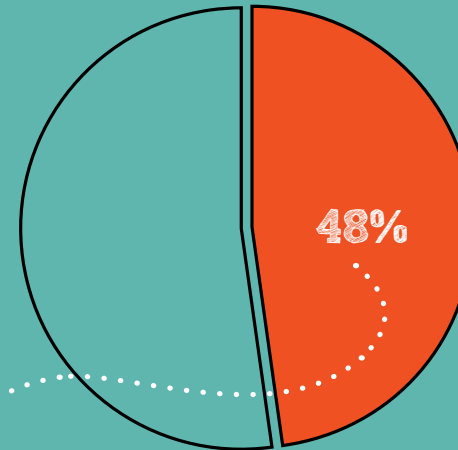


Understand its business context

## THE TOP SKILLS IT WORKERS FEEL THEY NEED TO ACQUIRE OR FURTHER DEVELOP



**55%** of IT professionals think they need to acquire or further develop their cloud platform and migration skills



**48%** think they need to acquire more skills in mobile technologies and agile development.

## THE IT CAREER PATH

### How do you move from having an easily outsourced skill to carving out a leadership position in IT?

Given the limited lifespan of individual IT solutions and programs, IT careers usually develop in two distinct phases. They start with the development of a core technical skill in a particular software solution, programming language or a skill in a specialist area such as networking or database management. Then, as broader business knowledge is developed, IT specialists can move into broader management roles that oversee technical teams or projects.

#### How long it takes to move from phase one into phase two will depend upon:

- Your breadth of experience: the number of projects and assignments you take on to develop the broadest possible experience in your skill set.
- Your project profile: how strategic you are about the organizations you work for, as well as the quality and innovation of the projects you've worked on. A reputation for working on major change and innovation projects is a huge plus on your resume.
- Your flexibility: to develop the right experience and the right relationships, your steps on the career ladder may not always be upward. Consider taking lateral and even backwards steps to get key skills and relationships you need.

#### Phase 1

##### Becoming a specialist in one tech solution/language

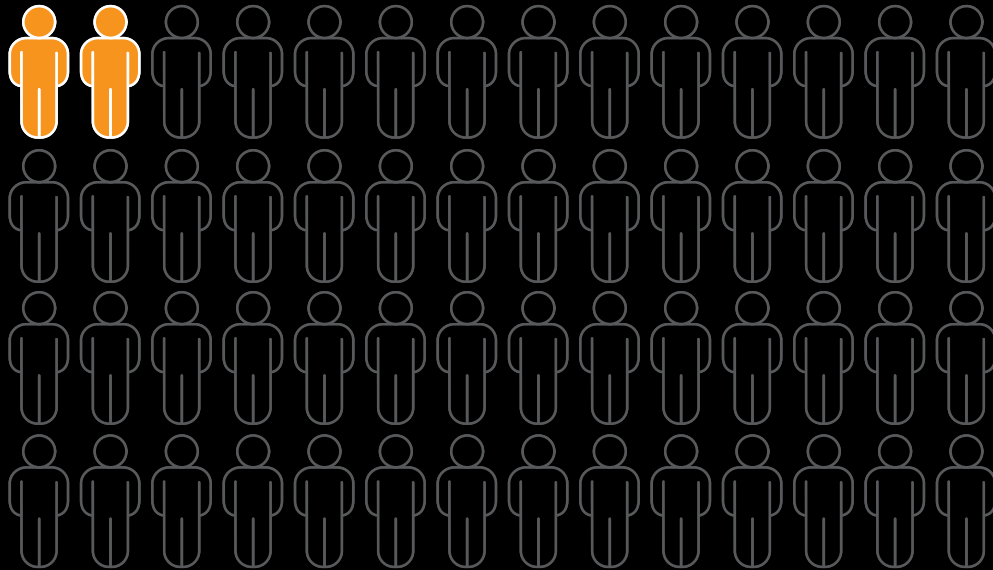
This can take as little as a year or two, depending on the scope of the organization you work for, the depth and breadth of projects you work on, as well as the leadership and innovation you're exposed to. This usually gives you:

- Immediate employability without requiring vast previous experience
- The ability to apply your skill to other industries
- Great grounding for moving to IT management roles later on

#### Phase 2

##### Becoming a consultant/IT business partner

As you develop a deeper understanding of the business context your technology is applied in, as well as the consumer/market dynamics, you will be in a position to take on leadership roles in the IT function. Ultimately, you are working to become an IT business partner—someone who is conduit between the technical teams and the organization's management team.



**THE UNEMPLOYMENT RATE FOR  
TECHNOLOGY PROFESSIONALS  
STEADIED IN THE FOURTH  
QUARTER OF 2012 AT**

**3.3%**

The overall national unemployment rate is more than double at 7.6%.

## HOT JOBS, SKILLS AND CERTIFICATIONS IN IT

### What are the key skills and opportunities to advance your IT career?

**V**irtualization and the cloud are changing the way organizations structure themselves, deliver consumables and how they allocate capital to technology. The hot trends in the sector are:

- Big data visualization
- Information security, particularly as it relates to cloud technology and virtualization
- Mobile technology

Last year, we put 7,700 IT contractors to work in the US alone. We're finding the most sought after talent are IT professionals with experience as web developers with .net, Java, SQL, ERP-related skills (SAP, PeopleSoft), and architects (data, infrastructure).

The most in-demand role are:

- Project Managers
- Business Analysts
- Mobile I/OS Developers
- Java Developers
- Networking Engineers
- .net Developers

According to a study by CareerBuilder and Economic Modeling Specialists Intl. (EMSI), IT occupations requiring a Bachelor's degree that have produced the most jobs post-recession include:

- Software Developers (Applications and Systems Software)
- Computer Systems Analysts
- Network and Computer Systems Administrators<sup>1</sup>

In demand certifications for 2013:

1. MCSA (Microsoft certified solutions associate)
2. MCSE: Private cloud
3. PMP: Project Management Professional, the certification from PMI (Project Management institute)
4. VCP: VMware certified professional
5. CISSP: Certified Information systems security Professional

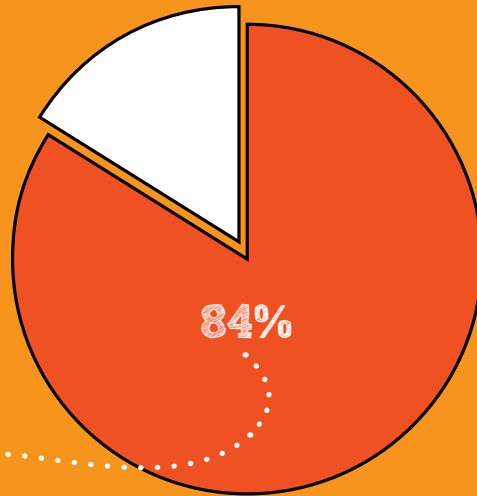
The 'typical' IT professional in the U.S:

- has a Bachelor's degree in computer science
- Is paid \$90,530 annually

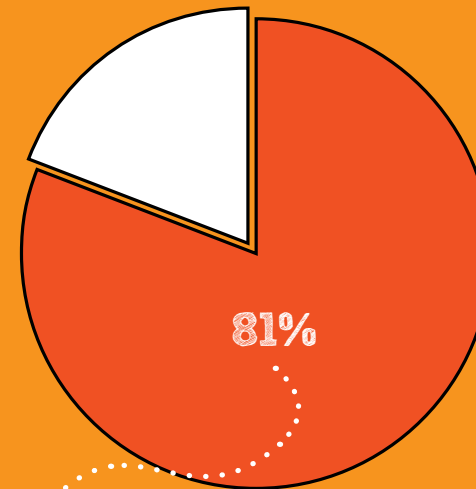
<sup>1</sup> <http://www.forbes.com/sites/jacquelynsmith/2012/12/06/the-top-jobs-for-2013/2/>



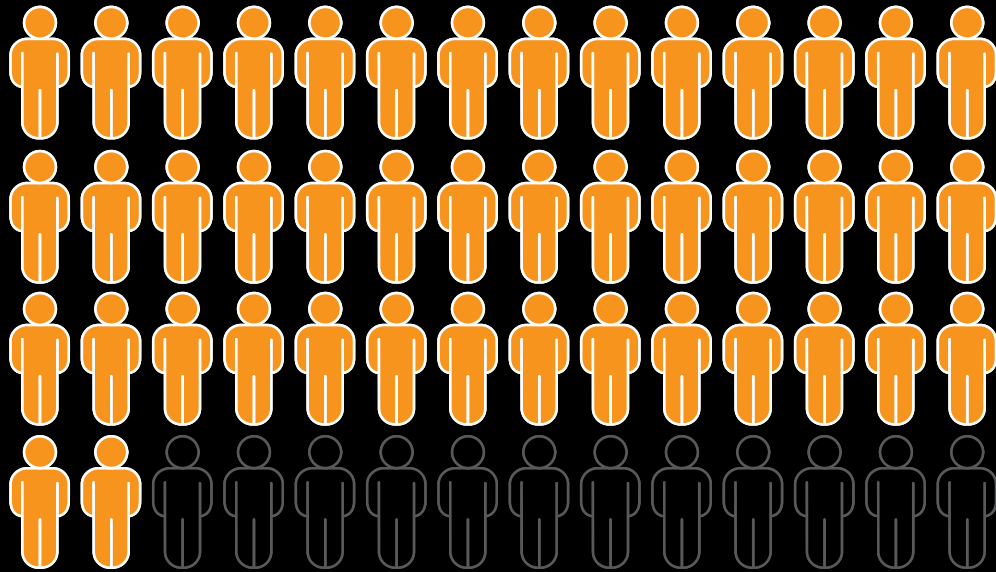
## THE TOP SOFT SKILLS IT WORKERS FEEL ARE CRITICAL FOR JOB SUCCESS



**84%**  
of IT workers identified  
cooperation/teamwork  
as a critical skill for  
job success



**81%**  
of IT workers  
identified active  
listening coming  
in a close second



# 78%

**OF IT LEADERS THINK A FLEXIBLE IT WORKFORCE IS IMPORTANT OR VERY IMPORTANT – WHEN COMPARED TO WORKERS WHO ARE DIRECTLY EMPLOYED – IN ACHIEVING THEIR PROJECT GOALS/STRATEGY**



according to IT leaders, 31% of the total IT workforce is made up of flexible workers

## STAY INFORMED. EXPAND YOUR NETWORKS.

Look for flexible ways to stay ahead of new trends, access new skills and grow your IT networks.

### Network and up-skill:

- Join specialist IT groups such as the PMI (Project Management Institute) in the U.S. This is the certifying body for project managers and there are equivalent organizations worldwide.
- Join local user groups associated with specific technology solutions and languages. Java has a user group called JUGS (java user groups).
- If have a specific interest in learning a new technical skill and don't wish to undertake a formal training course, seek out online tutorials and downloads to learn:
  - Open source languages such as Python, Perl or PHP; or proprietary languages such as ASP.
  - Open source programs such as Blender, Gimp, Linux, OpenOffice.org
  - Android app development (or Xcode to create iPhone apps, which is proprietary)
  - Online publishing and development tools such as Wordpress to help you build and customize websites

### Stay informed:

- Follow key IT influencers in your specialty tech area on social media such as Twitter. Look for the names of IT writers in major publications to follow, and also look at the accounts these people follow for news leads and discussion. A suggested list of key IT tweeters can be found here: <http://www.makeuseof.com/tag/8-essential-tech-influencers-follow-twitter/>

- Stay tech-literate and up-to-date on technology developments in specialist blogs and sites such as:
  - <http://appleinsider.com/>
  - <http://allthingsd.com/>
  - <http://www.wired.com/>
  - <http://mashable.com/tech/>
  - <http://www.reddit.com/r/technology/>
  - <http://www.lifehacker.com.au/it-pro/>
  - <http://delimiter.com.au/>

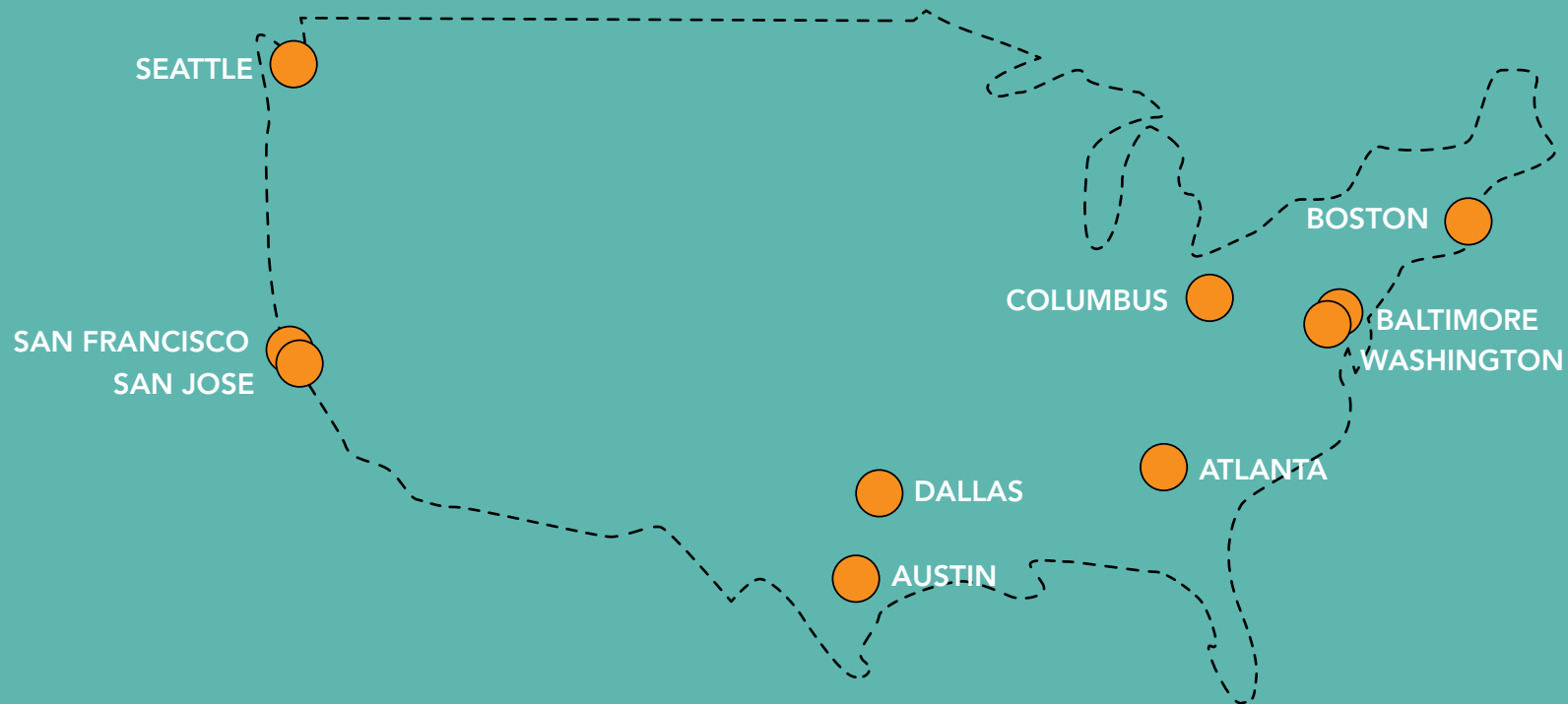
### Kelly Recruiter Tip

“If there is a local user group for your skill set, join and attend the networking events. This is how you find out about new products and solutions before the market. For example, if you're a Cisco admin, look up your local Cisco user group and attend the monthly meetings.”

**Ella Malone,**  
Kelly Services

# IT OPPORTUNITY MARKETS

The top 10 metropolitan areas that have a strong concentration and a substantial volume of IT jobs (compared to total employment) and are predicted to grow their IT employment by more than 8% in the next five years.





Did you know Kelly hires 3,300 new Information Technology contractors every year? Kelly® is dedicated to helping you find your ideal job. So, what are you waiting for?

Search for jobs on our **Kelly Career Network®**, join our **Talent Network**, or visit **[www.kellyservices.com](http://www.kellyservices.com)** to get started today.

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- Funding upskilling in the 21st Century
- Workers up-skill to remain employable in crisis

#### ABOUT THE AUTHOR

JOHNNY JIANG is a Recruiting Manager for Kelly Services Strategic Accounts and Operations (SAO) with an expertise in High-Tech recruitment and market strategy, spanning across several industries such as Consumer, Life Sciences and Automotive. After a six-year career in the Silicon Valley encompassing roles ranging from Technical Recruiter to Recruiting Manager, Johnny decided it was time for a change of scenery and moved to Roseville, CA; shortly after he joined Kelly Services. He currently manages the SAO IT vertical, focused on servicing the IT recruitment needs of multiple key SAO accounts nationwide. Johnny received a B.S. and B.A. degree from UC San Diego, in Management Science and Psychology.



#### ABOUT KELLY SERVICES®

Kelly Services, Inc. (NASDAQ: KELYA, KELYB) is a leader in providing workforce solutions. Kelly® offers a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire, and direct-hire basis. Serving clients around the globe, Kelly provides employment to more than 560,000 employees annually. Revenue in 2012 was \$5.5 billion. Visit [kellyservices.com](http://kellyservices.com) and connect with us on [Facebook](#), [LinkedIn](#), and [Twitter](#). Download [The Talent Project](#), a free iPad app by Kelly Services.

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