HOW WILL WE BUILD THE NEXT GENERATION IT WORKFORCE?
@david_leaser
Signals are emerging that will **dramatically change** the way we develop and recognize skills.

**Lifestyle changes**
- Flexible work
- New jobs every 4.2 years
- Learning is a lifestyle
- Engagement is waning
- Flipped classrooms
- Cloud will grow
- Gamification & virtual reality

**Technology disruptors**
- Blockchain will grow
- Cognitive, AI and robotics
- Data mining & analytics
- Collaborate online

**Labor market**
- Rise of contract labor
- Rise of globally connected teams
- Need for blended skills
- Need to verify skills
- Less need for BA degrees

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At IBM, we put these signals together to create a solution

- Agile Development requires “liquid skills”
- Hybrid Jobs require “nano skills”
- Rise of Teams require expertise location
- Gig Economy requires a skills registry
- New collar jobs require new credentials
Credentials for the new economy now must be

- TIMELY
- VERIFIABLE
- PORTABLE
- DISCOVERABLE
- DIFFERENTIATING
Digital Badges fulfill all of our requirements

Digital emblem which symbolizes skills and achievements

Contains metadata with skills tags and accomplishments

Provides a progression path to advance commitment

Portability: Standards-based on Mozilla’s Open Badges standard

Analytics provide insight into how a program is performing

Easy to share in social media: LinkedIn, Twitter, FB, blogs

Tethered to badge issuer to validate and verify achievement

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IBM Digital Badges: Five unique emblems to convey a signal of achievement

Knowledge | Skills | Proficiency | Certified | General

Badging is how we will measure resume-worthy IBM skills in the market

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The results for IBM have been substantial.

**Student Enrollments**
- Before: 10589
- July: 12260
- Oct: 24253

**% of Enrollments Completing Courses**
- Before: 2,061 (19%)
- July: 3,505 (29%)
- Oct: 15,010 (62%)

**No. of Students Passing EoC Assessment**
- Before: 1189
- July: 1975
- Oct: 9442

**EoC Assessment Pass Rate to Enrollments**
- Before: 1189 / 10589 (11%)
- Jul: 1975 / 12260 (16%)
- Oct: 9442 / 24253 (39%)

40% Avg for all other courses
23% Avg for all other courses
The results go **way beyond** training incentives

<table>
<thead>
<tr>
<th>Engagement</th>
<th>Certifications</th>
<th>Product Trials</th>
<th>Employability</th>
</tr>
</thead>
<tbody>
<tr>
<td>87% say they are now more engaged with IBM</td>
<td>57% increase in certification pass rates</td>
<td>64% increase in product trial downloads</td>
<td>92% say badges are valuable to verify job skills</td>
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</tbody>
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**NOTE:** LinkedIn profiles with certifications and badges receive **6x profile views**.
IBM’s ecosystem has seen significant adoption.
IBM Digital Badges are connecting people with opportunities: **job listings**

- **Top Employers**
  - Oracle Corporation: 1,297
  - CTG - Computer Task Group: 1,038
  - Accenture: 779
  - Amazon: 762
  - IBM: 648

- **Top Locations**
  - New York, NY: 2,039
  - San Francisco, CA: 1,306
  - Seattle, WA: 1,098
  - Chicago, IL: 760
  - San Jose, CA: 636

- **Top Job Titles**
  - Research Scientist - 128225: 395
  - Senior Hadoop Engineer: 325
  - Senior Manager Business Analytics: 264
  - Epic Cogito Data Architect: 225
  - Digital Analyst: 222

- **Salary Ranges**
  - $100,000 or More: 15,153
  - $80,000 - $99,000: 6,360
  - $50,000 - $79,000: 4,736
  - $30,000 - $49,000: 1,082
  - Less than $30,000: 450

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IBM Digital Badges are creating employment

“I was having a tough time finding a job because my computer skills were considered 'out of date' and the IBM badges were the perfect way to show employers that I could easily get back up to speed and learn new skills.”

After sharing her badge to LinkedIn, Twitter and to her online portfolio, Coletta received a job offer after an employer verified her badge.