



# **Your Employee's Learning Belongs in Corporate Social Responsibility**

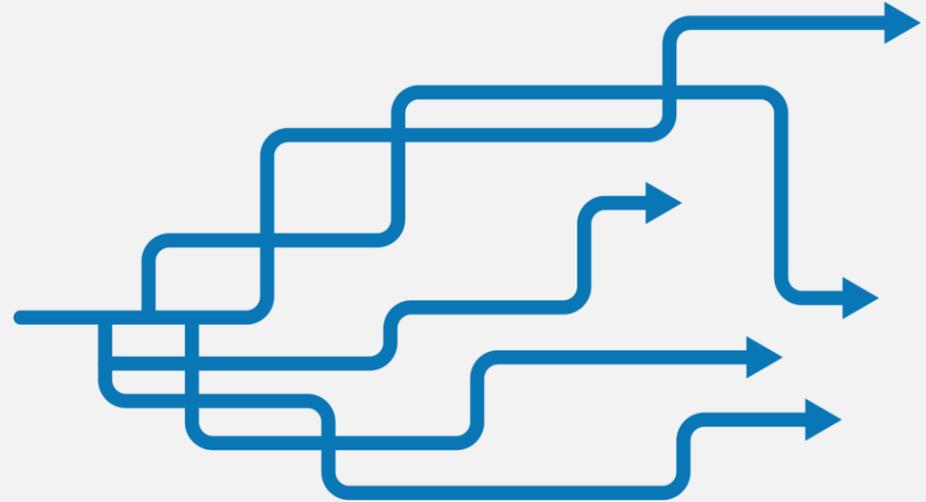
Presented by:

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edX President and co-CEO

Companies today are in a job erosion and job creation crisis

By 2030, **75 million to 375 million** workers (**3 to 14 percent** of the global workforce) will need to switch occupational categories



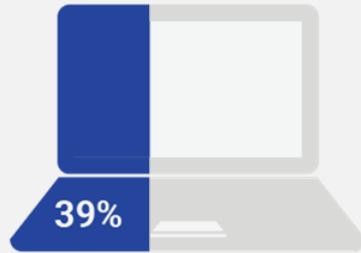
**33%** of tech execs list finding qualified employees as their company's **biggest challenge and risk**



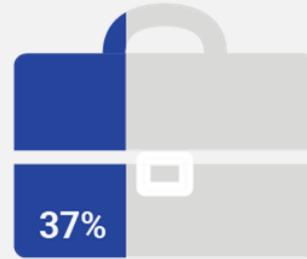
**More than one third** of consumers have **experienced a lack of proficiency** in at least one new skill/subject area of a job they've held.



Consumers are **lacking** in two major skill areas:

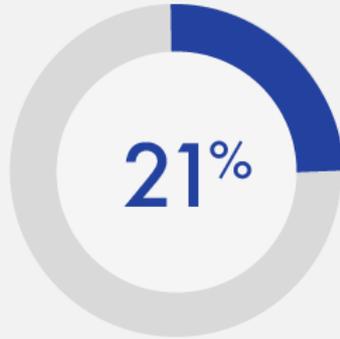


**Data Skills**

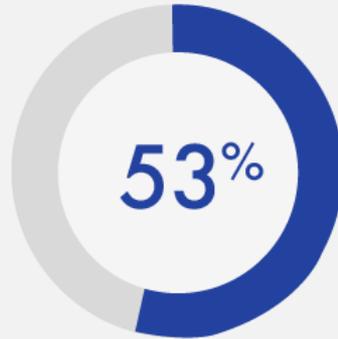


**Business/Soft Skills**

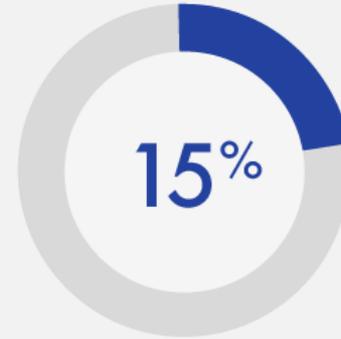
# How much do Americans **use their education** (specific to college major) at work?



All of their  
education



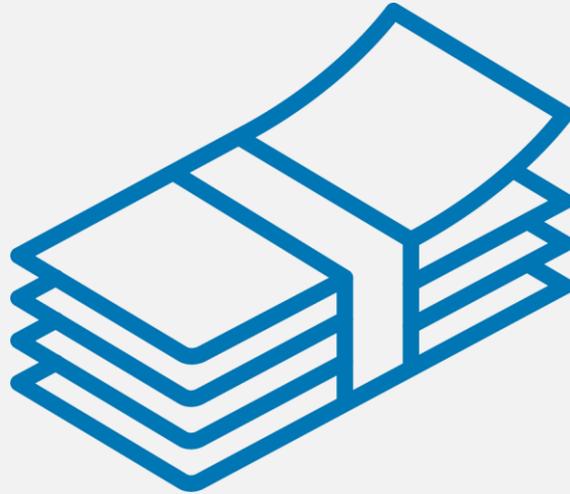
Half or less of  
their education



None of their  
education



Total expenditures in 2018  
on training totaled **\$87.6  
billion**



**Nearly half** of consumers are **not comfortable asking their employer** to help **pay for learning costs**.



**94%** of employees would stay at a company longer if it simply invested in helping them learn



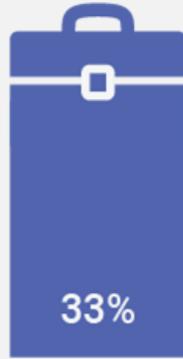
Companies are thinking about this the  
wrong way

The OECD found that **60%** of people think employers have **a lot** of the responsibility to make sure their nation's workforce has the right skills for success





**Individuals**



**Employers**



**Higher Education**



**Government**



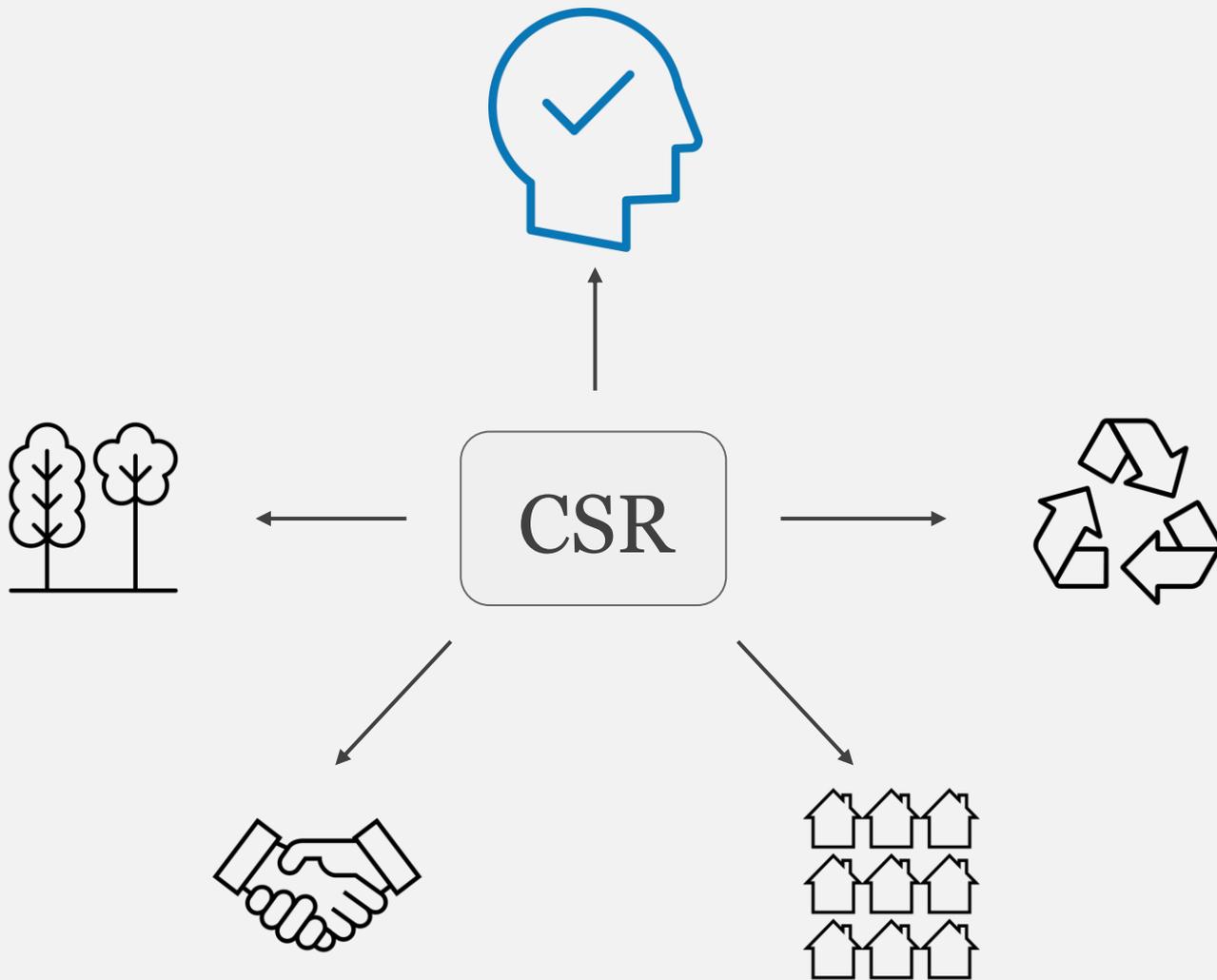
The framework for solving this problem exists in the majority of your companies today

## Fortune 500

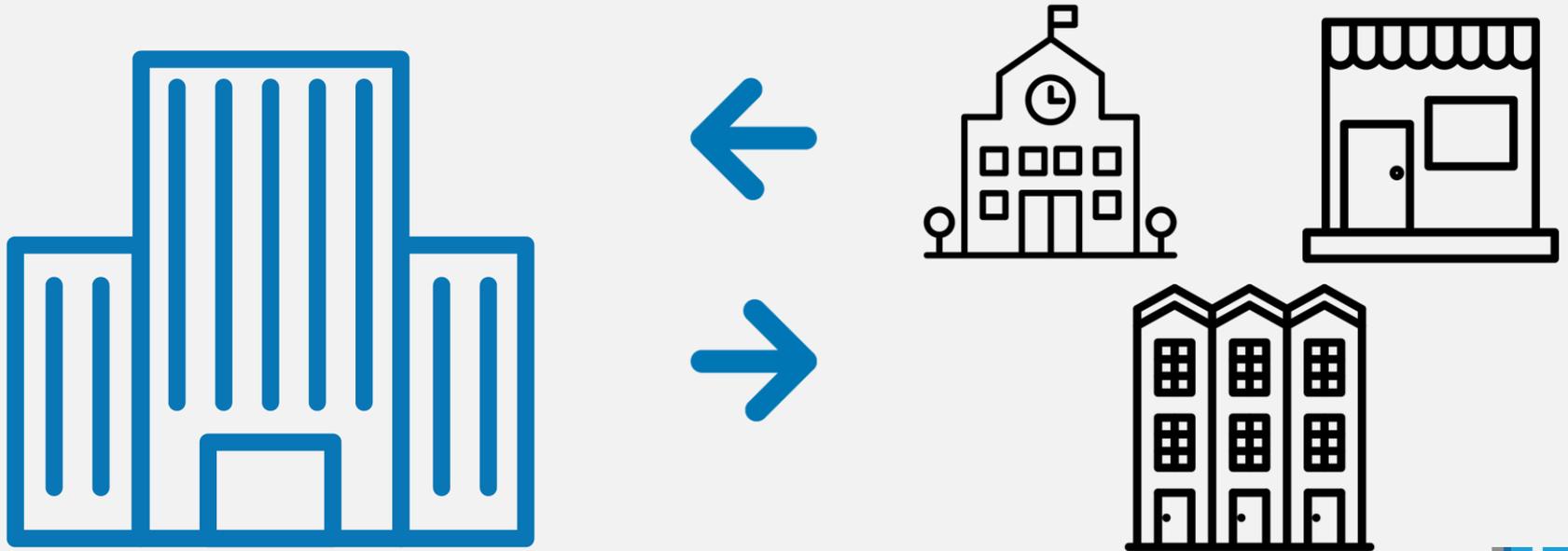
companies spend  
around **\$20 billion** per  
year on CSR activities\*

**Fortune 500**  
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The **top U.S. CEOs** agree  
that driving shareholder  
value is no longer their  
sole business objective—  
taking care of employees  
and creating communities  
are also priorities\*\*



Corporate learning in the context of CSR has the potential for positive impact both internally AND in the community

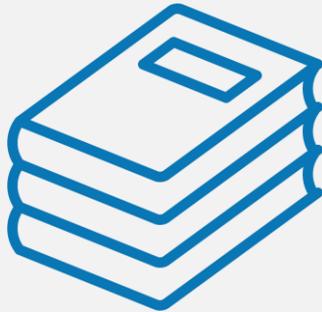


“

Creating a strong business and building a better world are not conflicting goals — they are both essential ingredients for long-term success

**William Clay Ford Jr. Executive  
Chairman, Ford Motor Company** ”

amazon



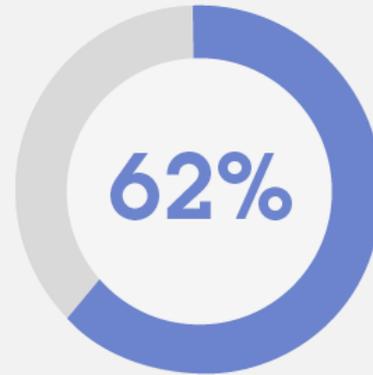
***BOEING***

We must fundamentally change the way  
people access education

**Barriers** to gaining advanced knowledge/skills identified by Americans looking **to advance or switch careers:**



**TIME**



**MONEY**

Learners are looking for **flexible, just-in-time, modular** learning experiences.

9%

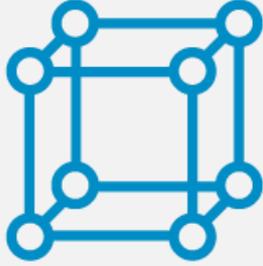
Learn during a commute

37%

Learn in the evenings & weekends

50%

Learners believe that learning sessions between 20 to 45 minutes are most effective



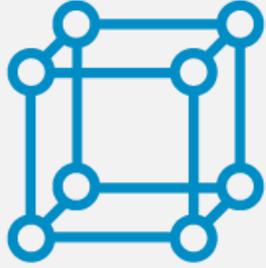
Modular



Affordable



On Demand



Modular



Affordable



On Demand



This goes nowhere without your  
commitment

→ **Commit** to providing your employees and communities with the learning opportunities they need

→ **Value** stackable, flexible learning opportunities

→ **Invest** in employees and candidates with credentials

# Thank you!