



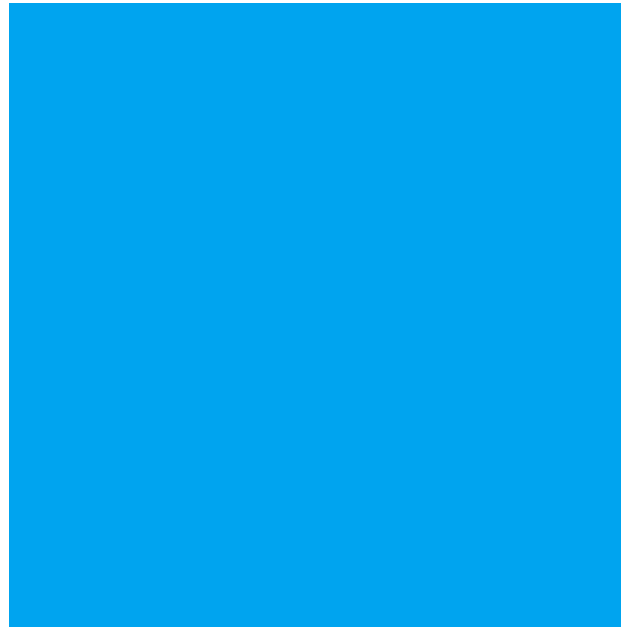
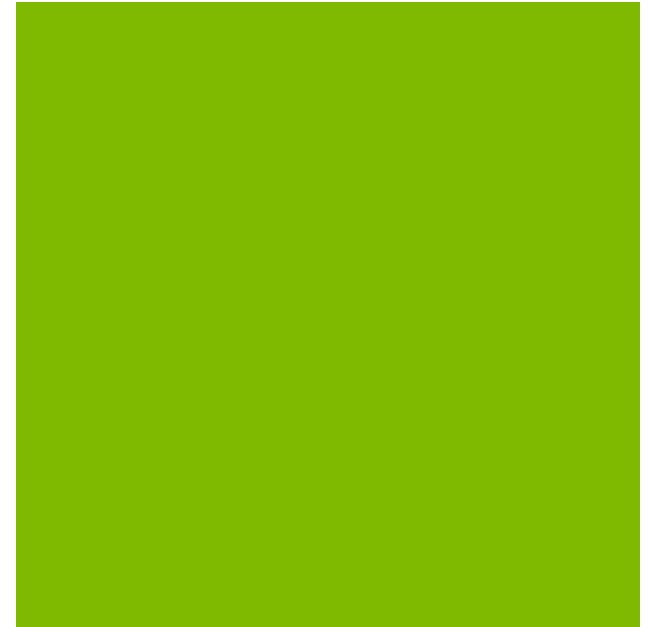
Accelerating our commitment to skilling

Helping people impacted by COVID-19 gain the skills for in-demand roles in a more digital economy

Tarek Bohsali
Digital Transformation Lead
Microsoft

Microsoft mission

Empower every person
and organization on the
planet to achieve more





**COVID-19 has dramatically
increased the need for this work.
We must do more, faster.**

The problem we need to solve now



A global economic crisis



Returning to a different economy



An intensified skilling challenge

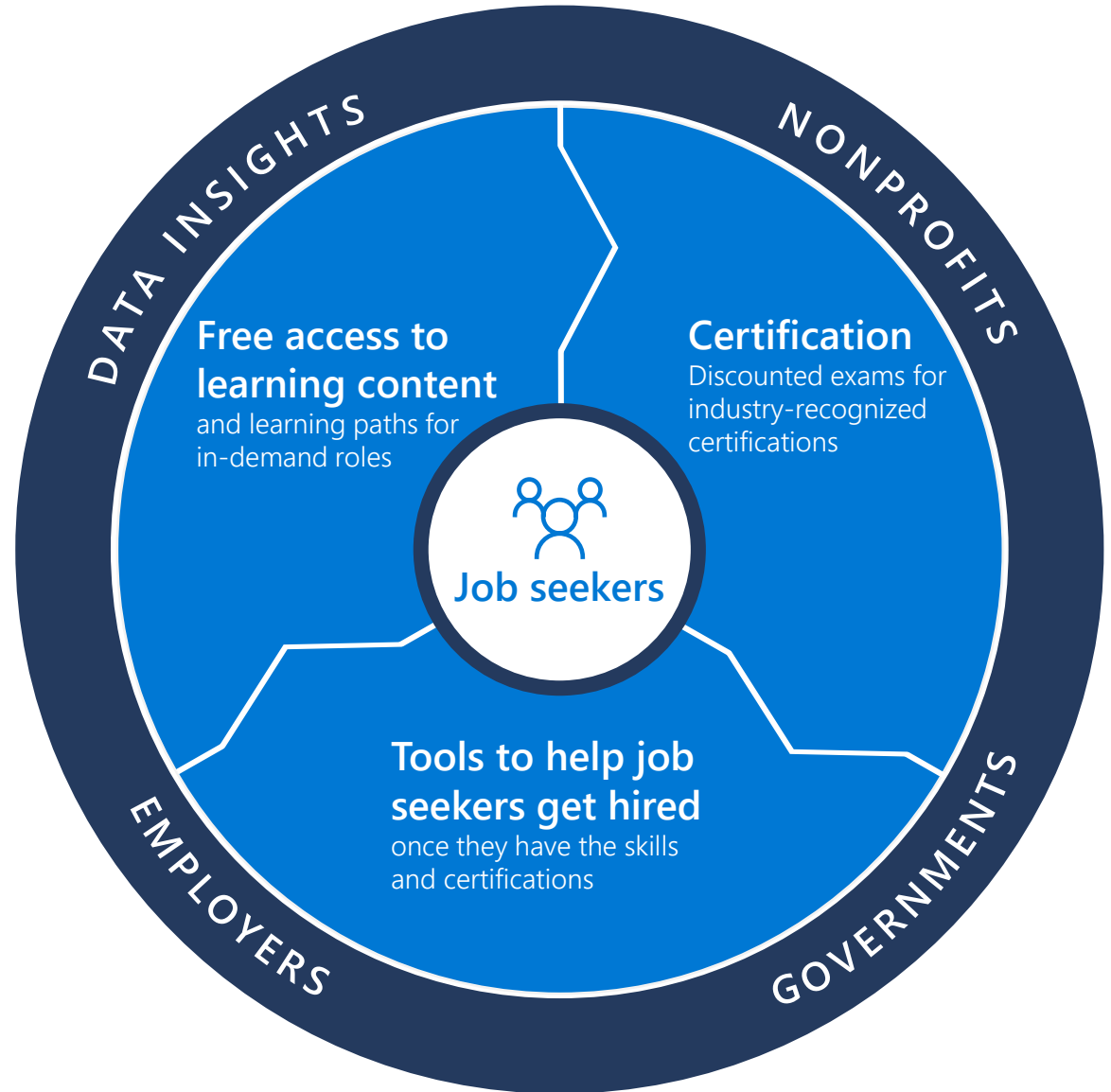
Our goal

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



Our skills initiative

A comprehensive approach to help job seekers

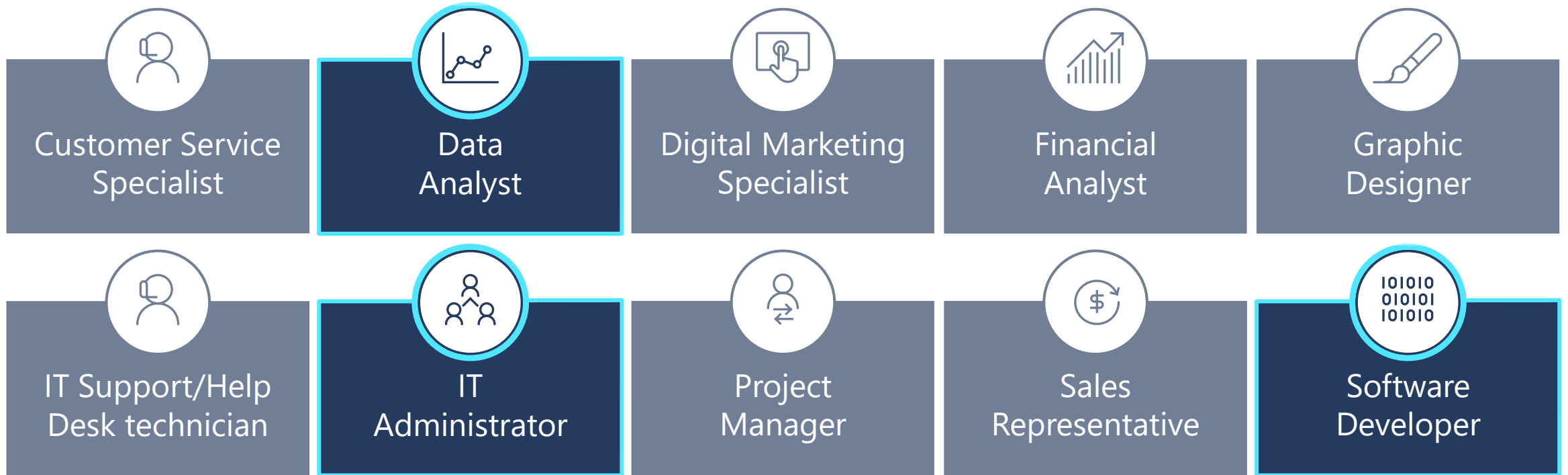


Data helps identify learning paths for roles that:

- 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



Pursue learning paths for in-demand roles



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

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

<http://learn.microsoft.com>

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



Together, content helps job seekers get and practice skills

LinkedIn



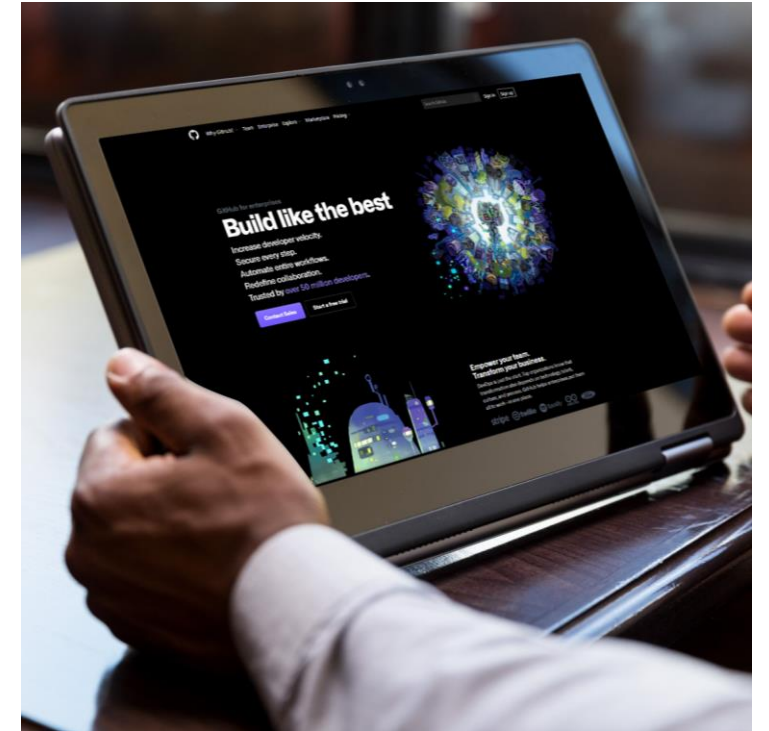
Start with learning paths for in-demand roles on LinkedIn Learning

Microsoft



Continue with deeper technical skilling on Microsoft Learn

GitHub




Practice skills with hands-on experiences on GitHub Learning Lab

Preview of job seeker's journey (at aka.ms/jobseeker)

LinkedIn logo | Learn Skills for In-Demand Jobs | Search and Apply for Jobs | Prepare for Interviews

Connect to the right skills, your network, and in-demand jobs

LinkedIn's community, insights, and best practices are here to help you get the job that's right for you



LinkedIn + Microsoft

LinkedIn and Microsoft want to help you find just the right opportunity

So we're offering 10 free learning paths that are mapped to in-demand jobs, discounted 3rd party certifications so you can demonstrate your skills, and best practices for job searching and interview prep so you put your best foot forward

Learn skills for in-demand jobs


It's a 3-step process, so let's get started:

- 1. Learn skills for in-demand jobs***
10 free learning paths and deeply discounted 3rd party skill certifications to prove those skills
Start learning
- 2. Search & apply for jobs**
LinkedIn's community and resources are here to help you find just the right role, update your profile to stand-out, and lean on your network for support
Get started
- 3. Prepare for interviews**
Interviewing is an opportunity to showcase your best self — from hard and soft skills to what makes you, uniquely you
Learn more

LinkedIn logo | Learn Skills for In-Demand Jobs | Search and Apply for Jobs | Prepare for Interviews

Learn skills for the most in-demand

Find that new opportunity




- Software developer**
JavaScript, Java, SQL, HTML, CSS, Python
Start learning
- Sales representative**
CRM, new business development, B2B, social media
8.5M+ openings
Start learning
- Project manager**
Program management, process improvement, project performance
2.7M+ openings
Start learning
- Customer service specialist**
Customer satisfaction/ experience, data entry, CRM, admin analysis
1.8M+ openings
Start learning
- Digital marketer**
Social media, SEO, online marketing/ads, email marketing, google analytics
800K+ openings
Start learning
- IT support/ Helpdesk**
Troubleshooting, Active directory, Computer hardware, Windows server
590K+ openings
Start learning
- Network admin**
Windows server, Active directory, Linux, VMware
Start learning
- Data analyst**
Data analysis, analytics, SQL, BI
350K+ openings
Start learning
- Financial analyst**
Financial analysis, risk management, accounting, analytical skills, data analysis
360K+ openings
Start learning
- Graphic designer**
Photoshop, Illustrator, InDesign, Creative Suite
360K+ openings
Start learning

LinkedIn logo | Learn Skills for In-Demand Jobs | Search and Apply for Jobs | Prepare for Interviews

Most in-demand jobs

Software developer



LinkedIn Learning

LinkedIn Learning's instructor-led courses teach a comprehensive set of skills to help you land just the right gig. Our learning paths are organized sequentially to take you step-by-step through each skill area. If today is "day 1" for you, launch the learning path from the top. Or, if you already have relevant experience and skills for this job, jump deeper into the path. It's flexible for your learning needs.

Course	Description	Instructor
Software Engineer	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do	Mike Wozniak
Front End Developer	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do	Mike Wozniak
Analytics Specialist	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do	Mike Wozniak
Design	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do	Mike Wozniak
Backend Developer	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do	Mike Wozniak
Copy writer	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do	Mike Wozniak
Stock Market Advisor	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do	Mike Wozniak

Start learning path

Microsoft

Microsoft Learn paths enable you to go deeper on skills for Microsoft technologies. There's no better plan to learn Microsoft solutions than from the company that created them.

Additionally, Microsoft is offering heavily discounted 3rd-party certifications so you can demonstrate your skills — then show them off to employers.

- Microsoft 365**
Microsoft 365
Start Learning Microsoft 365
- Microsoft Azure**
Microsoft Azure
Start Learning Microsoft 365
- Security**
Security
Start Learning Security

Microsoft solution	Sample courses	Related Certifications
Microsoft Azure	Azure Fundamentals Administrator Infrastructure Processes in Azure Manage Resources in Azure	Microsoft Certified: Azure Fundamentals Microsoft Certified: Azure Administrator Associate

Job seeker landing page

Select from 10 learning paths

Go deep on a learning path

Screenshots are for illustrative purposes only and are subject to change until site goes live at launch.

Validate skills to employers with certification

[not yet available]

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 Administrator¹

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

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

Source: *Pearson VUE 2019 report*

Exams and certification in:



Fundamentals like Microsoft 365, Power Platform, and Azure



Role-based areas like Azure Administrator, Data Analyst, Developer, and Security Administrator

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]*

Asking more of ourselves and of fellow employers



Set learning commitments for current employees



Offer work-based learning programs for people with non-traditional backgrounds



Use practices to hire based on skills versus education

Together, we can ensure people have the skills they need to get back to work

Join us to foster an inclusive economic recovery.

aka.ms/Skills