

GET DOOR PRIZES AND VANDY PASS CREDIT!

ADVICE with a SLICE

Attend our sessions to connect with Vanderbilt's Business Studies faculty, learn about recruiting strategy and develop career/life skills!



21
NOV

Pursuing Life-Long Learning

Jonathan Dyke,
Marcy Binkley

4:30 – 6:00
@ Wilson 126



VANDERBILT UNIVERSITY
Hoogland Undergraduate
Business Program

Begin Your Journey of Lifelong Learning

November 21, 2024

Plan for our Session

4:30 - 4:45: Introduction: college is over, why keep learning?

4:45 - 5:00: Create Your Plan: how do I get started?

5:00 - 5:15: First Steps: working with learning platforms and certifications

5:15 - 5:30: Open Discussion // Questions

Facts of (Post College) Life

1. Having a Vanderbilt degree doesn't mean you are "smarter" or better than anyone else, you just have a head start
2. Support structures and processes you've known disappear - class schedules, syllabus, counseling, feedback, etc...
3. Success is not defined by "grades" - what is "success"?
4. Creating your own personal mission statement provides focus during ups and downs
5. Your "learning journey" is just now starting; self-directed personal improvement and growth will give you an edge and may lead to greater happiness

Lifelong Learning: Definition & Examples

Lifelong learning is the "ongoing, voluntary, and self-motivated" pursuit of knowledge for either personal or professional reasons. It is important for an individual's competitiveness and employability, but also enhances social inclusion, active citizenship, and personal development.

Example Activities Include:

- **Developing a new skill:** (eg. , cooking, programming, public speaking, etc)
- **Self-taught study:**(eg. learning a new language, researching a topic of interest, subscribing to a podcast)
- **Learning a new sport or activity:** (eg. Joining martial arts, learning to ski, learning to exercise, etc)
- **Learning to use a new technology:** (smart devices, new software applications, etc)
- **Acquiring new knowledge:** (taking a self-interest course via online or classroom-based course)

Benefits of Lifelong Learning

Here are just a few reasons why lifelong learning is essential for personal and professional growth:

- 1. Stay Relevant and Increase Earnings:** In today's digital age, technology is constantly evolving, and those who fail to keep up risk being left behind. Lifelong learning allows us to stay up-to-date on the latest tools and techniques, ensuring we have the skills necessary to succeed in our chosen field.
- 2. Expand Your Horizons:** Learning is not just about acquiring new skills, but also about expanding our perspective and understanding of the world. Lifelong learning allows us to explore new ideas, cultures, and perspectives, broadening our horizons and helping us to become more well-rounded individuals.
- 3. Adapt to Change:** The world is changing faster than ever before, and those who are able to adapt and evolve are the ones who will succeed. Lifelong learning helps us to develop the flexibility and resilience necessary to navigate any situation, no matter how challenging.
- 4. Personal Growth and Well Being:** Lifelong learning is not just about professional development, but also about personal growth. By pursuing our interests and passions, we can cultivate a sense of purpose and fulfillment, leading to a more fulfilling and meaningful life. Studies indicate that lifelong learning plays an important part in age-related neurodegenerative disease prevention.

Expectations of Your Future Employer

Lifelong learning is an expectation of your future employer. Companies are increasingly focused on skill development, often giving employees the opportunity to development and manage their own learning plans.

How Companies Are Evolving to Operate as Skills-Based Organizations

From:

Competencies based on formal qualifications alone and a mentality of: "We need people who can fill these jobs"

Organizational structure based on functional hierarchy with jobs attached and with work organized across functional silos

Limited to no learning and development technology infrastructure and limited interoperability to support an organization-wide skills strategy

Technology and access to "qualified" candidates are the barriers

Nice-to-have competencies for job clarity

Organizational competency framework updated once every few years

To:

A skills-based focus derived from learned knowledge and experiences, competencies, and a shift to: "We need people who have these skills"

Organizational fluidity with projects that can be delivered by leveraging a skills portfolio with work organized across skills groups

Integrated learning and development technology stack to support a skills strategy with interoperability into the broader tech environment

Practices, processes, and organizational inertia are the barriers

Must-have skills for organizational scalability

Skills framework that is constantly evolving and being adapted

Expectations of Your Future Colleagues

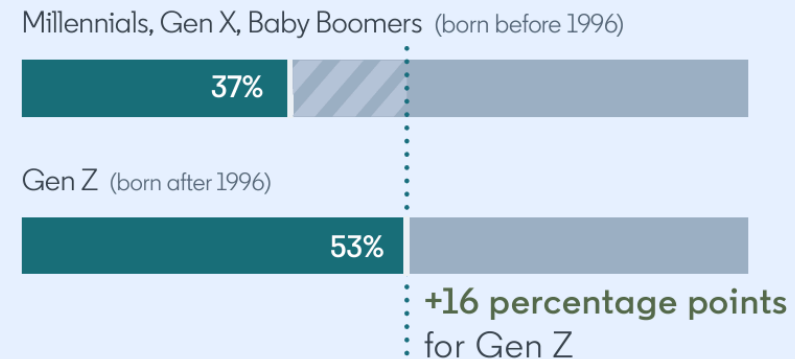
Gartner estimates that the number of skills needed for a single job is increasing by 10% year-over-year, and more than 30% of the skills needed three years ago will soon be irrelevant.

Gen Z wants to grow, even more than other generations.

By nature, younger workers start in entry-level jobs and are the hungriest for advancement. Companies that want to attract and engage Gen Z, the rising cohort of workers born after 1996, are wise to tap into the generation's passion for progress. If there's any doubt about whether Gen Z wants to learn and grow, the numbers add clarity.

Gen Z values learning for career progress.

Percentage of Gen Z who agreed that "Through learning, I can explore potential career paths at my company" compared to other generations



Source: LinkedIn Learning - Workplace Learning Report 2024

How Does AI Fit In? Part I

Human skills will matter even more in the age of AI so create focus in these areas:

Polish your human skills for the age of AI.

Taking a deeper dive into skill trends, we see L&D pros adding a range of additional human skills (or soft skills) to meet the demands and opportunities of the AI era.

At the risk of stating the obvious, don't forget to prioritize your own learning.



of L&D pros agree that **human skills**, or soft skills, are increasingly important.

Skills to help L&D succeed in 2024

“Human skills” with the highest growth rates from October 2022 to October 2023 among L&D professionals globally

Year-over-year growth

Interpersonal Skills	+73%
Presentation Skills	+64%
Problem Solving	+57%
People Management	+57%

How Does AI Fit In? Part II

AI skill development is your secret weapon - own it:

Introduction

Top Trends

Conclusion

Organizations have been deploying **upskilling and reskilling strategies** more aggressively and consistently over the past few years.

Growth in AI-related skills learning

60%

Growth in total consumption of AI-related skills year-over-year

Surge in US consumption of ChatGPT learning

5,226%

Surge in consumption of ChatGPT in the US in Q1 2023

“

In the coming decades millions of workers may need to be entirely reskilled – a fundamental and profoundly complex societal challenge that will require workers not only to acquire new skills but to use them to change occupations.

HBR



VANDERBILT
Hoogland Undergraduate
Business Program

Source: Udemy Business - Global Learning and Skills Trends Report - 2024

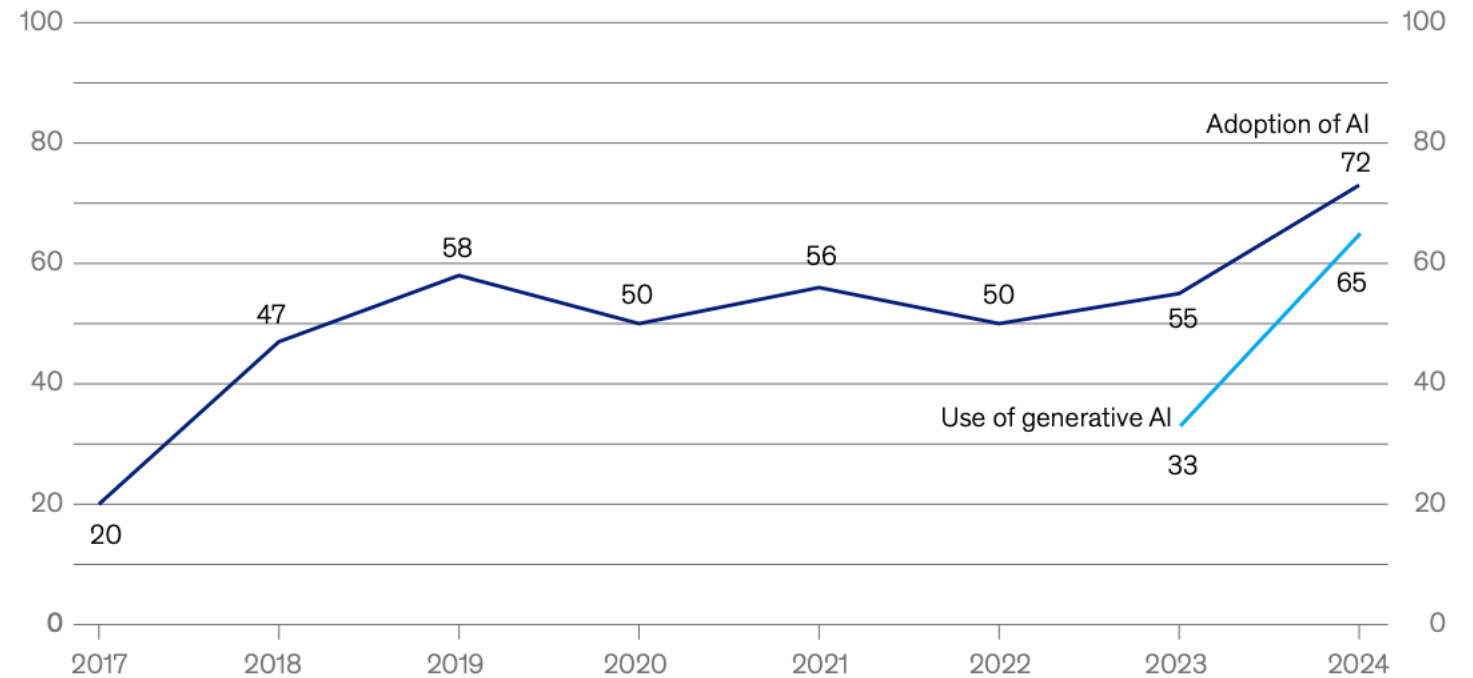
How Does AI Fit In? Part III

AI is early, first movers capture value - be a first mover!

Exhibit 1

AI adoption worldwide has increased dramatically in the past year, after years of little meaningful change.

Organizations that have adopted AI in at least 1 business function,¹ % of respondents



¹In 2017, the definition for AI adoption was using AI in a core part of the organization's business or at scale. In 2018 and 2019, the definition was embedding at least 1 AI capability in business processes or products. Since 2020, the definition has been that the organization has adopted AI in at least 1 function. Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22–Mar 5, 2024

Your Personal AI Narrative

- How do you define AI? What is your personal AI narrative? Beliefs, opportunities, and risks.
- Where are you seeing AI in your daily life?
- How do you think AI will evolve over your career?
- What are the benefits and risks to AI in a corporate environment?

But Where to Start? Let Your Journey Begin

“**Where do you see yourself in five years?**” The dreaded question from friends, parents, and your future boss! The best response is....”**I have a plan.**”

Step 1: Develop a Plan for Continued Learning with your Goals

Step 2: Research Learning Platforms and Certifications

Step 3: Update Your Plan with Activities and Get Started

Getting Your Journey Started: Plan Design

1) Brainstorm.

Start by thinking about how you want your career to develop and what you need to do to get there. This requires self-reflection. You'll need to identify your primary goal, your passions, how your existing skills contribute to both those things, and your areas for improvement. A few questions you can ask yourself include:

- What am I passionate about?
- What would I consider as my dream job?
- What background and skills do I already have?
- What can I improve on? What skills do I need to develop?
- What roles may I be qualified for that I've never considered pursuing?
- What's one thing holding me back that I can act on right now?

Getting Your Journey Started: Plan Design

2) Gather feedback.

We're not always the best judges of our own capabilities and strengths. That's why it can be important early in your planning process to gather feedback from your superiors, mentors, and peers. They may help you discover career opportunities you never considered for yourself, clue you into strengths you may be overlooking, and share insights regarding your areas for growth and development. Some questions you can ask during these conversations to uncover that feedback include:

- In order to grow my career, what behaviors do you think I should develop or leave behind?
- If you were in my position, what areas would you focus on developing?
- What's the one skill you would recommend I master to get to the next level in my career?
- Is there a skill you think is going to make a difference for transitioning to [my goal role/industry]?

Based on their feedback, you can return to the information you gathered during your self-reflection. Do their answers match yours, or are there things that differ?

Getting Your Journey Started: Plan Design

3) Map it out.

After doing some self-reflection and gathering feedback, it's time to organize the information you've collected. There are many different ways to conceptualize your five-year plan, and it's important that you find the approach that will keep you engaged. If you're a pen-and-paper person, you might want to write it down on a series of Post-Its or in your journal. If you want something more easily updatable, consider using a PowerPoint slide or spreadsheet.

Career Goals

Follow these steps to create your plan:

1. Identify your passions and interests:

Example: My passion is using technology, such as AI or chatbots, to transform the customer experience. I love seeing my team reduce customer wait times while improving our workload. I would love to learn how to introduce sentiment analysis into our team. We could study our emails, texts, and calls to assess if our conversations are positive, neutral, or negative.

2. Imagine your ideal scenario:

If time and money were no constraint, I'd introduce this leading-edge technology across all service teams in our company. I'd go back to school to understand how neuroscience can improve the customer experience.

3. Be bold and ambitious:

I'd love to be a chief marketing officer. I'd be an expert at leading-edge technologies and transforming customer experience. I'd win industry awards and be asked to speak at national conferences and top universities.

Source: Mary McNevin



My Skills

What skills do you need to get your dream job?

Mastered skills:

- Project management
- Leadership
- Marketing analytics
- Financial analysis
- Understanding consumer behavior

Skills to develop:

- Exceptional presentation skills
- Negotiation skills
- Strategic planning
- Leading multiple functions
- Strategic brand management
- Consumer neuroscience

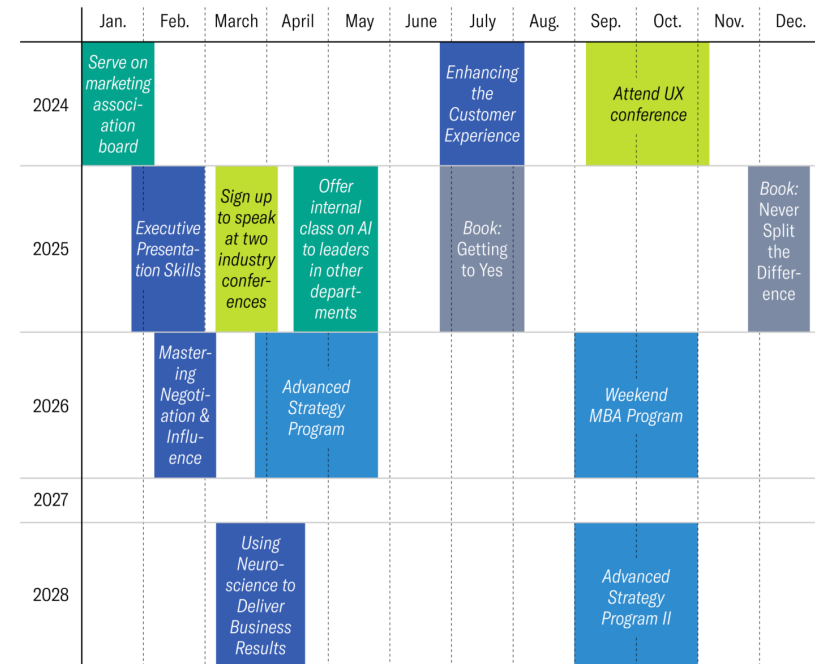
Source: Mary McNevin



Development Plan

Write down the development activities you plan to pursue over the next five years.

ACTIVITY TYPE: ■ EXPERIENCE BUILDING ■ ONLINE COURSE ■ IN-PERSON COURSE ■ CONFERENCE ■ READING



Source: Mary McNevin



Getting Your Journey Started: Ideas

A “development activity” can be anything that helps you reach your goals or learn the skills you need to move forward. For example, you might include any of the following development goals in your plan:

- Joining an association - SHRM, PMI, etc...
- Taking a webinar/listening to podcasts
- Job shadowing
- Serving on a non-profit board
- University classes // executive education
- Books - fiction or nonfiction
- Mentorship - students, youth
- Assignment to a project team or supervisory role
- Cross-training at work
- Use Learning platforms - Coursera, Udemy, LinkedIn Learning, etc...

Benefits of Learning Platforms

- Wide range of topics and program types allows you to explore new areas
- Well organized and easy to use
- Allows you to develop a plan and track progress
- Shows self-motivation and time management skills
- Affordable compared to higher education alternatives
- Most large employers acknowledge/trust learning apps for individual use and many companies use them for their own learning/development programming
- You can list completed courses/certifications on your LinkedIn profile

Learning Platforms: Coursera

coursera

Explore ▾

project management



Online Degrees ▾

Find your New Career

English ▾



Jonathan Dyke ▾

Filter by

2,773 results for "project management"

Sort by: Best Match ▾

Subject

- Business (1,110)
- Computer Science (585)
- Information Technology (477)
- Data Science (305)

[Show more](#)

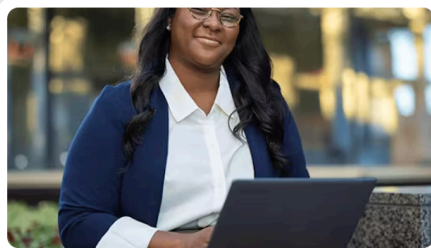
Language ⓘ

- English (2,144)
- Spanish (1,400)
- French (1,286)
- Arabic (1,255)

[Show more](#)

Learning Product

- Certificate (700)



Google

Google Project Management:

[Make progress toward a degree](#)

★ 4.8 (104K reviews)

Beginner · Professional Certificate · 3 - 6 Months



Google

Foundations of Project Management

★ 4.9 (78K reviews)

Beginner · Course · 1 - 4 Weeks

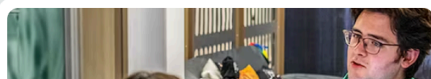


Coursera Project Network

Create a Project Management Tracker using Microsoft Excel

★ 4.6 (586 reviews)

Beginner · Guided Project · Less Than 2 Hours



Learning Platforms: Udemy



Categories

agile project management

Plans & Pricing

Udemy Business

Teach on Udemy



Log in

Sign up



10,000 results for “agile project management”

Filter

Sort by
Most Relevant

10,000 results

Ratings

- ★★★★★ 4.5 & up (10,000)
- ★★★★☆ 4.0 & up (10,000)
- ★★★☆☆ 3.5 & up (10,000)
- ★★☆☆☆ 3.0 & up (10,000)

Language

- English (10,000)
- Português (1,016)



The Complete Guide to Agile Scrum Master & Kanban + 4 EXTRA

\$22.99

Scrum Mastery: **Agile** Scrum, Kanban, **Agile Project Management**, PSM Certification, Leadership, Negotiation, & Productivity

~~\$159.99~~

Omni Academy 350,000+ students, Mirko Perkusich, Ph.D., Gustavo Farias 450.000+ Alunos, Omni Academy - ...

4.5 ★★★★★ (3,993)

9,5 total hours · 200 lectures · All Levels



Agile Crash Course: Agile Project Management; Agile Delivery

\$24.99

Agile Project Management Basics (Scrum) & **Agile Project Management** Essentials (Scrum). Plus **Agile** Certification (Scrum)

~~\$159.99~~

Mauricio Rubio - **Agile** Guru & Founder of YESI EDUCATION, AgileKB-Agilelee, YESI EDUCATION

4.5 ★★★★★ (86,202)

3 total hours · 26 lectures · Beginner



The Project Management Course: Beginner to PROject Manager

\$16.99

The Complete Guide to Agile Project Management

~~\$100.00~~

Learning Platforms: LinkedIn Learning

Type

Hands-On Practice

Time to Complete

Level

All filters

Reset

Browse

Professional Certificates

Showcase your skills with professional certificates on LinkedIn Learning, featuring courses and assessments developed with leading brands like Microsoft, Twilio, Zendesk, and more. Professional certificates make it easy to complete courses, take an assessment, and share your credentials without leaving LinkedIn.

Explore Professional Certificates topics

Adobe

Aha!

American Negotiation Institute

American Staffing Association

Anaconda

Atlassian

CSCMP

Corporate Finance Institute

Docker

GitHub

LambdaTest

LinkedIn Learning

Microsoft

PagerDuty

Procore

Python Institute

SS&C Blue Prism

ServiceNow

Twilio

Zendesk

42 Results for "Professional Certificates"

Sort by: Best Match



PROFESSIONAL CERTIFICATE

ServiceNow IT Leadership Professional Certificate

Provided by ServiceNow and LinkedIn • Updated Aug 2023

Certifications: Project Management

- **APM – Associate in Project Management.**

Offered by The Global Association for Quality Management. Entry level certification aimed at those with little or no project management experience. Costs \$175 and requires an online course and an exam.

- **CAPM – Certified Associate in Project Management.**

Offered by the Project Management Institute. Good for people starting out in business and project management who want to demonstrate their commitment to the discipline. Requires demonstrating 20 hours of project management experience. Cost is about \$300 and requires sitting for an exam.

- **PMP – Project Management Professional.**

Offered by the Project Management Institute. Good for experienced business people (must be able to demonstrate 36 months of project management experience) who want to formalize their skills in this area. Cost is about \$500 and requires sitting for an exam.

- **PBI – Professional in Business Analysis.**

Offered by the Project Management Institute. A more advanced certification, good for people with business experience who want to demonstrate their commitment to specialization in their discipline. Requires 5 years of business experience. Cost is about \$500 and requires sitting for an exam.

- **RMP – Risk Management Professional.**

Offered by the Project Management Institute. A specialized certification, good for people with business experience who want to demonstrate their expertise in this discipline. Requires 3 years of risk management experience. Cost is about \$700 and requires sitting for an exam.

Certifications: Entrepreneurship

- **The Lean Startup Online Course**

Offered by Udemy. Free online course. Does not lead to any certification, but is a self-taught, self-paced online course teaching all the fundamentals of The Lean Startup.

- **LSCA – Lean Startup Certified Associate**

Offered by CertJoin. Entry level certification aimed at those with little or no entrepreneurial experience. Costs \$30 and requires an online course and an exam.

Certifications: Data Analytics

- **Data Analytics Professional Certificate**
Offered by Google. Aimed at those with little or no data analytics knowledge or experience. Costs \$300 and requires completion of an online course and an exam through Coursera that takes about 6 months to complete.
- **Data Analyst Professional Certificate**
Offered by IBM. Aimed at those with little or no data analytics knowledge or experience. Costs \$300 and requires completion of eight (8) online courses and an exam through Coursera that take about 11 months to complete.
- **CAP – Certified Analytics Professional**
Offered by Certified Analytics Professional. Aimed at experienced data analysts wishing to demonstrate their expertise. Requires 3-7 years of analytics experience and completion of an exam.
- **GAIQ - Google Analytics Individual Qualification**
Offered by Google. Demonstrates proficiency in Google Analytics, web analytics, e-commerce, and web traffic. Requires an exam which is free and preparation can be done through free and low-cost online courses.
- **Power BI Data Analyst Associate**
Offered by Microsoft. Aimed at experienced data analysts who want to master Microsoft's Power BI. Exam costs is \$165 and online courses and instructor-led courses are available for preparation at a range of costs.
- **AWS Certified Data Analytics**
Offered by Amazon. Aimed at experienced data analysts who want to master analytic solutions with Amazon Web Services. Exam costs is \$300 and online courses and instructor-led courses are available for preparation at a range of costs.

Certifications: Excel and Financial Modeling

- **Excel Associate**

Offered by Microsoft. For people wishing to demonstrate fundamental skills in Excel. Costs \$100 and generally requires about 100 hours of learning (paid, online or self-taught classes) and practice. Tests are offered by many testing centers in cities all over the county.

- **Excel Expert**

Offered by Microsoft. For advanced users who want to demonstrate proficiency at an advanced level with Excel. Costs \$100 and generally requires an additional 100-150 hours of learning (paid, online or self-taught classes) and practice. Tests are offered by many testing centers in cities all over the county.

Summary

- Lifelong Learning is Good for You
- Develop Good Habits...Now
- Design and Execute a Learning Plan
- Have Fun with It!!

Questions

&

Thank You

Resources

How to Develop a 5-Year Career Plan

<https://hbr.org/2023/09/how-to-develop-a-5-year-career-plan>

HBR's 10 Must Reads on Lifelong Learning

<https://store.hbr.org/product/hbr-s-10-must-reads-on-lifelong-learning-with-bonus-article-the-right-mindset-for-success-with-carol-dweck/10469>

Make Learning a Lifelong Habit

<https://hbr.org/2017/01/make-learning-a-lifelong-habit>

Lifelong Learning Tips

<https://www.valamis.com/hub/lifelong-learning#how-to-adopt-lifelong-learning>