Helping Employees Stay Ahead of the Digital Transformation

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Seventy-five million to 375 million global workers may need to switch occupational categories and learn new skills.

January 2017’s McKinsey Global Institute: *Jobs lost, jobs gained: Workforce transitions in a time of automation*
66% of executives see “addressing potential skills gaps related to automation/digitization” within their workforces as at least a “top-ten priority.”

82% believe retraining and reskilling must be at least half of the answer to addressing their skills gap.

January 2017’s McKinsey Global Institute: *Jobs lost, jobs gained: Workforce transitions in a time of automation*
16% feel very prepared that their companies are ready for this transition.
As the imperative to “digitally transform” companies becomes critical, it’s an immense opportunity for learning professionals.
What we’ll cover today

1. **What is the Digital Transformation?**

2. **3 critical factors to reach digital sophistication**

3. **How Udemy for Business will get you there**
What is this Digital Transformation anyway?

Digital transformation can be defined as the acceleration of business activities, processes, competencies and models to fully leverage the changes and opportunities of digital technologies and their impact in a strategic and prioritized way.

Digital business transformation is the process of exploiting digital technologies and supporting capabilities to create a robust new digital business model.

Digital Transformation is not necessarily about digital technology, but about the fact that technology allows people to solve their traditional problems. And they prefer this digital solution to the old solution.

The transformation stage means that digital usages inherently enable new types of innovation and creativity in a particular domain, rather than simply enhance and support traditional methods.
What is this Digital Transformation anyway?
Every business goes through a unique transformation
Businesses need a learning solution to prepare for technological advances.

- Automation
- Machine Learning
- Cloud Computing
- Marketing Attribution
- AI
- Programmatic Bidding
- BIG DATA
Key Factors to Reach Digital Sophistication
Putting the learner first

- Keeping up with the pace of market changes
- Digestible formats
- Diverse selection
- Tools to support learning
Deloitte’s Global Human Capital Trends Report:

- 92% executives rated soft skills as a critical priority

Boston College, Harvard University and University of Michigan Study on Soft Skills:

- Communication and problem solving boosts productivity and retention by 12% and has a 250% ROI based on higher productivity and retention
Personalized learning journeys

- SQL
- AI
- Financial Modeling
- AWS
- Project Management
- Effective Feedback
- Leadership
- Machine Learning
How Udemy for Business Helps Companies Stay Ahead
Content created at the speed of market changes
Unique indicators for demand

- Unprecedented insights from 24M learners to inform instructors of topic demand

- Consistently first to market

BITCOIN
Blockchain and Bitcoin Fundamentals
George Levy
- 36 Lectures
- 25 hours
- (8505)
Added April 2013
Mainstream 2017

REACT
Modern React with Redux
Stephanie Grider
- 151 Lectures
- 26.5 hours
- (30664)
Added April 2013
Mainstream 2017

iOS 11
iOS 11 & Swift 4 - The Complete iOS App Development Bootcamp
Angela Yu
- 472 Lectures
- 49.5 hours
- (19180)
37 courses added in August 2017
6 weeks before release

ANGULAR 6
Angular 6 (formerly Angular 2) - The Complete Guide
Maximilian Schwarzmüller
- 495 Lectures
- 28 hours
- (48443)
Added May 2018
1 hour after release
Unique indicators for quality

- Incredible velocity
Udemy instructors add 2-3k courses each month (10,000 hours)

- Social validation
through ratings and reviews

7 Scientifically Proven Steps to Increase Your Influence
Vanessa van Edwards
4.5 ★★★★★
8,790 Reviews
"Vanessa’s presence throughout the whole course is admirable. She truly lives what she preaches and one can implement her proven tips right away and notice a difference. I loved not only the content, but the delivery itself. Made me smirk and sometimes even laugh out loud. Thanks for providing such an important resource. I’m a fan!"

"I absolutely LOVED this course! I consider myself as a little “weird” and have battled some insecurity most of life. I am definitely more empowered and confident that using this knowledge will increase my influence and help to better connect with others around me."

Microsoft Excel – Data Analysis with Excel Pivot Tables
Chris Dutton
4.7 ★★★★★
2,985 Reviews
"Clear and concise explanations, hands on of practice! Really awesome course!! Chris responses to any kind of questions were really prompt and thorough. Certainly one of the best courses for pivot tables (if not the best) in Udemy!"

"The best course to master Pivot Table. Chris is such a wonderful teacher, all lectures are in depth and easy to follow. I feel so confident in my Pivot Table skills."

Complete Python Bootcamp
Jose Portilla
4.6 ★★★★★
57,790 Reviews
"When I began this course I really knew nothing about Python or even Programming. Jose Portilla did an excellent job in this course to break every aspect down to its simplest form which made it very easy to digest."

"Well spoken, experienced and gives direction well. Very well versed in presented material without loss of thought or focus. Excellent instructor with a grasp of every part of Python through different Operating Systems and programs related."

AWS Essentials
Linux Academy
4.5 ★★★★★
10,116 Reviews
"Fantastic course. Gives a fundamental overview of AWS services via easy to understand and visual walk-through of project omega. It gives so much clarity on AWS services and high level picture about how each services fits together. The course is highly recommended for AWS starters."

"Excellent Course. I am really thankful to Thomas and his team for providing such a great learning experience."
We curate the freshest, highest quality courses to help companies achieve Digital Transformation

80K Courses
24M Learners
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2.5K high-quality courses curated by our team
Our content team maintains quality and relevancy

Our Content team continuously monitors the collection for **course quality and relevance** based on:

- Marketplace demand
- Average rating
- Instructor responsiveness
- Demand across our customers

2.5K high-quality courses curated by our team
Billions of learning interactions help us create a personalized and intelligent experience for learners
Hi, Jonathan,

Explore 2,500+ courses. From Python to productivity, pick what's right for you.

What would you like to learn?
We are dedicated to driving engagement across your company every step of the way

- Admin kickoff
- Determine business goals
- Product training
- Lunch and learns

- Internal kickoffs
- Company culture events

- Email and communication to drive adoption
- Building a culture of learning

- Empower managers to encourage learning
- Gain executive buy-in

- Spread learning through social
- Leverage ambassadors to increase engagement

24/7 Support
Specialists available to answer your questions, plus Live Chat 7am – 5pm PST
Leading organizations use Udemy for Business to build skills and drive learning forward
Udemy for Business elevates the perception of learning

- 45% of North American survey respondents think their current skills will be inadequate in three years.
- 59% of global survey respondents think their companies are not giving them opportunities to develop.
- 75% of the workforce will be made up of Millennials by 2025, yet 45% tell us they get no leadership development at all.

82% of employees have a more positive opinion of their L&D offering after using Udemy for Business.

Our Mission:
To help employees do whatever comes next
Thank you!