



Getting people back to work

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

Empowering every person means ensuring everyone has access to the **skills, technology, and opportunity to succeed** in the digital economy.





**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



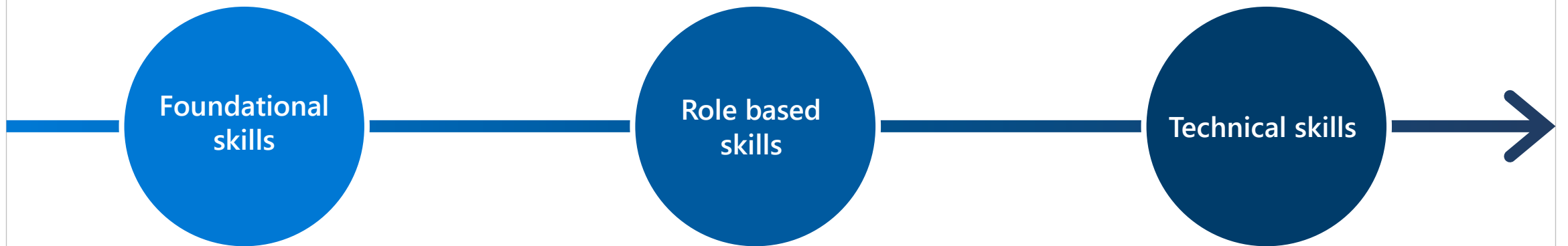
A comprehensive approach to help 25M job seekers



Free access to learning content

Where is your job seeker on their learning journey?

The learning paths cover a **broad range of skills**, from entry-level digital literacy to advanced product-based skilling for technical roles. These role-based learning paths provide **opportunities for people**—wherever they are starting from—**to reskill and upskill for in-demand roles**



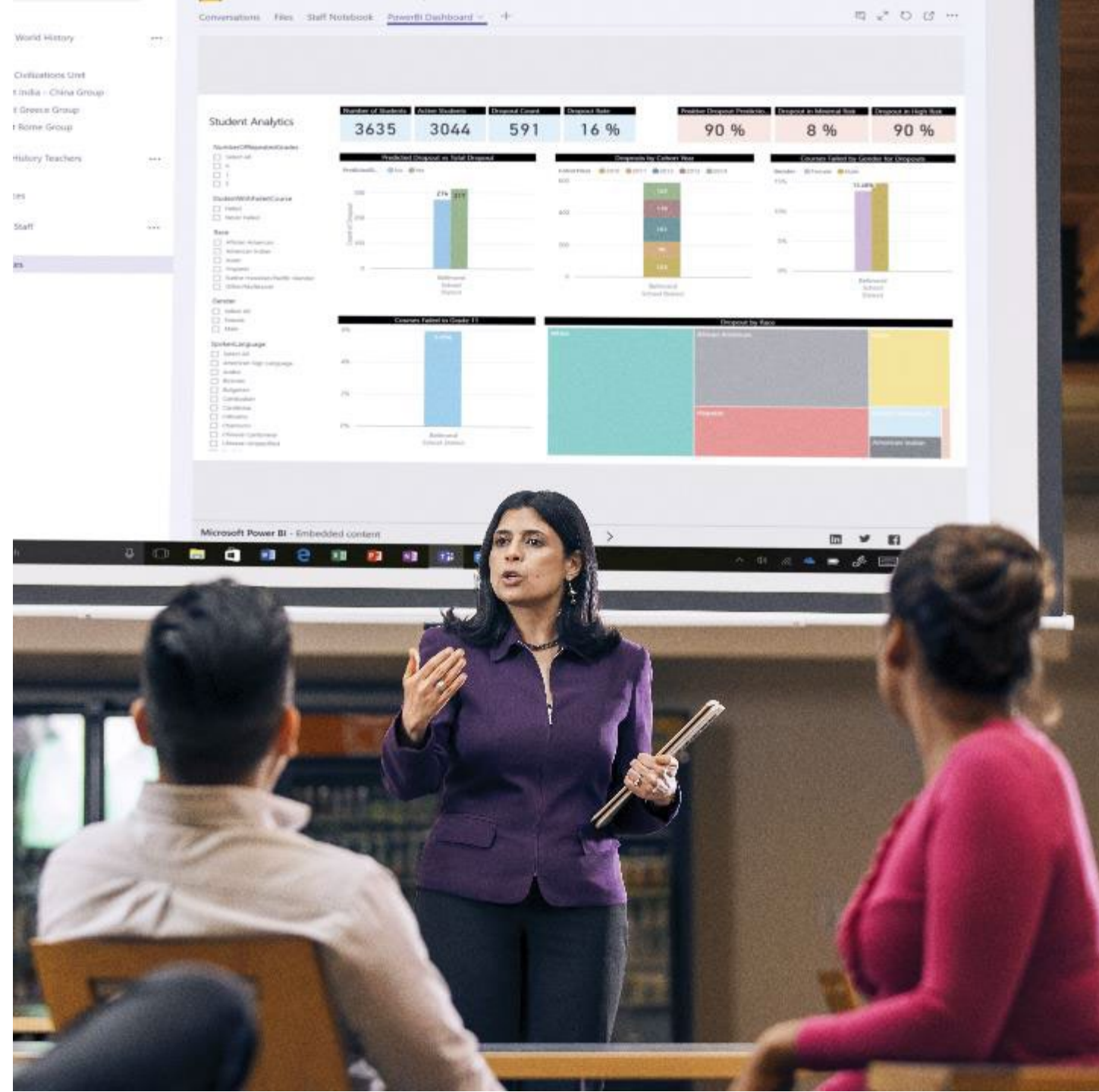
Foundational skills

- Learn to collaborate and communicate in a modern workplace
- Covers Word, Excel, PowerPoint, video, and virtual collaboration
- Master soft skills from emotional intelligence to effective listening
- Participants with a LinkedIn account earn a Badge of Completion

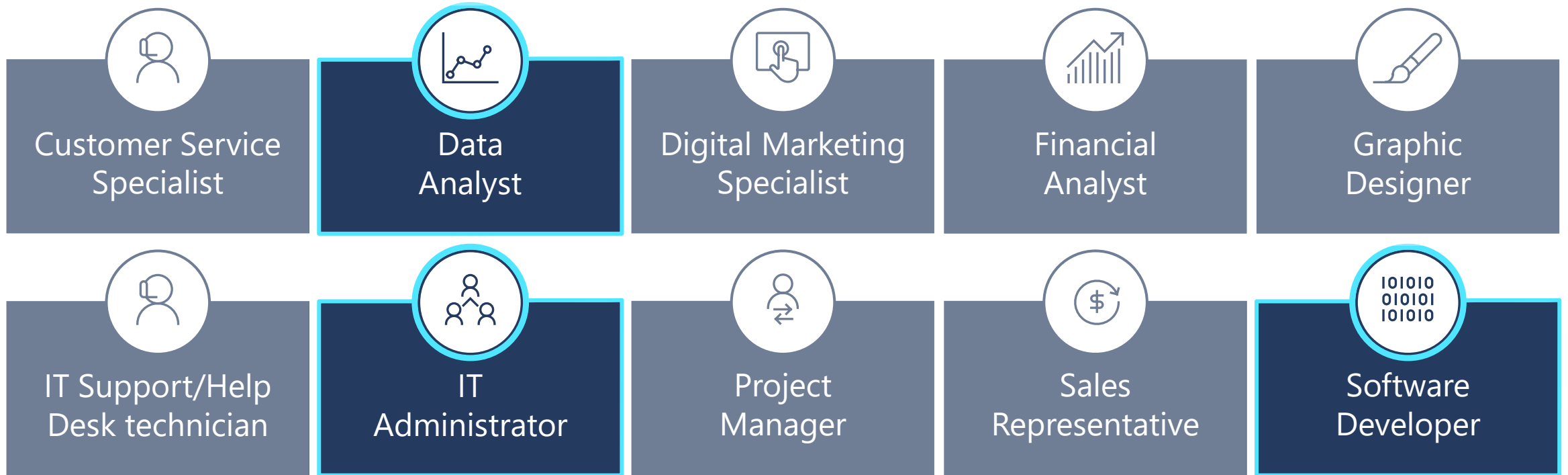
The image shows a screenshot of the LinkedIn Learning platform. At the top, there is a course titled "Digital Transformation in Practice: Virtual Collaboration Tools" under the category "Technology: Business Software and Tools". Below this, a vertical list of course cards is visible, including "Working with Computers", "Working and Collaborating", "Social", and "Microsoft Word". To the right, there are two larger course preview cards. The first is "Diversity, Inclusion, and Belonging for All" under "Business: Leadership and Management". The second is "Master In-Demand Professional Soft Skills" under "Business: Professional Development". Below these, a list of course cards is shown, including "Developing Your Emotional Intelligence", "Building Resilience", "Embracing Unexpected Change", "Critical Thinking for Better Judgment and Decision-Making", and "Why Trust Matters with Rachel Botsman". Each card displays the course title, instructor name, release/updated date, and progress indicator.

Role-based skills for in-demand jobs 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



Learning paths for ten 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

Closer look:

Customer Service Specialist

- Learn skills applicable in multiple roles handling customers
- Participants with a LinkedIn account earn a Badge of Completion

Business: Customer Service

Become a Customer Service Specialist

Discover how to provide great customer service and make your customers feel heard. Develop relationships, even when customers get abusive or unruly. Learn skills to listen to customers you're helping, and turn challenging customers into true allies.

Build key listening skills so your customers feel heard.

Develop your customer service problem-solving skills.

1 8 ITEMS · 5h 26m



▷ COURSE

Customer Service Foundations

By: Jeff Toister · Updated 3 months ago

Make your customers feel valued. Learn practical tips to build loyalty.

312,436 learners



▷ COURSE

Customer Service: Problem Solving

By: Noah Fleming · Released Jan 11, 2018

Learn critical problem-solving and troubleshooting skills.

168,680 learners



▷ COURSE

Building Rapport with Customers

By: Myra Golden · Released Nov 30, 2018

Forge a human connection with your customers through meaningful interaction.

130,473 learners



▷ COURSE

Customer Service: Call Control Skills

By: Myra Golden · Released Aug 14, 2019

Get tips for communicating on the phone with customers to resolution.

92,991 learners



▷ COURSE

Customer Service: Handling Abusive Customers

By: David Brownlee · Released Apr 11, 2018

Learn strategies and techniques for handling abusive customer interactions.

746,518 learners

Closer look:

Digital Marketing Specialist

- Practice with hands-on training in Google Analytics and Ads
- Design marketing materials using the Adobe suite
- Explore marketing channels like social media and email
- Participants with a LinkedIn account earn a Badge of Completion

The screenshot shows the LinkedIn Learning interface for the 'Become a Digital Marketing Specialist' learning path. At the top, there's a navigation bar with the LinkedIn logo, 'LEARNING', a 'Browse' dropdown, and a search bar. The main header area includes the path title 'Business: Marketing', a 'Share' button, and 'Learning path details' which shows '26h 44m of content' and '12 items of learning content'. A blue 'Start Learning Path' button is prominent. Below this, a vertical timeline indicates '12 ITEMS · 26h 44m'. The first five items are listed as follows:

- Online Marketing Foundations** (COURSE)
By: Brad Batesole · Released Jun 29, 2018
Learn today's online marketing techniques and find out how to build a successful online marketing campaign for all digital channels: search, video, social, email, and display.
306,788 viewers
- Google Analytics Essential Training** (COURSE)
By: Corey Koberg · Updated 2 months ago
Find out how your website is performing using Google Analytics. Discover how to use this leading analytics tool to track, analyze, and report on site visits and marketing goals.
118,261 viewers
- SEO Foundations** (COURSE)
By: David Booth · Released Oct 29, 2018
Explore the concepts of search engine optimization (SEO). Learn the strategy behind great SEO including keyword planning, link building and SEO for ecommerce, and mobile audiences.
151,516 viewers
- Google Ads (AdWords) Essential Training** (COURSE)
By: Brad Batesole · Updated 4 months ago
Learn the foundations of pay-per-click (PPC) advertising with Google Ads (formerly known as AdWords), the industry-leading PPC platform.
53,153 viewers
- Content Marketing Foundations** (COURSE)
By: Brian Honigman · Released Jan 21, 2020
Explore the extraordinary value of content marketing and how it can benefit a business if executed properly.
21,026 viewers

Closer look:

Project Manager

- Understand the fundamentals of project management applicable to multiple industries
- Practice with Microsoft Project
- Participants with a LinkedIn account earn a Badge of Completion.

Business: Project Management

Become a Project Manager



Project managers are catalysts for change. Learn how to manage projects from beginning to end using proven project management techniques. After completing this learning path, you'll have the skills and knowledge to manage simple projects as well as complex, enterprise-wide initiatives.

Learn how to effectively manage a project, keeping it on time, in budget, and in scope.

Practice using Microsoft Project with best practices.

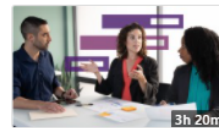
Develop essential project management skills.

Continue with:



Project Management Foundations

1 10 ITEMS · 11h 55m



▶ COURSE

Project Management Foundations

By: Bonnie Biafore · Released Jun 28, 2019

3h 20m

3h 14m 35s left



▶ COURSE

Project Management Foundations: Ethics

By: Bob McGannon · Released Aug 7, 2019

1h 11m

Ethics are integral to project participation and success. Learn how to recognize and apply appropriate ethical standards to your project management process.

43,589 learners



▶ COURSE

Project Management Foundations: Requirements

By: Daniel Stanton · Released Feb 12, 2020

27m

Completed 11/13/2020

[Add to Profile](#)



▶ COURSE

Project Management Foundations: Schedules

By: Bonnie Biafore · Released Apr 30, 2018

2h 7m

2h 6m 19s left



▶ COURSE

Project Management Foundations: Budgets

By: Bob McGannon · Released Nov 14, 2018

1h 10m

Learn how to manage your project's budget—a foundational knowledge area from the Project Management Body of Knowledge (PMBOK®).

69,983 learners



▶ COURSE

Project Management Foundations: Teams

By: Daniel Stanton · Released Feb 20, 2020

Closer look:

Data Analyst

- Learn broadly applicable skills such as how to ask great questions and making informed decisions
- Learn the basics of data analysis and foundational statistics
- Get practice in Excel, PowerBI and other Data Visualization platforms
- Participants with a LinkedIn account earn a Badge of Completion.
- *Optional: Earn a Microsoft Certification*

Technology: Data Science

Become a Data Analyst

Data analysts examine information using data analysis tools and help their teams develop insights. You'll need skills in math, statistics, communications, and working with tools designed to do data visualization. Explore this high-demand career.

Learn the technical skills for data analyst career paths.

Develop your competencies in high-demand analysis tools.

Build communication and problem-solving skills.

1 7 ITEMS · 23h 37m



▶ COURSE

Learning Data Analytics

By: Robin Hunt · Released Feb 1, 2018

Learn the basics of data analytics: using data for analysis and how to work with data.

310,649 viewers



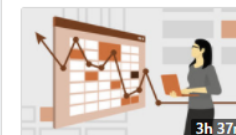
▶ COURSE

Data Fluency: Exploring and Describing

By: Barton Poulson · Released Apr 17, 2019

Learn how anyone, in any industry, can speak the language of data and describe it using statistical methods.

28,003 viewers



▶ COURSE

Excel Statistics Essential Training: 1

By: Joseph Schmuller · Released Jun 11, 2019

Learn statistics. Dr. Joseph Schmuller uses Microsoft Excel to analyze data.

36,442 viewers



▶ COURSE

Learning Excel: Data Analysis

By: Curt Frye · Released Jan 3, 2019

Unlock the power of your organization's data. Learn how to use Excel to analyze data.

114,360 viewers



▶ COURSE

Learning Data Visualization

By: Bill Shander · Released Dec 20, 2018

Closer look:

Software Developer

- Learn foundations of programming for software development.
- Practice with popular technologies like HTML and CSS.
- Explore core languages like Python, JavaScript, and Java.
- Participants with a LinkedIn account earn a Badge of Completion.
- *Optional: Earn a Microsoft Certification*

The screenshot shows the LinkedIn Learning interface for the 'Become a Software Developer' learning path. At the top, there's a navigation bar with the LinkedIn logo, 'LEARNING', a 'Browse' dropdown, and a search bar. The main header area includes the title 'Become a Software Developer' with a 'Share' button, and a brief description: 'Get an introduction to the programming skills needed for a career as a software developer. This learning path provides a broad perspective on core technologies for web development, software development, and databases. It introduces common tools and the bigger picture of how development careers work.' Below this, three key learning objectives are listed: 'Learn foundations of programming for software development.', 'Practice with popular technologies like HTML and CSS.', and 'Explore core languages like Python, JavaScript, and Java.' On the right, 'Learning path details' show '29h 3m of content' and '11 items of learning content', with a prominent 'Start Learning Path' button.

Technology: Software Development Share

Become a Software Developer

Get an introduction to the programming skills needed for a career as a software developer. This learning path provides a broad perspective on core technologies for web development, software development, and databases. It introduces common tools and the bigger picture of how development careers work.

Learn foundations of programming for software development. Practice with popular technologies like HTML and CSS. Explore core languages like Python, JavaScript, and Java.

29h 3m of content
11 items of learning content

[Start Learning Path](#)

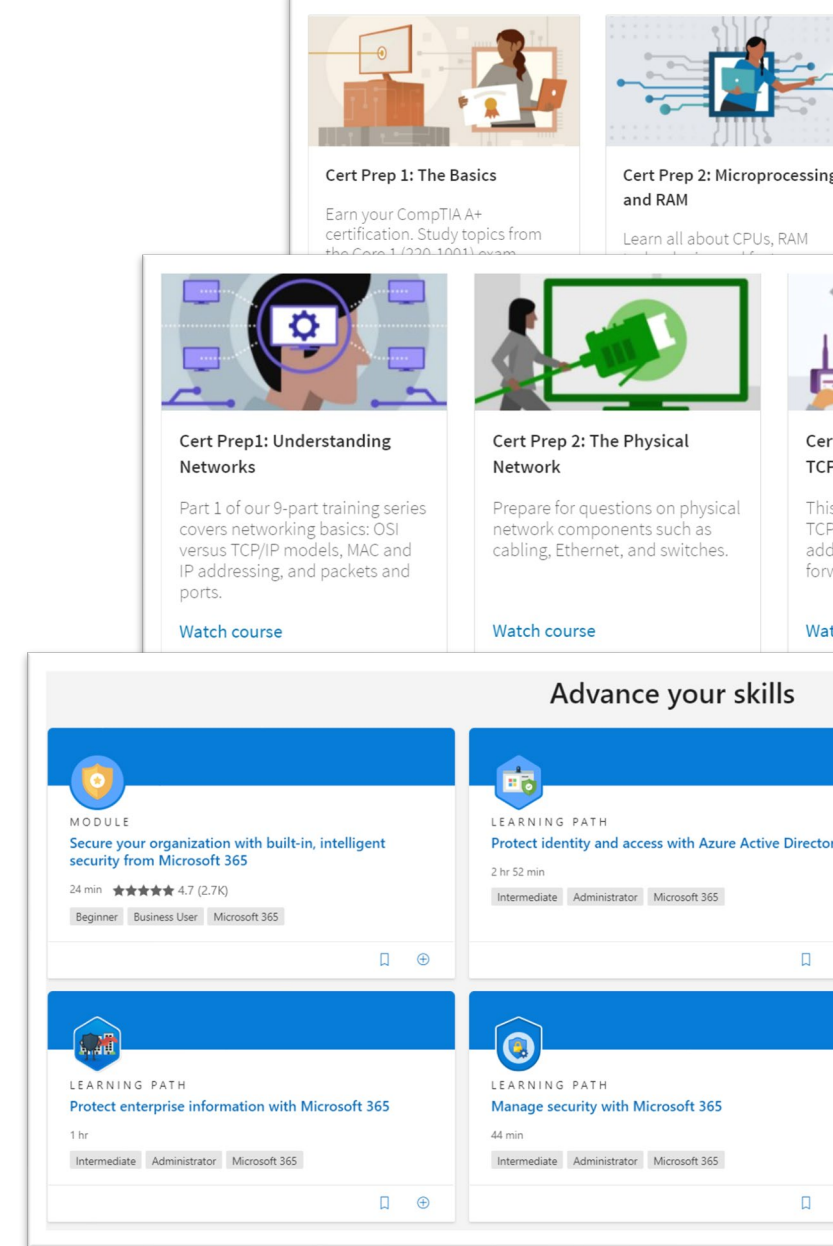
11 ITEMS · 29h 3m

- Programming Foundations: Fundamentals**
By: Annyce Davis · Released Jul 22, 2019
Prepare to learn the fundamental concepts, practices, and terminology of programming in this introductory course.
140,240 viewers
- Programming Foundations: Databases**
By: Scott Simpson · Released Mar 28, 2019
Learn the fundamentals of database programming. Find out how to build a database, define relationships, and write queries.
87,686 viewers
- Succeeding in Web Development: Full Stack and Front End**
By: Ray Villalobos · Released Sep 11, 2019
Do you want to become a web developer? Learn about the skills and tools you need to get a job as a front-end, back-end, or full-stack web developer.
52,208 viewers
- HTML Essential Training**
By: Jen Simmons · Released Feb 19, 2020
Learn how to write HTML, the programming language that powers the web.
48,374 viewers
- CSS Essential Training**
By: Christina Truong · Released Oct 1, 2019
Explore the concepts that form the foundation of CSS. Learn how to select content, style text, manage layouts, and more as you work on a real-world project.
44,067 viewers

Closer look:

IT Administrator

- Learn a variety of skills such as networking foundations, cloud networking and administration
- Learn the foundations of building a secure network and methods on monitoring threats
- Get practice in Azure and Microsoft365 administration
- Participants with a LinkedIn account earn a Badge of Completion.
- *Optional: Earn a Microsoft Certification*



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

Technical skills journey options

Microsoft Azure Developer

Design, build, test, and maintain applications and services in cloud and hybrid environments with Microsoft Azure.

[Start learning Microsoft Azure](#)

Microsoft 365 Developer

Design, build, test, and maintain secure, intelligent solutions optimized for productivity and collaboration.

[Start learning Microsoft 365](#)

Microsoft Power Platform App Maker

Build app solutions to simplify, automate, and transform tasks and processes.

[Start learning Microsoft Power Platform](#)

Security Engineer

Design and implement digital security controls and threat protection in cloud networks and hybrid environments.

[Start learning Security](#)

Microsoft technology area	Sample courses	Related certifications
Microsoft Azure	Azure Fundamentals Create serverless applications Secure your cloud applications in Azure	Microsoft Certified: Azure Fundamentals Microsoft Certified: Azure Developer Associate
Microsoft 365	Microsoft 365 Fundamentals Extend Microsoft 365 – Fundamentals	Microsoft 365 Certified: Fundamentals Microsoft 365 Certified: Developer Associate
Microsoft Power Platform	Microsoft Power Platform Fundamentals Automate a business process using Power Automate Get started using Common Data Service	Microsoft Certified: Power Platform Fundamentals Microsoft Certified: Power Platform App Maker Associate
Security	Microsoft 365 Fundamentals Threat Modeling Security Fundamentals Protect Identity and Access with Microsoft 365	Microsoft 365 Certified: Fundamentals Microsoft Certified: Azure Security Engineer Associate

Microsoft Learn courses and Microsoft Certifications that will help you develop the skills you need to become a software developer.

Certifications

Validate skills to employers with a certification

Job seekers can earn an industry-recognized Microsoft Certification to help them succeed in roles like Software Developer, Data Analyst, and IT Administrator

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

Access to reduced cost Microsoft certifications

- Job seekers who complete Microsoft technical role-based courses can earn an industry-recognized Microsoft certification at a significantly discounted fee of **US\$15**
- Eligible participants must schedule the exam and complete the scheduled exam by **December 31, 2021**

Sample of certifications available



Microsoft Certified: Azure Fundamentals



Microsoft Certified: Power Platform Fundamentals



Microsoft Certified: Power Platform App Maker Associate



Microsoft Certified: Data Analyst Associate

Full list of Microsoft certifications: aka.ms/SkillsCert

Tools to help job seekers get hired

Helping job seekers succeed with job-searching



Through December 2021, free access to LinkedIn Learning paths on job search skills, soft skills, and diversity and inclusion



Access to LinkedIn's free job search and networking tools



Virtual interview feedback on LinkedIn powered by Microsoft AI

Closer look:

Practical support for job seekers

- Resume writing skills
- Networking skills
- Interview tips and tricks, including undertaking virtual job interviews
- Participants with a LinkedIn account earn a Badge of Completion

Business: Career Development

Finding a Job during Challenging Economic Times

Whether you've been laid off or had your hours reduced, learn strategies for finding a job during challenging economic times. Discover how to create a recovery plan, cultivate resilience, explore career options, update your resume, network virtually, and improve your job search and interview skills.

Create a structured recovery plan. Build and grow your professional network. Improve your interviewing skills.

Learning path details

🕒 11h 12m of content

📖 13 items of learning content

[Start Learning Path](#)

13 ITEMS • 11h 12m



▶ COURSE

Recovering from a Layoff

By: Brie Reynolds • Updated May 20, 2020

56m 55m 11s left



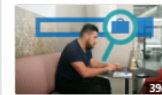
▶ COURSE

How to Manage Feeling Overwhelmed

By: Heidi Hanna • Released Feb 27, 2020

Stop feeling overwhelmed. Learn how to remain focused, productive, and in control in the face of whatever comes your way.

119,696 learners



▶ COURSE

Finding a Job

By: Jolie Miller • Released May 16, 2018

Ready to find your next job? Learn how to prepare yourself for today's job market and land a gig that you'll love.

109,864 learners



▶ COURSE

A Career Strategist's Guide to Getting a Job

By: Jenny Foss • Released Feb 20, 2020

Discover specific tactics for job search success by learning about the best places to look for jobs, how to enlist help, and best practices for resumes, interviewing, and more.

66,410 learners



▶ COURSE

Recession-Proof Career Strategies

By: Jason Schenker • Released Sep 27, 2018

Make your career recession proof. Learn practical strategies that can help you gear up for the next economic downturn.

27,250 learners



▶ COURSE

Learning LinkedIn (2017)

By: Oliver Schinkten • Updated Sep 18, 2020

Discover how to get the most out of using LinkedIn. Learn how to construct a stellar profile, find and add connections, share content, and more.

288,977 learners



▶ COURSE

Digital Networking Strategies

By: Chris Taylor • Released Feb 13, 2020

Discover smart strategies for building a professional network online and leveraging connections for career advancement or finding new career opportunities.

28,239 learners



▶ COURSE

Digital Body Language

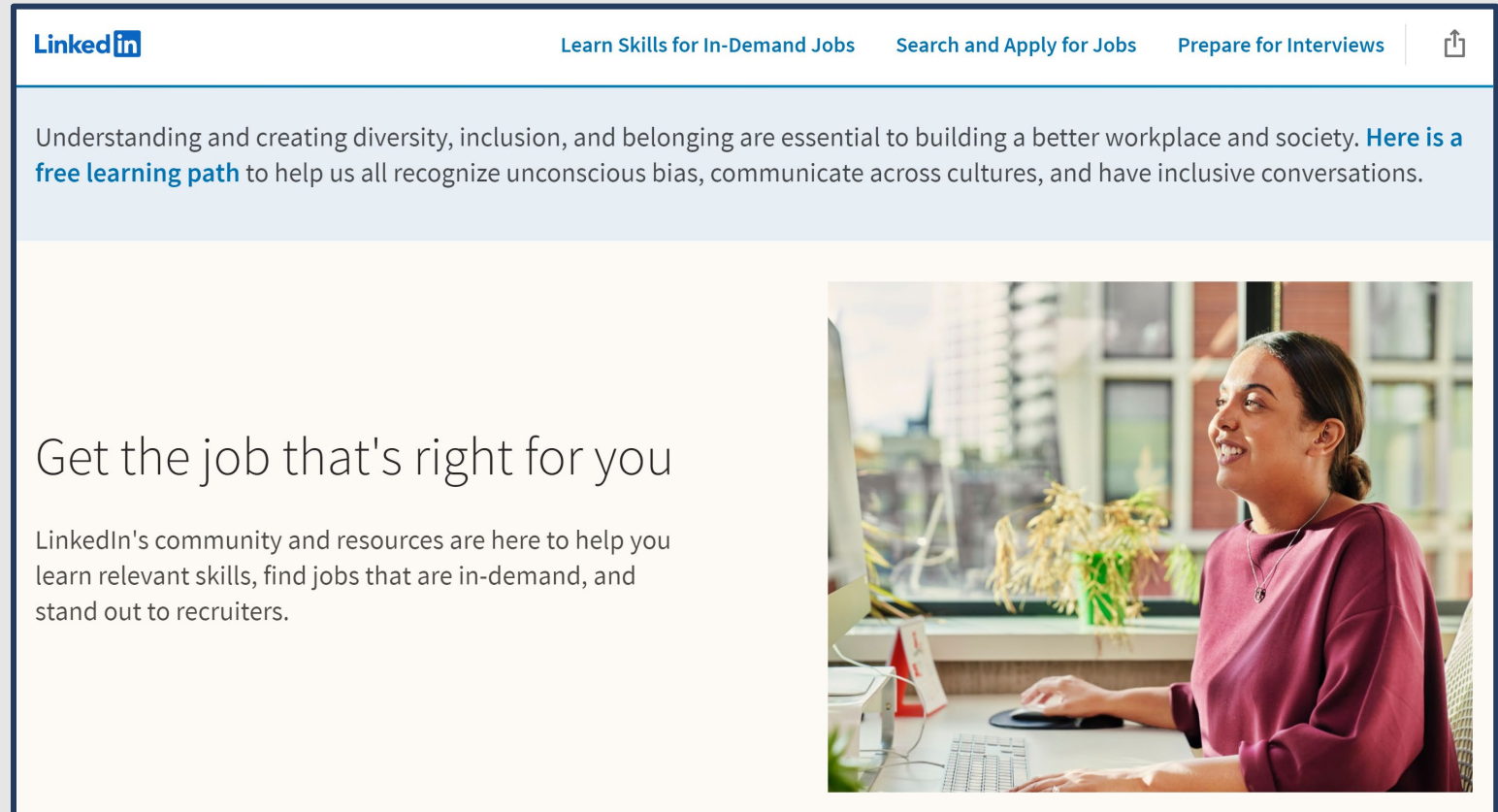
By: Erica Dhawan • Released Feb 10, 2020

Learn how to use digital body language to close the empathy gap between you and your team.

140,772 learners

Where to find the resources

All learning paths *except* Digital Literacy begin at aka.ms/MyLearningPath



The screenshot shows the top navigation bar of a LinkedIn page. On the left is the LinkedIn logo. On the right are three links: "Learn Skills for In-Demand Jobs", "Search and Apply for Jobs", and "Prepare for Interviews", followed by a share icon. Below the navigation bar is a light blue banner with the text: "Understanding and creating diversity, inclusion, and belonging are essential to building a better workplace and society. [Here is a free learning path](#) to help us all recognize unconscious bias, communicate across cultures, and have inclusive conversations." Below this banner is a white content area. On the left side of this area, the text reads: "Get the job that's right for you" followed by "LinkedIn's community and resources are here to help you learn relevant skills, find jobs that are in-demand, and stand out to recruiters." On the right side of this area is a photograph of a woman with dark hair tied back, wearing a maroon long-sleeved shirt, sitting at a desk and smiling while looking at a computer monitor. A potted plant is visible on the desk in front of her.

Questions

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

aka.ms/MyLearningPath