

**POWERED UP:
5 REASONS TO
PRIORITIZE TECHNICAL
BUSINESS SKILLS**

skillsoft®



TECHNICAL BUSINESS SKILLS ARE THE DIFFERENTIATOR FOR GROWTH

With the digital economy evolving at a rapid pace, organizations of all types are faced with unprecedented disruptions. Yet, according to Gartner research, only 9% of Chief Human Resource Officers (CHROs) agree that their organization is prepared for the future of work.¹

Companies with the ability to quickly adapt and address new technologies effectively are the ones who will thrive. Senior leaders are embracing new business models with an emphasis on technology and agility. That means developing talented and dynamic personnel capable of leading the way to successful outcomes. An agile employee base with technical know-how will drive innovation, efficient operations and a high-performance culture.

Read on to discover the top five reasons to invest time and resources into hard skills training.

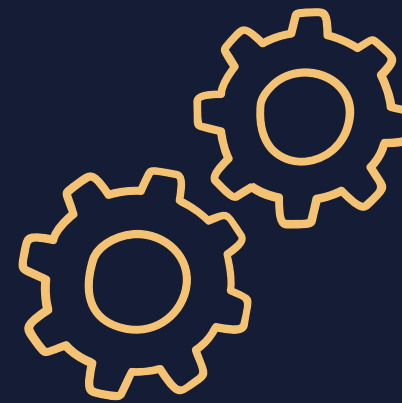
¹ “Reimagine HR 2019.” Gartner, 2019.

² “CIO Survey 2018.” Harvey Nash, KPMG, 2018.

³ “Project Management Job Growth and Talent Gap.” PMI, 2017.



ONLY 9% of CHROs agree that their organization is prepared for the future of work.¹



65% of CIOs surveyed report a lack of talent holding their organization back and say they are unable to keep pace with changes in technology.²



By 2027, employers will need nearly **88 million** individuals in project management-oriented roles.³

REASON #1: **DRIVE ORGANIZATIONAL EFFICIENCY AND PRODUCTIVITY**

The digital era demands that companies deliver new innovations and adopt new technologies quickly and effectively to impact growth. To accomplish this, organizations need well-trained employees with strong hard skills to successfully complete projects on-time and within the original scope. Companies are putting their future at risk without a team enabled with technical business skills in areas like project management, business analytics, product management, process improvement, and information technology. A multi-modal training solution offers the content, expertise, and on-demand access that modern companies need.



REASON #2: **CREATE A COMPETITIVE ADVANTAGE WITH A CERTIFIED WORKFORCE**

Organizations in highly regulated fields or those who bid on projects must demonstrate that their workforce has proven technical skills. Many are turning to certifications to establish and track how many skilled professionals they have in areas like Project Management, ITIL®, and Six Sigma. A company that values certified professionals demonstrates a commitment to teams speaking a common language, efficient operations, and successful project completion. Developing a workforce with an abundance of certified professionals assures customers and business partners that your company is high performing — which translates to a competitive advantage.



KEY TECHNICAL BUSINESS CERTIFICATIONS USED GLOBALLY BY MILLIONS OF PROFESSIONALS:



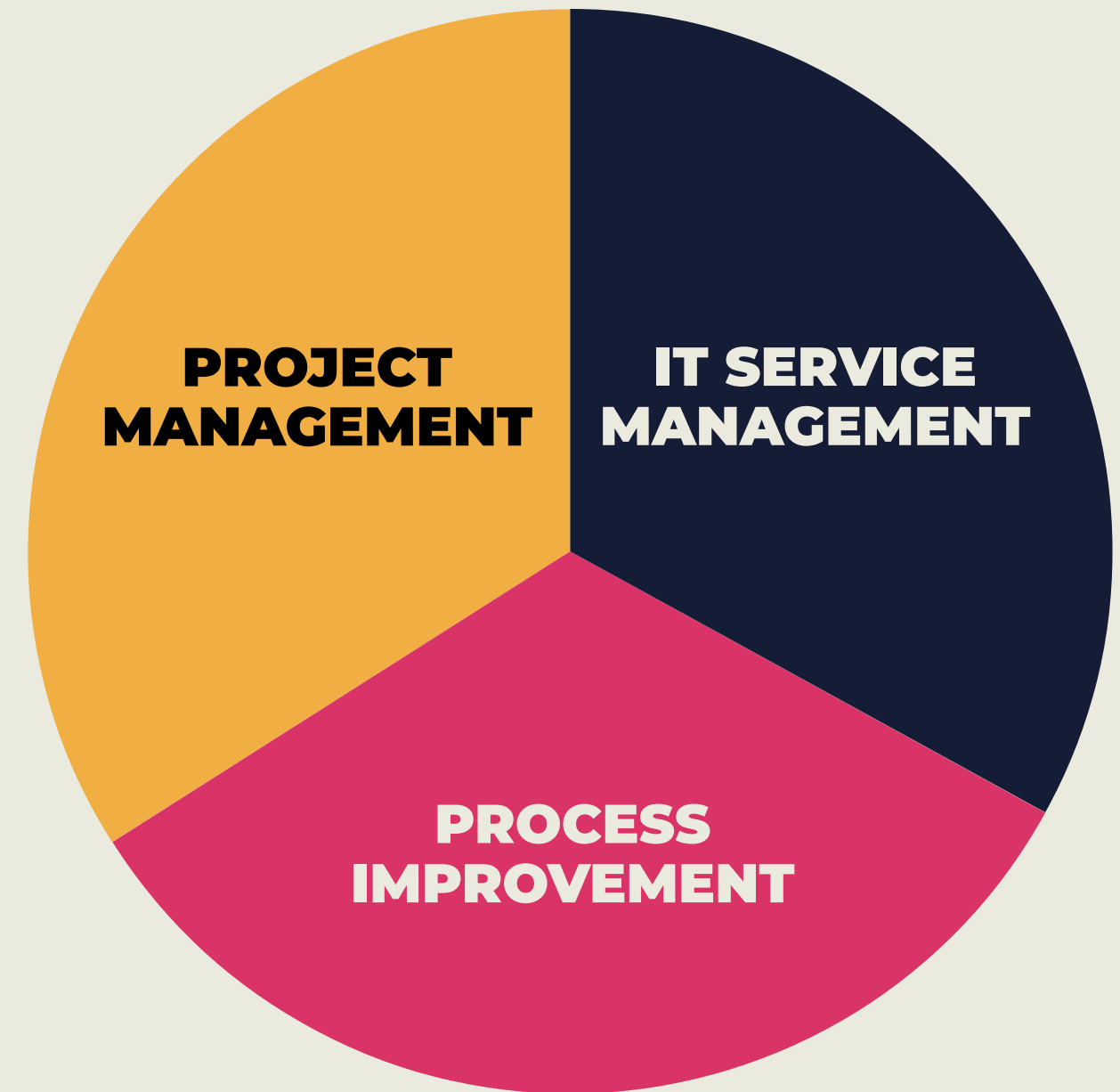
ITIL® (Information Technology Infrastructure Library) is a set of detailed practices for IT service management that focuses on aligning IT services with the needs of business. ITIL can help individuals and organizations use IT to realize business change, transformation, and growth.



Six Sigma is a set of techniques and tools for process improvement. Six Sigma strategies seek to improve the quality of the output of a process by identifying and removing the causes of defects and minimizing impact variability in manufacturing and business processes.



PMP® (Project Management Professional) certification is an industry-recognized credential for project managers that demonstrates the experience, education, skill, and competency required to lead and direct projects.



REASON #3: **PROACTIVELY ADDRESS THE SKILLS GAP**

Increasingly, organizations are recognizing a need to address technical skills gaps to create a high-impact workforce. External recruitment can fill the gaps, but it can be very costly to find and train a new hire. A more effective strategy is to unlock the potential of internal candidates who can be developed and transitioned into new roles through upskilling and reskilling. A comprehensive training solution with access to high-quality course material, micro learning opportunities, certification preparation, and on-the-job aids empowers employees — all while focusing on filling any skills gaps.



By 2030, the demand for employees with basic digital skills will grow up to 69% and the need for employees with finely tuned social and emotional skills will grow up to 22-26%.⁴

⁴ McKinsey, Skill Shift: Automation and the Workforce, 2018

REASON #4: **ATTRACT AND RETAIN TOP TALENT**

Skilled technical workers are in high demand due to increasing digital initiatives. Talented employees expect to work for a company that offers continuous learning opportunities and often seek out additional credentials on their own.

By 2030, the demand for employees with basic digital skills will grow up to 69% and the need for employees with finely tuned social and emotional skills will grow up to 22-26%.⁴ Offering an in-house training portal provides a variety of resources to improve both hard and soft skills, develop new competencies, and prepare for certifications. Most organizations cannot afford the setback of losing a skilled employee or the disruption and financial impact of finding a replacement.



⁴ McKinsey, Skill Shift: Automation and the Workforce, 2018

REASON #5: **REDUCE COSTS AND INCREASE SCALABILITY**

A high-quality learning solution can deliver hard skills training in multiple content areas along with certification preparation courses in an on-demand environment. Investing in a solution that can be accessed by all employees in many locations offers tremendous value and ensures an equitable learning experience for all. Courses delivered through multiple vendors or in a one-time offsite workshop, may not be aligned and can be very expensive. In addition, taking time away from work for extensive instructor-led training courses can be costly. For learning and development administrators, there is a tremendous burden to find instructors, develop courses and arrange for time away from the workplace.

A comprehensive training solution brings value through consistent and continuous learning — all at an affordable cost.



UNLOCK THE POTENTIAL OF YOUR PEOPLE WITH SKILLSOFT

Skillsoft's Business Skills solutions provide comprehensive and engaging technical skills training. By delivering ongoing and continuous development in a scalable and cost-effective manner, Skillsoft keeps organizations ahead of technological changes and industry disruptions by moving learners from basic knowledge to mastery and certification — quickly and efficiently.

Skillsoft has partnered with certification bodies and subject matter experts to ensure our test-prep content is aligned to exam objectives and helps prepare learners for certification exams.



Technical Courses Aligned with Certifications

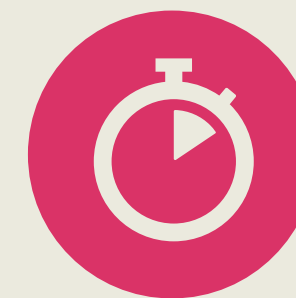
- Project Management
- ITIL
- Six Sigma
- Business Analytics
- and more...



Vast Technical Skills Content

Skillsoft's catalog provides:

- +40% of learning hours to support technical skills
- +245 courses on technical and certification topics including Project Management, Business Analysis, and more...



Mentoring and Test Preparation to Expedite Certification

Mentoring is available for:

- Project Management
- ITIL
- Six Sigma

Test Prep is available for:

- Project Management
- ITIL
- Six Sigma

SKILLSOFT ALSO OFFERS COMPANION COURSES TO DEVELOP A WELL-ROUNDED AND MODERN WORKFORCE:

- **Coaching**
- **Trust Building Through Effective Communication**
- **Collaboration**
- **Leading Teams**
- **Management Conflict**
- **+ More**

These channels plus over 13,000 books, audiobooks, and Skillsoft Live Events are available to subscribers.



CREATE STRENGTH AND SUCCESS IN DISRUPTIVE TIMES

Technological advancements and continuous change will not subside anytime soon. Companies who power-up their workforce with strong technical business skills will be at the forefront of substantial opportunity and growth.

Learn more about the Skillsoft Business Skills solutions by visiting www.skillsoft.com or contact your Skillsoft representative.



CUSTOMER SUCCESS: PETSMART

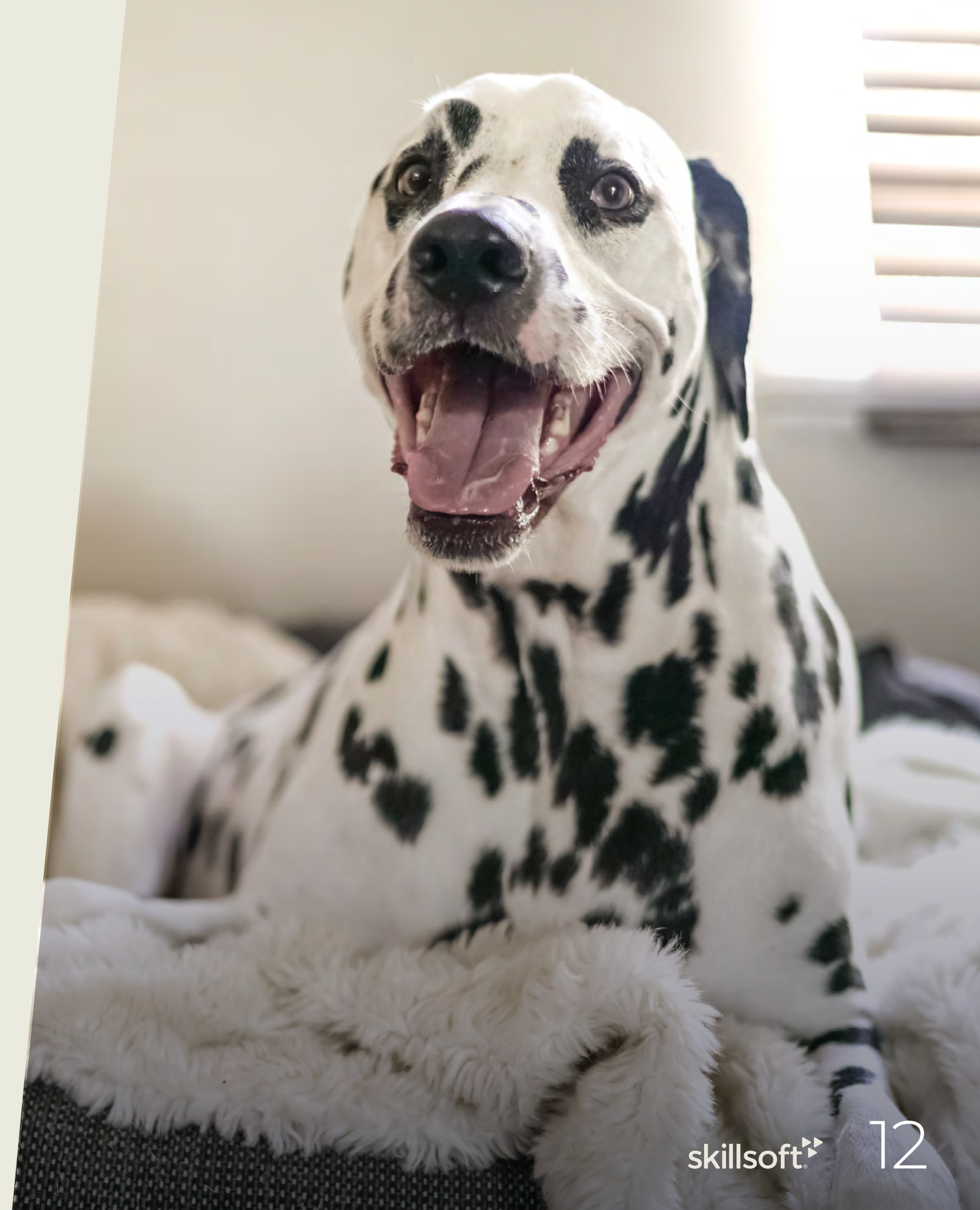
PetSmart aims to bring pet parents closer to their pets. To help achieve this mission, PetSmart recognized the need for an easy-to-use professional development solution that is embedded in associates' day-to-day work. PetSmart chose Skillsoft's Business Skills, Leadership, and Compliance solutions for their ability to support a workforce that spans 55,000 associates at over 1,600 stores, 7 distribution centers, and multiple home office locations.

“Our Skillsoft partnership resulted in higher access and completion rates allowing us to eliminate a six-figure spend with another solution. That’s a powerful return that any leader in the organization can get behind.”

***Mark Dompier,
Director of Talent Management and Learning,
PetSmart***

Read the full case study

READ MORE



ABOUT SKILLSOFT

Skillsoft delivers online learning, training, and talent solutions to help organizations unleash their edge. Leveraging immersive, engaging content, Skillsoft enables organizations to unlock the potential in their best assets – their people – and build teams with the skills they need for success. Empowering 36 million learners and counting, Skillsoft democratizes learning through an intelligent learning experience and a customized, learner-centric approach to skills development with resources for Leadership, Technology and Development, and Compliance.

Skillsoft and SumTotal are partners to thousands of leading global organizations, including many Fortune 500 companies. The company features three award-winning systems that support learning, performance and success: Skillsoft learning content, the Percipio intelligent learning experience platform, and the SumTotal suite for Talent Development, which offers measurable impact across the entire employee lifecycle.

Learn more at www.skillsoft.com.

 [linkedin.com/company/skillsoft](https://www.linkedin.com/company/skillsoft)

 [facebook.com/skillsoft](https://www.facebook.com/skillsoft)

 twitter.com/skillsoft


 skillsoft.com

 US 866-757-3177

EMEA +44 (0)1276 401994

ASIA +65 6866 3789 (Singapore)

AU +61 2 8067 8663

 FR +33 (0)1 83 64 04 10

DE +49 211 5407 0191

IN +91 (0) 40 6695 0000

NZ +64 (0)21 655032

 skillsoft®