

# Turn To Tech



## Your story matters!

Women often hesitate to pivot into digital careers because they don't see others like them in the industry. That's where you come in.

Your story can:

- Inspire someone who's doubting themselves.
- Empower women to see the value in their transferable skills.
- Support career changers by showing what's possible and what helped you.

And remember, this is for male allies too. We want to hear from you if you have helped someone pivot into a digital role.

## About #TurnToTech

*You don't need to be a coder. You don't need a computer science degree. You just need a story, your story.*

We're inviting you to record a short video and join the women and male allies changing the face of digital roles. You can film it on your phone or laptop, it doesn't need to be polished or perfect. Just be yourself: authentic, honest and open.

Let's show the world that tech careers are built on different paths, by different people. By sharing your real-life experience, you'll help other women see what's possible, and show them they're not alone in making a career change.

Grab your phone. Hit record. Join the movement. Be the reason someone else turns to tech.

## Record your story

Record a 1-minute video answering 2 of the following questions:

- What was your #TurnToTech moment?
  - What moment sparked your decision to transition into a digital career?
- What would you say to someone considering a #TurnToTech?
  - What advice helped you career change?
- What transferable skill helped your success in a digital role?
  - Did your past roles give you strengths that you didn't realise?
- What excites you most about your digital role?
  - Is it solving problems, working with people, or making an impact?
- What support helped your transition?
  - Whether it was a mentor, manager, network, or friend, highlight the power of support.
- Why should others join the #TurnToTech movement?
  - Help spread the word and grow the network of women considering a career change.

## How to share:

Once you've recorded your video:

- ➡ Post it on your social media, personal or professional.
- 📌 Use the hashtags: #TurnToTech and #WomenPivoting
- 🗣 Tag: @CityofLondon and @CityofLdn on Instagram and X and City of London Corporation on LinkedIn

We'll amplify your voice by resharing your story across our channels.