Udemy business

The Key Learning Trends You Need to Know for 2024

Anne Rose Bosma

Manager, Enterprise Sales
Udemy Business

Edward Cassin

Mid Market Account Executive
Udemy Business

Our Mission

Be the global destination for skills and empower individuals and organisations to transform lives through learning.

Our Mission

Being inclusive of a global audience

Access to technical & soft skills

Be the global destination for skills and empower individuals and organisations to transform lives through learning.

Giving individuals and organisations the ability to achieve their goals
(E.g., career growth and mobility, talent retention and development, and more)

Udemy business

Our Vision

"Provide relevant learning for all at scale"

(Get the **skills you need** when you need them)

Udemy business

Udemy at scale

~$720M
Projected 2023 Revenue

36%
YoY Udemy Business Revenue Growth

10x
EMEA Udemy Business Growth over the past 4 years

75K+
Instructors

64M
Learners

~15K
Enterprise customers

~75
Languages

Data as of June 30, 2023

ûdemy business

Without the right skills, you can't get where you need to go

Organisations are falling behind
because employees are falling behind.

89% of executives say skills are becoming important for the way organisations are defining work and deploying talent

Deloitte, "The skills-based organization: A new operating model for work and the workforce," 2022.

Udemy business

"

By 2024, 33% of the skills that were present in an average job posting in 2019 will no longer be needed.

Gartner Talent Neuron analysis of IT, finance, and sales jobs: Future of Work Reinvented - Shifting Talent and Skills, Gartner
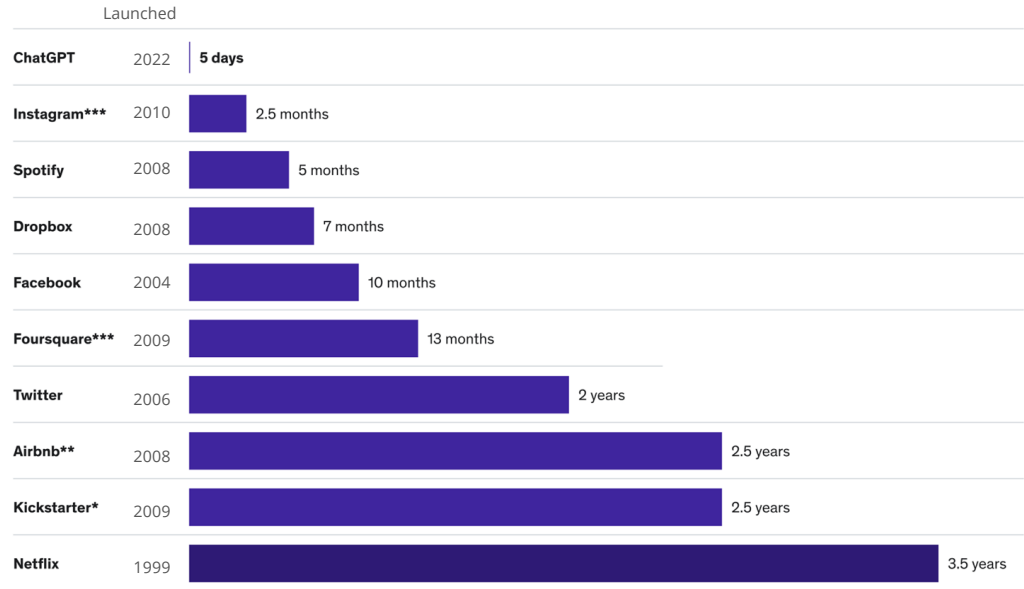
Udemy business

97M

Jobs could be created in the next 2 years as a result of AI

Udemy business

ChatGPT sprints to one million users

Time it took for selected online services to reach one million users

	Launched	
ChatGPT	2022	5 days
Instagram*	2010	2.5 months
Spotify	2008	5 months
Dropbox	2008	7 months
Facebook	2004	10 months
Foursquare*	2009	13 months
Twitter	2006	2 years
Airbnb**	2008	2.5 years
Kickstarter*	2009	2.5 years
Netflix	1999	3.5 years

*One million backers   **One million nights booked   ***One million downloads

Source: Company announcements via Business Insider/Linkedin

Ûdemy business

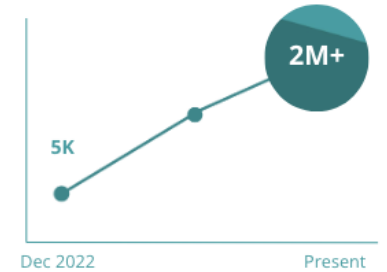# Employees need new skills for **revolutionary new technology**

There has been tremendous growth in AI-related skills learning **on Udemy Business:**

- 60% growth in AI-related skills learning on Udemy Business

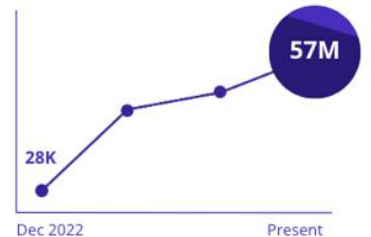- **4,419%** global growth in ChatGPT learning in Q1 '23 alone

Udemy Courses on GenAI

10 · 1,229

Dec 2022 · Present
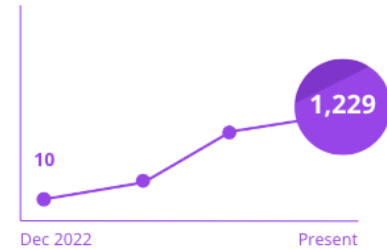
Udemy Enrollments

5K · 2M+

Dec 2022 · Present

Udemy enabled Minutes learned

28K · 57M

Dec 2022 · Present

Skills

Udemy business

What is a skills-based organisation?

A skills-based organisation is *does something / represents something* **to**

achieve an outcome

Udemy business

# What is a skills-based organisation?

- A skills-based organisation is **designed around a cluster of skills not limited to a person's title or function** that **helps you engage and motivate the workforce and drives business agility.**

- A skills-based organisation **empowers talent** and creates a **better ability to seize opportunities for business growth.**

- A skills-based organisation **places more value on experiences** and **leads to a more diverse and equitable workforce.**

- A skills-based organisation is an organisation that **invests in producing and building skills intentionally** in order to **create opportunities for its people and to help drive business agility.**

Udemy business

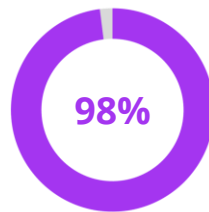# Are you investing in a skills focus in your organisation?

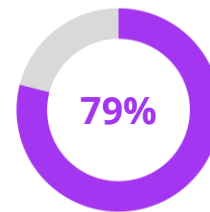Udemy business

Skills–based organisations are ...
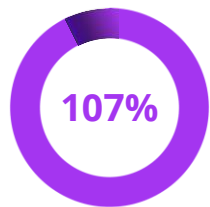
107%
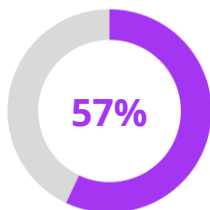more likely to **place talent effectively**
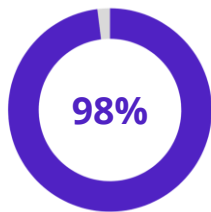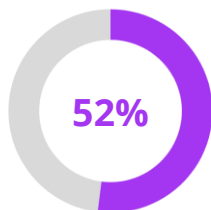
98%
more likely to **retain high-performers**

98%
more likely to have a reputation as a great place to **grow and develop**

79%
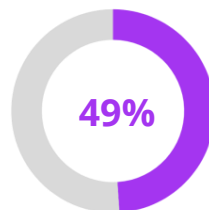more likely to have a **positive workforce experience**

57%
more likely to **anticipate change and respond effectively and efficiently**

52%
more likely to **innovate**

49%
more likely to **improve process to maximise efficiency**
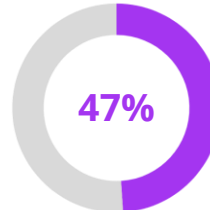
47%
more likely to **provide an inclusive environment**

Source: Deloitte, "The skills-based organization: A new operating model for work and the workforce," 2022.

Outside of generative AI which skills are important?

2024 Global Learning & Skills Trends Report

Top Trends for the Future of Work
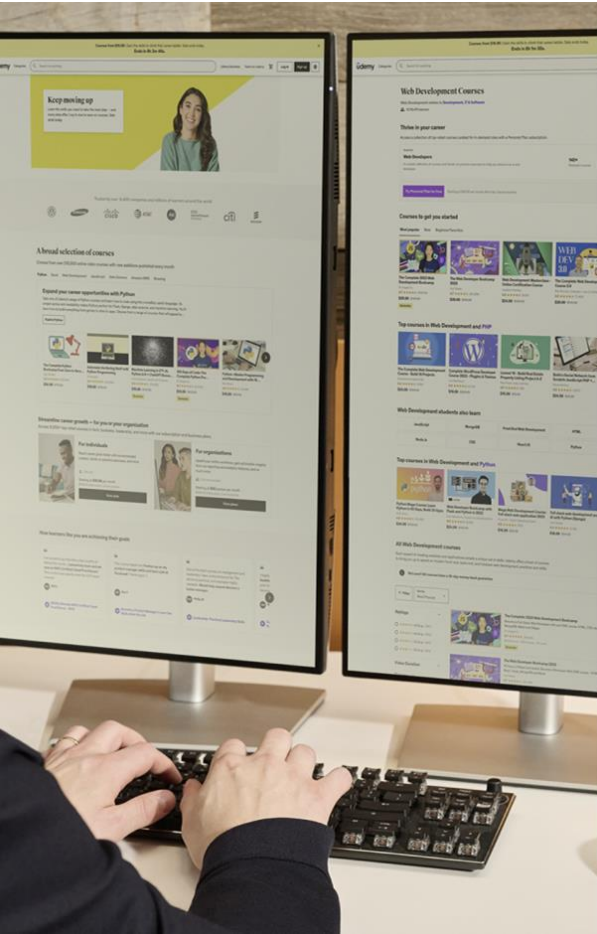
TECHNICAL SKILLS

BUSINESS SKILLS

HOTTEST SKILLS TRENDS

6/10

Employees will require
training before 2027

Top 10 consumed technical skills Ranked by total consumption	Rank
Python	1
Java	2
Microsoft certification exam prep	3
Amazon Web Services (AWS)	4
AWS Certified Cloud Practitioner	5
AWS Certified Solutions Architect – Associate	6
React	7
JavaScript	8
SQL	9
Microsoft Azure Fundamentals (AZ-900) certification	10

Udemy business

Teams – and leaders – are aligning on communication and collaboration

Top 10 consumed business skills Ranked by total consumption	Rank
Microsoft Excel tools	1
Communication skills	2
Foundational project management	3
Foundational leadership	4
Project Management Professional (PMP) certification	5
Agile	6
Scrum	7
Effective meeting strategy	8
Business analysis	9
Time management	10

Udemy business

30%

of hours worked today could be automated by 2030 with GenAI

Top 10 hottest skills Ranked by increase in consumption	% increase
OpenAI's ChatGPT*	4,419%
Environmental, Social, and Governance (ESG)	3,128%
Google Professional Cloud DevOps Engineer certification	1,454%
Behavioral economics	1,326%
Advertising strategy	1,118%
Certification and software test-taking preparation	1,044%
Microsoft Azure Synapse Analytics	799%
Autodesk 3ds Max	780%
DevSecOps	730%
Software design	624%

Udemy business

The skills-based economy

The **Skills-Based** Economy: Are you ready?

A single factor could ultimately determine whether a company can execute on its business strategy and deliver on its goals: **skills**. Do your employees have the skills they need to drive personal and business growth?

The question is: Are you ready to become a skills-based organisation?

Udemy business

Three trends essential to the future of work

To be ready, companies and their leaders need to focus on
3 trends essential to the future of work.

1

Understand how to navigate the skills landscape and why it is essential to assess, identify, develop, and validate the skills their teams have, don't have, and need, in order to remain innovative and competitive

2

Adapt to the rise of generative AI, including how generative AI and automation are disrupting the way we work as well as their role in supporting the move to a skills-based approach

3

Develop strong leaders who can lead through change and build resilience across their teams

Udemy business

1. Understand how to navigate the skills landscape

Navigating the **skills landscape**

To succeed, organisations must embrace the opportunity presented by a skills-based approach. This approach will help them bridge the skills gap, drive innovation, and lead from the front.

In a skills-based organisation, there is a shift.

From:

"We need people who can fill these jobs."

To:

"We need people who have these skills."

Udemy business

2. Adapt to the rise of generative AI

Adapting to the Rise of Generative AI

Generative AI is here and nearly every job is likely to be affected.

But at a possible cost to current jobs:
- As much as 30% of current work hours in the US could be automated by 2030 (**McKinsey**)
- It could automate as many as 300M jobs (**Goldman Sachs**)

Yet also tremendous potential for great benefits and new jobs:
- Create up to $15 trillion global GDP by 2030 (**PwC**)

Udemy business

3. Develop strong leaders

Developing strong leaders: Preparing leaders for today and the future

Changes in how we work are going to require changes in how we lead.

As technology accelerates the pace of change, we will have to support leaders as they develop the new skills they need to stay in front of that change.

Organisations must **invest in their leaders**; in turn, leaders must **invest in their teams** to help them:

- Navigate change & disruption
- Acquire skills needed to keep up
- Stay productive and avoid burnout

Udemy business

Leverage the 4 "C's" of successful leaders

CONNECTING	CULTURE	COACHING	COLLABORATION

Key Skills:

- Interpersonal Comms
- Emotional Intelligence
- Empathy
- Self Awareness

Key Skills:

- BEDI
- Active Listening
- Perspective Taking
- Gamification & Rewards

Key Skills:

- Goal Orientation
- Growth Mindset
- System Thinking
- Communication

Key Skills:

- Technology
- Hybrid Work
- Debate
- Adaptability

Udemy business

In Summary

- **Generative AI** is here to stay - **upskill to ensure everyone has a base understanding**

- **Focus on skills development and validation** (especially tech skill validation)

- **Invest in first line managers** to help them be change agents for your organisation

udemy business

2024 Global Learning & Skills Trends Report

Top Trends for the Future of Work

ûdemy business

Download the report

Thank you!