Expanding Economic Opportunity with Skills for Employability
Empowering every person to achieve more – which means ensuring everyone has the skills, knowledge, and opportunity to succeed in the digital economy.
The problem we need to solve

- A global economic crisis
- A different “hybrid economy”
- A new skilling challenge
- Need for new partnerships

“We have seen two years’ worth of “digital transformation” in two months”

*Satya Nadella*
Our goal

Help 25 million job seekers worldwide gain new skills for a more digital economy.
Unlocking new digital skills resources, and consolidating them in one place

opportunity.linkedin.com

Understanding and creating diversity, inclusion, and belonging are essential to building a better workplace and society. Here is a free learning path to help us all recognize unconscious bias, communicate across cultures, and have inclusive conversations.

Get the job that’s right for you

LinkedIn’s community and resources are here to help you learn relevant skills, find jobs that are in-demand, and stand out to recruiters.

We’re here to help you find just the right opportunity
Get started on the learning paths
Never used computers before
Job seekers can start here to learn the fundamentals of using digital technologies. This course will teach how to effectively use devices, software, and the internet to collaborate with others and discover, use, and create information.

Keen to get office, productivity and soft skills
Job seekers will start here if they are looking to build on digital skills and learn how to use a computer comfortably while improving learning and productivity. They will discover the essential soft-skills that help people interact effectively with others.

Interested in skilling up in one of 10 career pathways
Once job seekers feel confident in their digital and foundational skills and decides what role they would like to pursue, they can access courses on LinkedIn Learning to gain the role-based skills for in-demand jobs.

Needing job interview coaching and practice
Two free courses on Video Interview Tips and Digital Body Language helps job seekers compete for jobs using virtual collaboration tools. Job Seekers can also use job coaching tools to practice and obtain feedback to help them answer interview questions in a compelling way.

Wanting to get deep technical skills with a micro-credential - $15USD
Job seekers can go deeper on technical skills for three of the roles with Microsoft Learn modules. They will gain valuable and in-demand skills on widely used technologies while preparing for a role-based Microsoft Certification.
Digital Literacy

• Available online
• Available as a downloadable pack (Lesson Guides, Transcripts, Videos and Certifications available)
• Available in multiple languages
• Learners receive a Digital Literacy Certificate of Completion that they can download and save.

Microsoft Digital Literacy course

Learn how to effectively use devices, software, and the internet to collaborate with others and discover, use, and create information.

Start the learning pathway

Microsoft Digital Literacy is for anyone with basic reading skills who wants to learn the fundamentals of using digital technologies. Get started with LinkedIn Learning courses.

Working with computers ➤

Working and collaborating online ➤
Digital Fluency and Productivity

- 19.5 hours long - 13 learning courses.
- Office 365, like Word, Excel, PowerPoint
- Video collaboration tools like Microsoft Teams, Zoom and WebEx
- Virtual collaboration tools like Google Drive
- Participants with a LinkedIn account earn a Badge of Completion.
Pursue learning paths for in-demand roles

We have compiled learning paths for ten in-demand roles

- Data from LinkedIn’s Economic Graph and Microsoft Learn was used to understand key workforce trends, emerging skills gaps, in-demand technical and product skills, and the most in-demand jobs globally.

- This helped to identify ten in-demand jobs globally that are relevant in today’s economy and accessible to those seeking employment.

- The 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.
Why these jobs?

- Have greatest number of job openings now
- Show strong historical growth
- Pay a living wage
- Can be obtained without a four-year degree
- Can be successfully reskilled for online
Closer look: LinkedIn learning paths

- Gain the foundational and role-based skills for in-demand jobs with free courses on LinkedIn Learning
- Advance your technical skills for three of the roles while preparing for role-based Microsoft Certification

- Software developer
- Sales development representative
- Project manager
- Customer service specialist
- Digital marketing specialist
- IT support/Help desk technician
- Network administrator
- Data analyst
- Financial analyst
- Graphic designer

✓ Learning paths available for free through March 31, 2021
✓ LinkedIn Learning content available in English, Spanish, French, and German
IT Support Desk Technician

- 34 hours
- Discover how to install and maintain devices and software.
- Learn about virtualization, desktop imaging, and deployment.
- Participants with a LinkedIn account earn a Badge of Completion.
After completing the role based skills on LinkedIn Learning, job seekers can go deeper on technical skills for three roles with Microsoft Learn modules.
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Data analyst

Become a data analyst by learning skills from LinkedIn Learning and Microsoft Learn, then get a Microsoft Certification to validate your skills.

Top in-demand skills: Data analysis, analytics, visualization; Microsoft Excel, SQL, BI, Tableau

600k+ jobs posted in 2020

View LinkedIn Learning courses  View Microsoft courses
Data Analyst

- 24 hours
- Learn relevant technical and program skills.
- Build project management skills.
- Develop your competencies in high-demand analysis tools.
- Build communication, teamwork, and problem-solving skills.
- Participants with a LinkedIn account earn a Badge of Completion.
- Optional Microsoft Learn Cert
Data Analyst: Make meaningful decisions with your data

Learn how to design and build data models to drive meaningful business value through easy-to-comprehend data visualizations using Microsoft Power BI. Whether you are or wish to become a Data Analyst, build the technical skills you need to get back to work.

CERTIFICATION
Become Microsoft certified
Validate your technical knowledge with industry recognized certifications that are in-demand by employers.

GITHUB LEARNING LAB
Grow your technical skills
Practice coding, Git, and GitHub through hands-on projects developed by and for the community, for free.

LINKEDIN
Search and apply for jobs
Get back on your feet by staying connected and finding opportunities with in-demand jobs.

Learn the fundamentals

LEARNING PATH
Microsoft Power Platform Fundamentals
5 hr 18 min
Beginner  Business User  Dynamics 365

MODULE
Understand the evolving world of data
28 min  ★★★★★  4.7 (5K)
Beginner  Data Engineer  Azure

LEARNING PATH
Get started with artificial intelligence on Azure
27 min
Beginner  AI Engineer  Bot Service
Closer look: Microsoft Certifications

Certification
Discounted exams for industry-recognized certifications ($15).

Adding certifications to LinkedIn and resumes signals to employers you have the skills for in-demand roles

Exams and certification in

**Fundamentals:** Microsoft 365, Power Platform, Dynamics 365, Azure, Azure Data, Azure AI/ML

**Role-based areas:** Azure Admin Associate, Azure Developer Associate, Data Analyst Associate, Developer Associate, Security Administrator Associate, Azure Security Engineer Associate, and Teams Administrator Associate
**Employability tools**

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Critical Soft Skills

- Start with the LinkedIn Learning “Master In-Demand Professional Soft Skills”.
- This learning pathway is 9.5 hours long and comprises 11 learning courses.
- Participants with a LinkedIn account earn a Badge of Completion.
Practical support for job seekers

- 11 hours
- Resume writing skills
- Networking skills
- Interview tips and tricks, including undertaking virtual job interviews
- Participants with a LinkedIn account earn a Badge of Completion.
Key milestones

- **June 2020**: Announcement: Learning paths available
- **Sep 2020**: Discounted Microsoft certification exam registration opens
- **Dec 31 2020**: Microsoft certification exam registration closes
- **Mar 31 2021**: Exams must be taken; LinkedIn Learning paths close
Opportunity.LinkedIn.com

Visit aka.ms/Skills to:

• Watch the webcast
• Read Brad Smith’s blog
• Find skills and jobs analysis
• Get resources for job seekers, nonprofits, and governments
• Watch the Global Voices skilling video

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Thank You
If you want to pursue a role as a...

| Role                                | Digital skills | Foundational skills | Role based skills | Technical skills
|-------------------------------------|----------------|---------------------|-------------------|-----------------
| Customer service specialist         | Digital skills | Foundational skills | Role based skills |                 
| Digital marketing specialist        | Digital skills | Foundational skills | Role based skills |                 
| Financial analyst                   | Digital skills | Foundational skills | Role based skills |                 
| Graphic designer                    | Digital skills | Foundational skills | Role based skills |                 
| IT support/help desk technician      | Digital skills | Foundational skills | Role based skills |                 
| Project manager                     | Digital skills | Foundational skills | Role based skills |                 
| Sales development representative    | Digital skills | Foundational skills | Role based skills |                 
| Data analyst                        | Digital skills | Foundational skills | Role based skills | Technical skills
| IT administrator                    | Digital skills | Foundational skills | Role based skills | Technical skills
| Software developer                  | Digital skills | Foundational skills | Role based skills | Technical skills

Follow this learning journey based on your current skills

- Learn the basics of technology on Microsoft digital skills
- Gain foundational and role-based skills for in-demand jobs and earn certificates of completion on LinkedIn Learning
- Advance technical skills on Microsoft Learn to prepare for certification