Marketable Skills:
Training Programs with Measured Impact

Jan. 28th, 2020
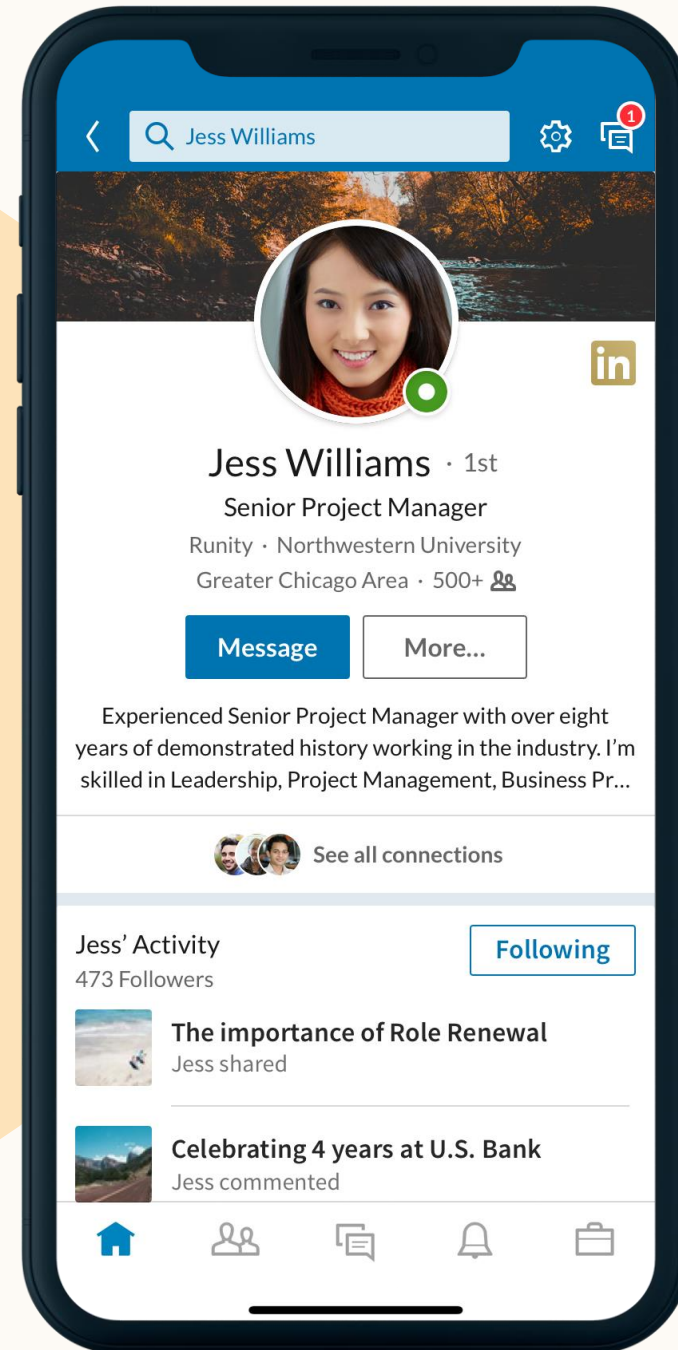
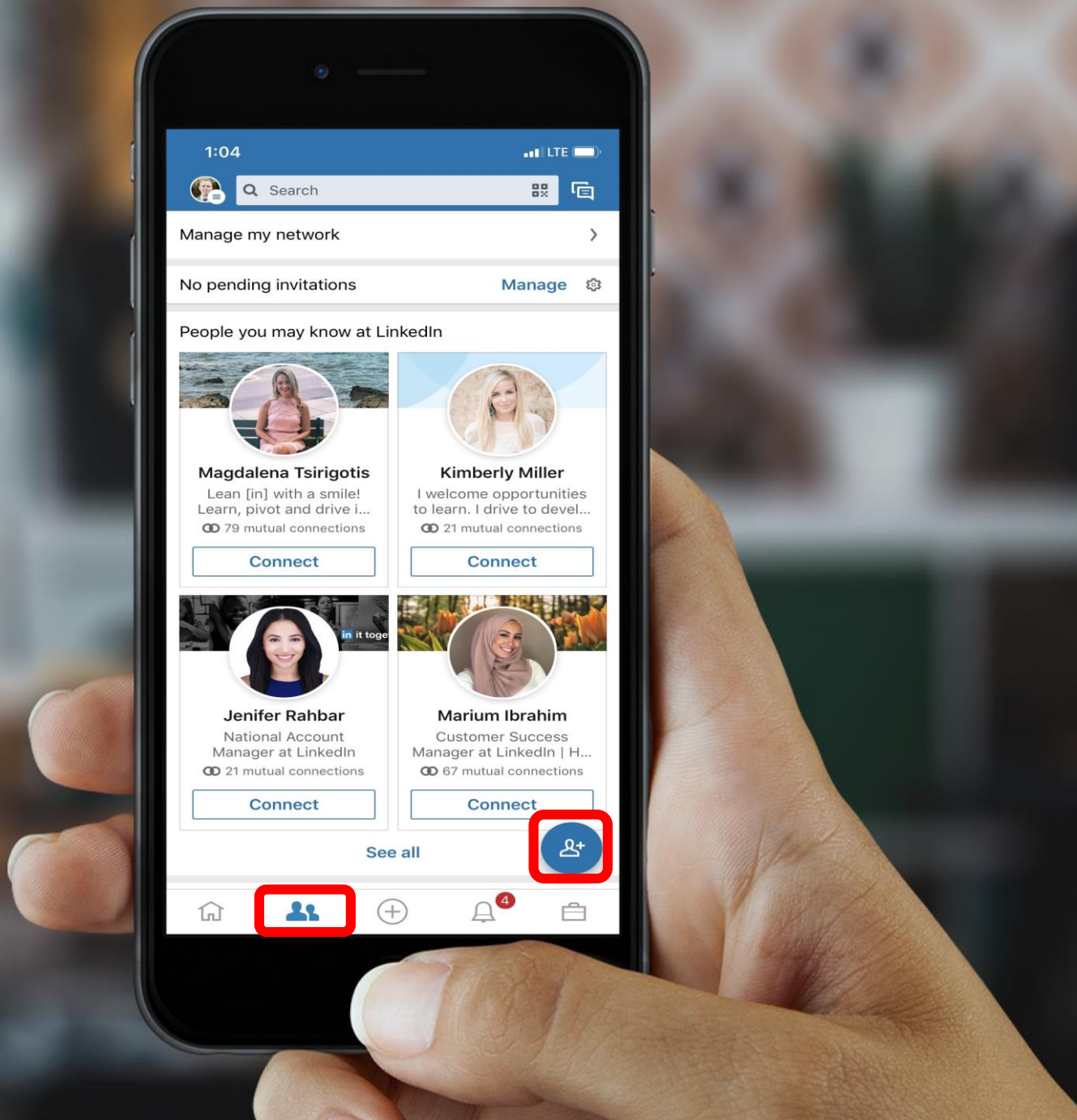# Agenda

LinkedIn

Find Nearby

Try 'Find Nearby' to connect with people in-person.

Jess Williams · 1st
Senior Project Manager
Runity · Northwestern University
Greater Chicago Area · 500+

Message   More…

Experienced Senior Project Manager with over eight years of demonstrated history working in the industry. I'm skilled in Leadership, Project Management, Business Pr…

See all connections

Jess' Activity   Following
473 Followers

The importance of Role Renewal
Jess shared

Celebrating 4 years at U.S. Bank
Jess commented

LinkedIn Platform and
Data Overview

LinkedIn is a global platform

with 660M+ Members

165M+
United States

206M+
Europe

UK	27M+	Portugal	3M+
France	19M+	Romania	2M+
Italy	13M+	Sweden	3M+
DACH	13M+	Czech Rep.	1M+
Spain	12M+	Finland	1M+
Netherlands	8M+	Ireland	2M+
Belgium	3M+	Poland	3M+
Denmark	2M+		

16M+
Canada

48M+
Chinese Mainland

2M+
Republic of Korea

1M+
Israel

62M+
India

2M+
Japan

8M+
Turkey

2M+
Morocco

4M+
Egypt

4M+
UAE

1M+
Hong Kong (SAR)

2M+
Taiwan

7M+
Colombia

13M+
Mexico

40M+
Brazil

3M+
Saudi Arabia

2M+
Singapore

7M+
The Philippines

4M+
Nigeria

5M+
Chile

2M+
Kenya

14M+
Indonesia

4M+
Malaysia

1M+
New Zealand

7M+
South Africa

10M+
Australia

7M+
Argentina

Linked in

Our vision: Create economic opportunity

for <u>every</u> member of the global workforce

660M+
Members

35K+
Skills

30M+
Companies

20M+
Jobs

90K+
Schools

170,000+ new members daily. 637 new data points are created every 2 seconds, fueling our Economic Graph. <u>Economic Graph</u> is the term given to the aggregate of all LinkedIn's data. It is a digital representation of the global economy.

Linkedin

LinkedIn's Canadian Membership Data

16M+
Members

35K+
Skills

300K+
Companies
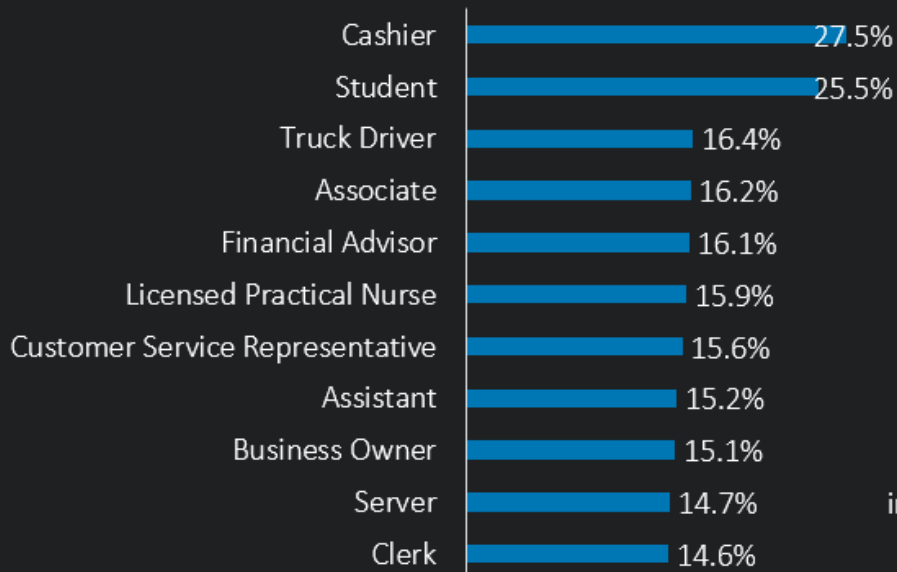
400K+
Jobs

15K+
Courses
(LinkedIn Learning)

There are 16M+ members on LinkedIn in Canada and approximately 19M people in the workforce. This level of workforce representation means that it is possible to develop strategy and policies based on this information.
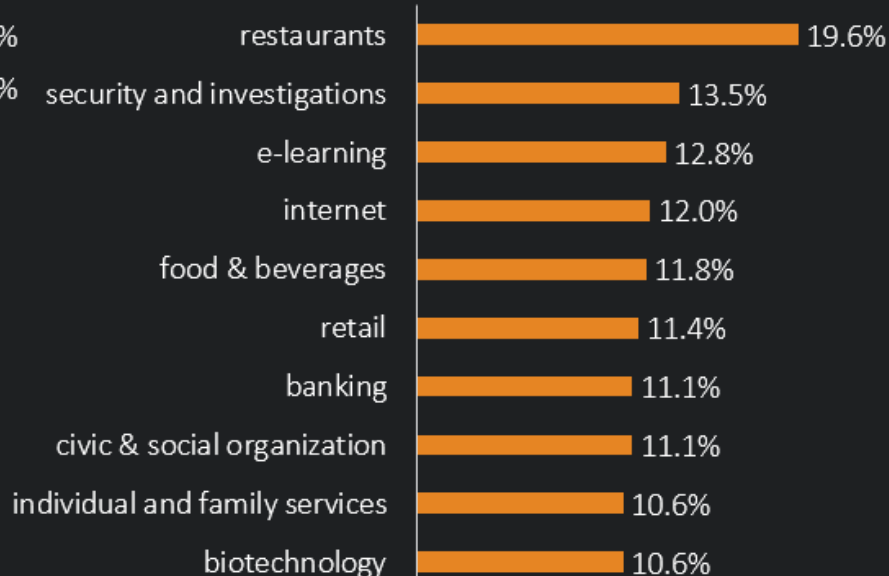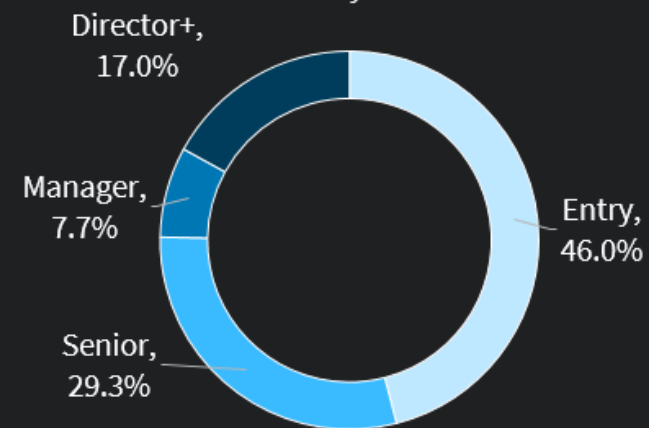
16m+ Canadian member demographics

23 seconds — Every 23 seconds a new member signs up in Canada

53:47 — Male : Female — Gender split^

37% — Members with less than 10 years of experience

1m+ — Canadian members started at a new position in 2018
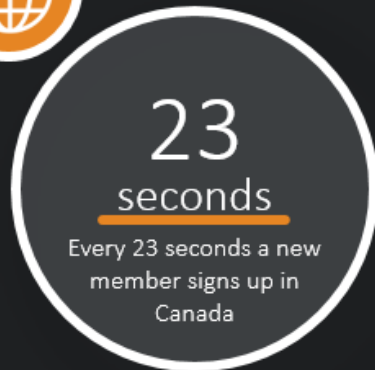
Fastest Growing Titles L12 months

Title	%
Cashier	27.5%
Student	25.5%
Truck Driver	16.4%
Associate	16.2%
Financial Advisor	16.1%
Licensed Practical Nurse	15.9%
Customer Service Representative	15.6%
Assistant	15.2%
Business Owner	15.1%
Server	14.7%
Clerk	14.6%

Fastest Growing Industries L12 months

Industry	%
restaurants	19.6%
security and investigations	13.5%
e-learning	12.8%
internet	12.0%
food & beverages	11.8%
retail	11.4%
banking	11.1%
civic & social organization	11.1%
individual and family services	10.6%
biotechnology	10.6%

Seniority Levels

Level	%
Director+	17.0%
Manager	7.7%
Senior	29.3%
Entry	46.0%

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Advantages of LinkedIn Data

Global

Compare hundreds of countries and cities

Granular

Breakdown by location, industry, function, etc.

Real-Time
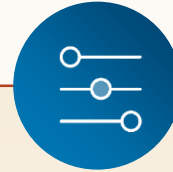
Members constantly update their profiles

Historical
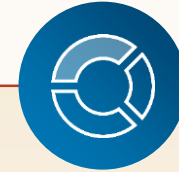
Monitor data – like migration patterns – over time

LinkedIn's unique skills data

The labor market is skills-based
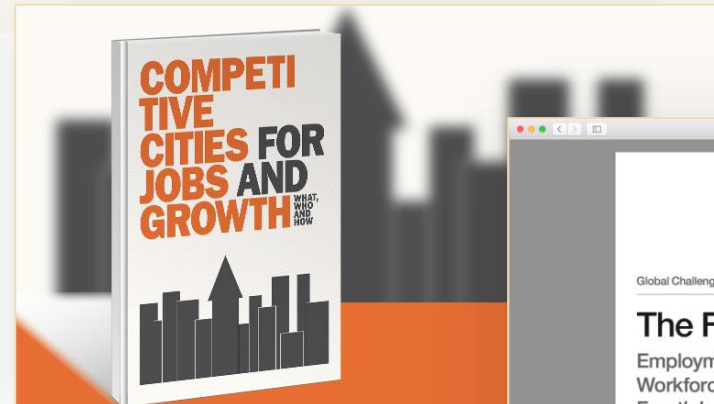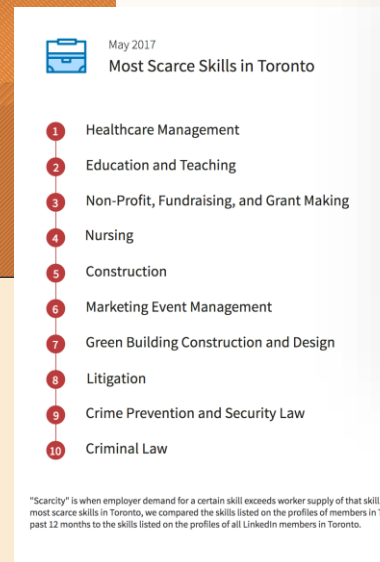
We measure supply and demand of 35,000 unique skills

With this data we can measure

- Skills supply and demand in specific cities and industries

- Niche and trending skills

- Skills losing popularity

- Hiring rates

Labour and Trade Market Data

Bring Transparency to Labour & Trade Markets with New Data

See the Data in Action

Employment & Learning Trends

Employment & Economic Trends Across Canada

Positives

- Unemployment across Country generally pretty low (5.6%)= great for economy, great for job seekers, bad for employers
- Majority of 219,000 jobs created in 2018, majority were full-time
- Immigration driving population growth- 61% of growth in 2018

Negatives

- Unemployment for underserved or barriered individuals remains high
- Uneven regional employment growth (rural and some provinces experiencing higher unemployment)
- High rates of unemployment even for highly-educated individuals (bachelor's degrees+) *when looking for work that matches their skill level
- Aging population
- Employers have not shifted to stronger importance on skills-based or potential-based hiring, with less attention on credentials

Rise of the gig economy

Non-traditional career arcs

Automation

Globalization

Outsourcing

Income inequality

The nature of opportunity is evolving.

Higher pay

Importance of purpose, passion, and meaning

Skills gap

In-Demand Skills & Fastest Growing Skills

Top In-Demand Skills

- Human (Soft) Skills
  Creativity
  Persuasion
  Collaboration
  Adaptability
  Emotional Intelligence
- Technical (Hard) Skills
  Blockchain
  Cloud Computing
  Analytical Reasoning
  Artificial Intelligence
  UX Design
  Business Analysis
  Affiliate Marketing
  Sales
  Scientific Computing
  Video Production

Fastest Growing Skills

- Python (Programming Language)
- Customer Experience
- Administrative Assistance
- Data Analysis
- Digital Marketing
- Data Entry
- Analytics

Modern Learning Trends

How individuals around the globe are evolving in their learning preferences

Flexible Learning

-On-demand -when convenient with their schedule

-Physical & digital

Practical Learning

-Immediately applicable and relevant to jobs of today & tomorrow

-Work-integrated learning experiences

Collaborative

-Particularly Millennials and Gen Z

-Group facilitation, discussion or practice

Continuous

-Lifelong

-Incremental "stackable" or acute

(1/3 of **core** job skills will change in next 5 years)

-Part of a regular feedback loop

There is also significant increase in the variety of education/training opportunities available

Workforce Development
Use Cases

Preparing Students of Ontario for the Workforce

4.7M Videos and Counting. A Look at Ontario's Province-Wide Investment into LinkedIn Learning

Paul Petrone   October 22, 2019

in Share   Tweet   f Share

LinkedIn's Support for Workforce Development

InPloyment Pilot
Assessing LinkedIn's impact re-employment outcomes for workers receiving unemployment insurance

Job Center Pilots
Produced job seeking resources for over 2,400 American Job Centers

"We are excited to evaluate new and innovative ways of engaging our customers in the process of becoming reemployed. This pilot gives us the opportunity to work closely with LinkedIn to evaluate outcomes and influence our strategy."

– Michelle Beebe, Utah Unemployment Insurance Director

"Technology and automation are changing the nature of work at a rapid pace…We're excited to see Ohio libraries partnering with LinkedIn to provide all Ohioans with online continuous learning resources to prepare for the jobs of today and tomorrow."

– Ryan Burgess, Director of the Governor's Office of Workforce Transformation

Skills Development Demonstration

Upcoming Free LinkedIn Webinars for Job Developers

LinkedIn 101: The Whats, the Whys and the Hows of LinkedIn (Feb 4)   https://linkedin.zoom.us/webinar/register/WN_PqRdWHQpTbuFE7Vvic_CGg

LinkedIn 201: Helping Your Clients Stand Out to Recruiters (Feb 6 & 11)   https://linkedin.zoom.us/webinar/register/WN_IKGmUb1zTcWDHMtnb1-RMQ

LinkedIn 202: Using LinkedIn for Business Services Outreach (Feb 13 & 18)
https://linkedin.zoom.us/webinar/register/WN_CrpOQfwETli7fTso4-9qBQ

Questions?