Getting people back to work

Partnering to help people impacted by COVID-19 gain the skills for in-demand roles in a more digital economy
Why digital skills? Why now?
The problem we need to solve now

A global economic crisis
Returning to a different economy
An intensified skilling challenge
Our goal

Help 25 million job seekers worldwide gain new skills for a more digital economy

Microsoft  LinkedIn  GitHub
We cannot do it alone

We must work across sectors to create greater impact for job seekers around the world.
Accelerating our commitment to skilling
A comprehensive approach to help 25M job seekers
The free learning paths cover a broad range of skills, from entry-level digital literacy to advanced product-based skilling for technical roles. These role-based learning paths provide opportunities for people—wherever they are starting from—to reskill and upskill for in-demand roles.
Digital Literacy

• Learn how to use devices, software, and the internet to collaborate and to find, use, and create content

• Learners receive a Digital Literacy Certificate of Completion

Learning paths available:

• Working with Computers & Devices: aka.ms/DLcourse1
• Working & Collaborating Online: aka.ms/DLcourse2
Digital productivity and critical soft skills

• Learn to collaborate and communicate in a modern workplace
• Covers Word, Excel, PowerPoint, video, and virtual collaboration
• Master soft skills from emotional intelligence to effective listening
• Participants with a LinkedIn account earn a Badge of Completion
Role-based skills for in-demand roles that:

- Have greatest number of job openings now
- Show strong historical growth
- Pay a living wage
- Can be obtained \textit{without} a four-year degree
- Can be successfully reskilled for online
Role-based learning paths for ten in-demand roles

- Customer Service Specialist
- Data Analyst
- Digital Marketing Specialist
- Financial Analyst
- Graphic Designer
- IT Support/Help Desk technician
- IT Administrator
- Project Manager
- Sales Representative
- Software Developer

- Gain skills for in-demand jobs and earn certificates of completion on LinkedIn Learning
- Advance technical skills for three of the roles on Microsoft Learn to prepare for certification
- Grow and practice technical skills through GitHub Learning Lab

LinkedIn Learning content available in English, Spanish, French, German | Free LinkedIn learning paths available through March 31, 2021
Continue deeper, technical skilling on Microsoft Learn

✓ Free, hands-on training platform to help job seekers advance technical skills while preparing for Microsoft role-based certifications
✓ Interactive, step-by-step, bite-sized tutorials and modules
✓ Guided learning by product, skill level, and job role that’s easy to navigate

Microsoft Learn content available in English, Spanish, French, German, Japanese | Free today and into the future
Practice technical skills on GitHub Learning Lab

Job seekers can grow their technical skills in coding, Git, and GitHub while practicing on free, fun, realistic projects.

Free today and into the future
Validate skills to employers with certification

Discounted exams allow job seekers to earn an industry-recognized Microsoft Certification to help them succeed in roles such as Software Developer, Data Analyst, and IT Administrator.

74% who earned a certification say it helped them accomplish goals.

Certifications show employers job seekers have the skills for in-demand roles.

Exams and certification in:

- **Fundamentals** like Microsoft 365, Power Platform, and Azure
- **Role-based areas** like Azure Administrator, Data Analyst, Developer, and Security Administrator

Source: Pearson VUE 2019 report

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1 An exam that normally costs US$100 or more will be available for US$15 for job seekers who meet the criteria and have taken the required steps.
Tools to help job seekers get hired

Through March 2021, free access to LinkedIn Learning paths on job search skills, soft skills, diversity and inclusion, and virtual collaboration

Access to LinkedIn’s free job search and networking tools

Virtual interview feedback on LinkedIn powered by Microsoft AI

Opportunity to connect with industry mentors from Microsoft, LinkedIn, and GitHub [Coming later this year]
Closer look:

Practical support for job seekers

- Resume writing skills
- Networking skills
- Interview tips and tricks, including undertaking virtual job interviews
- Participants with a LinkedIn account earn a Badge of Completion
Advocate for public policy to support skilling

- Increase skills funding for individuals
- Create incentives for employers
- Leverage data and innovation
Partnering for greater reach and impact
How you can help

You can help bring our skilling initiative to the people who need it most with the wraparound support services they need to succeed.
What we can provide

- Data and insights from LinkedIn Economic Graph
- Communications and marketing materials to help you outreach
- Grant to help you activate on the new initiative
- Access to learning content and certifications
- Connections to industry mentors [coming soon!]
Key dates

Jun 2020
- Announcement: Learning paths available

Sep 2020
- Discounted exam registration opens

Dec 30 2021
- Exam registration closes

Dec 31 2021
- Exams must be taken; LinkedIn Learning paths close
Together, we can ensure people have the skills they need to get back to work

Aka.ms/MyLearningPath