



 Pearson | TalentLens



Workforce Skills

powered by Pearson

5 global workforce shifts change everything

the automation of work

New technologies change in-demand skills.

The half-life of technical skills is shortening.

Robot-proof human skills will persist and differentiate.

1bn jobs will be transformed by technology in the next decade.

the skills gap

85m jobs may be unfilled by 2030 due to skills shortages, at a cost of \$8.5tn

70% of execs see talent shortages as the most important driver for skills-based capabilities.

demographic shift

Age and multicultural workforce profile changes

Millennial expectation for recognition and ongoing development

Skills-based hiring addressing bias and diversity

from roles to skills

Jobs can't keep up

Skill-sets for jobs changed 25% in 5 years.

Estimated to change 50% in the next 5 years.

agile careers

Fluid careers are the new normal + the gig-economy & the "projectification" of work.

A generational increase in career switching : median tenure for 25-34 year-olds is 3.2 years.

1 in 5 workers expect to change jobs this year.



5 Power Skills

1. Communication: express, listen/understand/respond
2. Customer Service:
3. Leadership: lead, influence, guide
4. Collaboration: cooperative relationship
5. Attention to Detail: accuracy, awareness, execution

Our Approach

At every level—individual, team, and enterprise—the future workforce is skills-based. We're redefining talent management with verified skills and a people-first approach to upskilling.

Enterprises and Governments



"I want the right talent in the right place now and in the future."

Learning and Development



"I want to create the most valuable learning experiences."

Talent Acquisition Teams

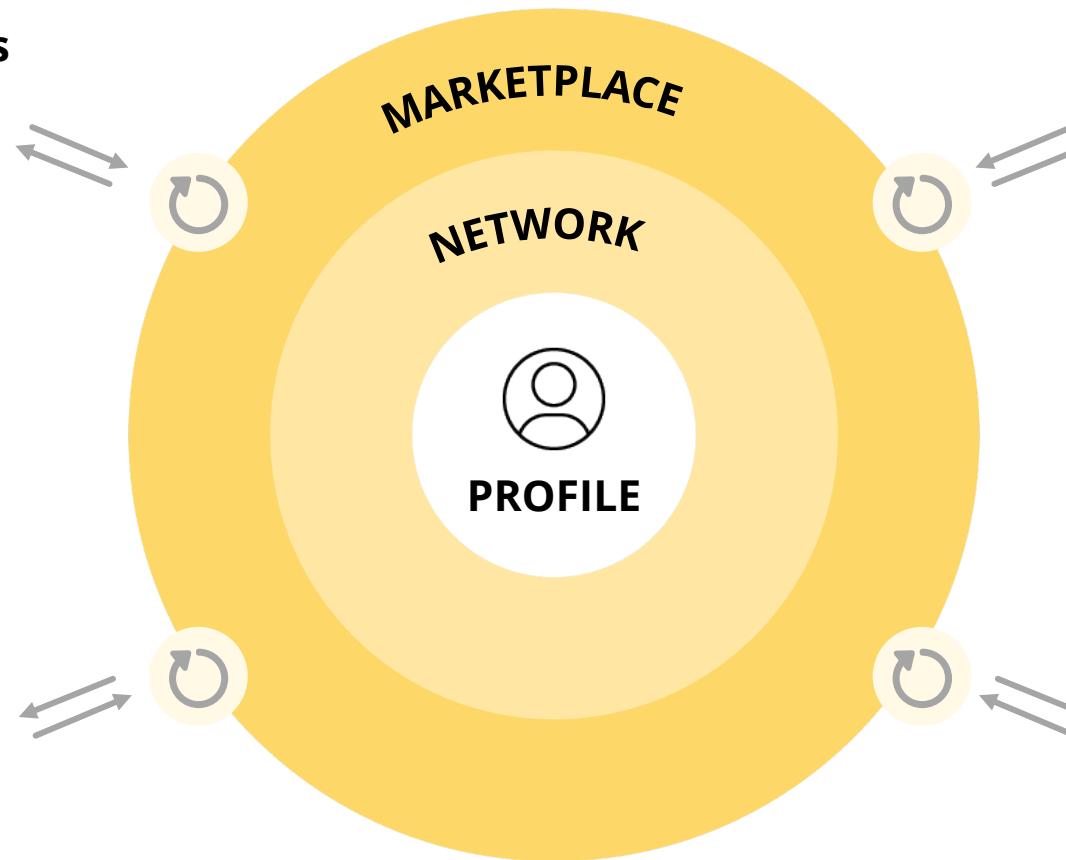


"I want to find the best candidates for my open roles."

Employees & Individuals



"I want to build a career path that's right for me."



Pearson: your partner from verified skills to a common skills core

Verified Skills

Accurate, real-time access to the skills your employees have from outside your organization with visibility into Credly credentials from 3,000+ of the leading certification, training, and assessment providers as well as some previous employers

Internal Skills

Celebrate employees course completions and achievements and build a culture of recognition with digital credentials that document L&D course completions, ERG participation, mentoring, internships, soft skills, volunteering, and milestone anniversaries

Inferred Skills

Leverage our proprietary occupation and skills ontology built by data scientists, utilizing leading AI to normalize your employee job titles into defined occupations and identify the most relevant set of inferred skills associated with each occupation and employee





More than 70M Digital Credentials in Credly's Network

Organizations trust Credly to create, manage and monitor their digital credentialing programs.



Resources

[Deloitte - The Skills-based Organization A New Operating Model for Work and the Workforce](#)

[McKinsey - Taking a Skills-based Approach to Building the Future Workforce](#)

[KPMG – The Future of HR – from Flux to Flow](#)

[LinkedIn Learning - Workplace Learning Report](#)

[CNBC - What Gen Z and Millennials want from Employers Amid the Great Resignation](#)

[Deloitte - Recognition Programmes - Are They Important?](#)

[IBM Blog - Do Digital Badges Really Provide Value to Businesses?](#)

[Credly Case Study on PVH - Creating A Culture of Learning Across Global Brands](#)

[Credly Case Study on Grant Thornton - A Professional Services Firm Transforms into a Skills-based Organization](#)

[Faethm Case Study on Zurich Insurance - Available Upon Request](#)

[Forbes - How Digital Badges Motivate and Engage Learners - the Kellogg Company](#)



The world's most recognized brands choose Credly Acclaim

Associations



Businesses



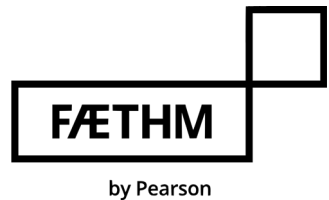
Training & Education



Human Capital Lifecycle



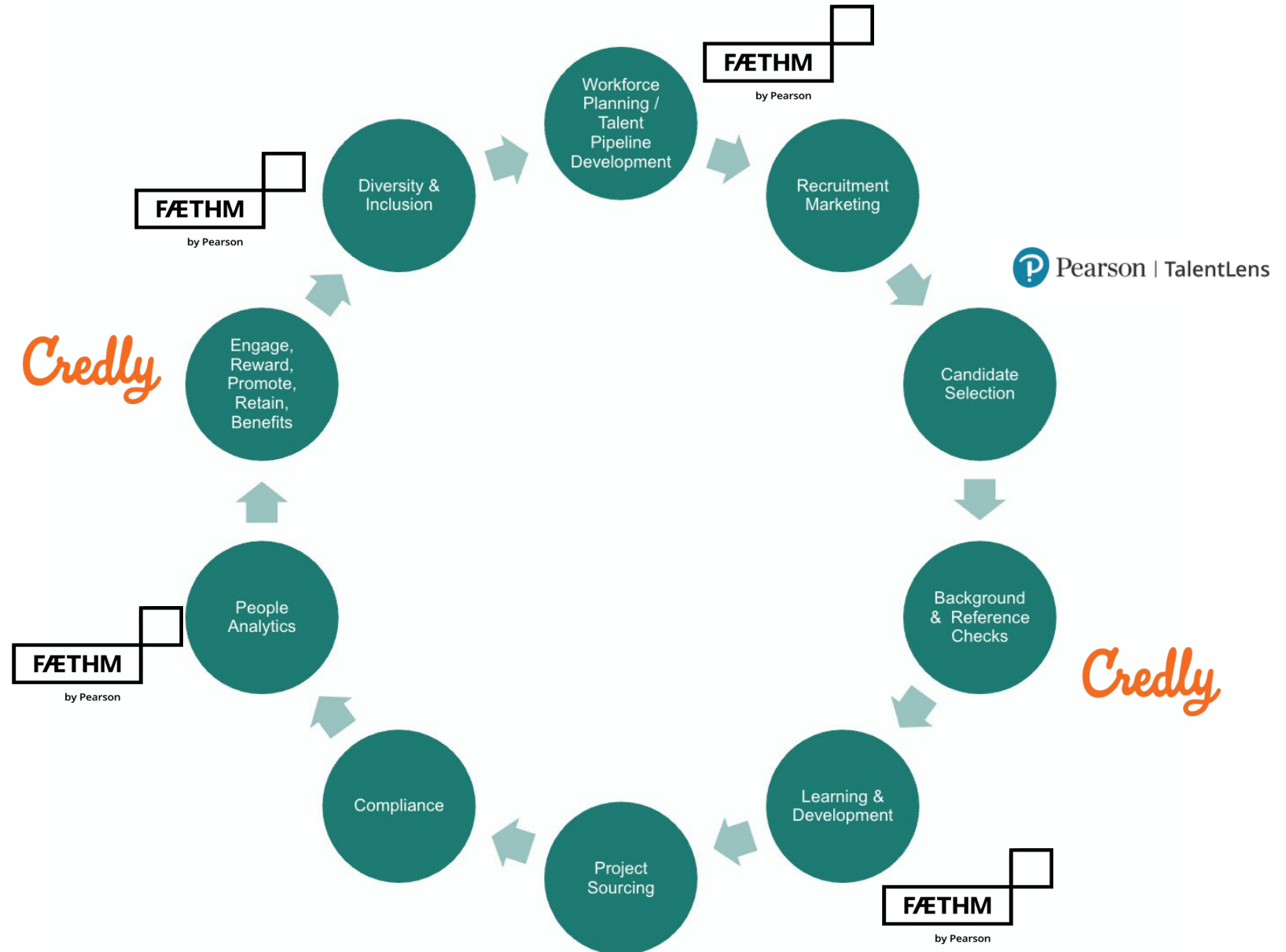
Credly's verified skills data plays a role in every phase of human capital management



Faethm brings predictive workforce analytics and future-proofing to the enterprise



Market-leading assessments in career selection, readiness and development to measure cognitive, personality, and language abilities.



Which career for me

Which Career For Me offers **instant results** & **much more**. The solution provides many levels of customisation, additional insights and resources to really help you get the most out of your future career.



Professional Interests



Motivations
And satisfaction level
for professionals



Perceived Strengths



Mindset



Skills Of The Future



Company Styles



Job List
Database or custom

10 quick facts about Which Career For Me





Pearson