



Craig Bushman  
General Manager  
Certiport



We unlock potential  
to add life to a lifetime of learning



# Educators are the Gardeners of Society









*“Being a good teacher is a lot like being a good gardener. Good gardeners are optimistic and patient. They are able to see the potential in those struggling young seedlings and enjoy watching them grow, develop and bloom. They give special tender loving care to those few plants that are struggling and not thriving.”*

*- Elona Hartjes*





*Don't always blame the plant when it's not performing well; check the growing conditions. Is the soil the plant is growing in suitable, or does it need amending? Does the plant need more water; does the plant need less water? Does the plant need more sunshine; does the plant need less sunshine.*





*Good gardeners are good problem solvers, but realize that sometimes no matter what you do, the plant still will not grow the way you would like it to."*

*- Elona Hartjes*



## New Report Says 'Demographic Drought' Will Worsen Labor Shortage Crisis

- Forbes

## The shrinking global workforce: Responding with technology

Automation and data intelligence will become increasingly critical building blocks of a successful business.

- Fast Company

News > Business > Business News

## Global skills gap 'threatens UK growth'



INDEPENDENT

**Businessweek** | Economics

## The Mystery of the Missing Workers, Explained

A retirement boom, a turn for the worse in the opioid epidemic, and the rising cost of child care all stand in the way of employers seeking to fill open slots.

- Bloomberg

## Restaurants prep for long-term labor crunch by turning to robots to work the fryer, shuttle food to tables

- CNBC

## 'Great Resignation' may be more of a 'Great Reshuffling' experts find

- The National Desk

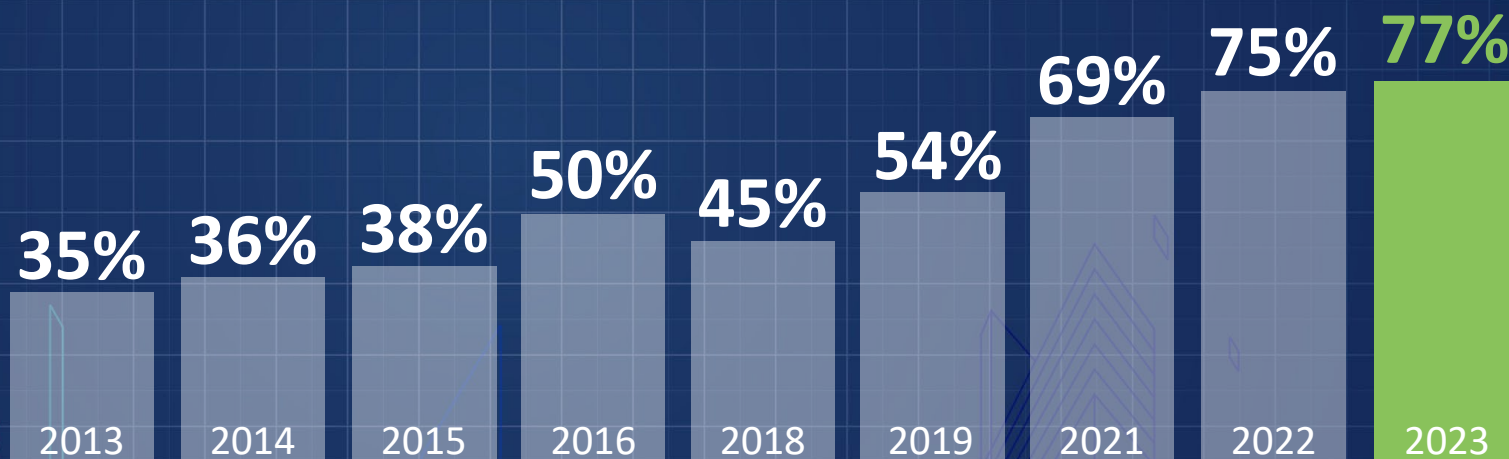
## Digital Skills Crisis: Four in Five UK Workers Say They Are Unequipped for the Future of Work



# Global Talent Shortages at a Record High

Global talent shortages reach a **17-YEAR-HIGH** as **3 IN 4 EMPLOYERS** report difficulty finding the talent they need.

80%  
In the U.K.



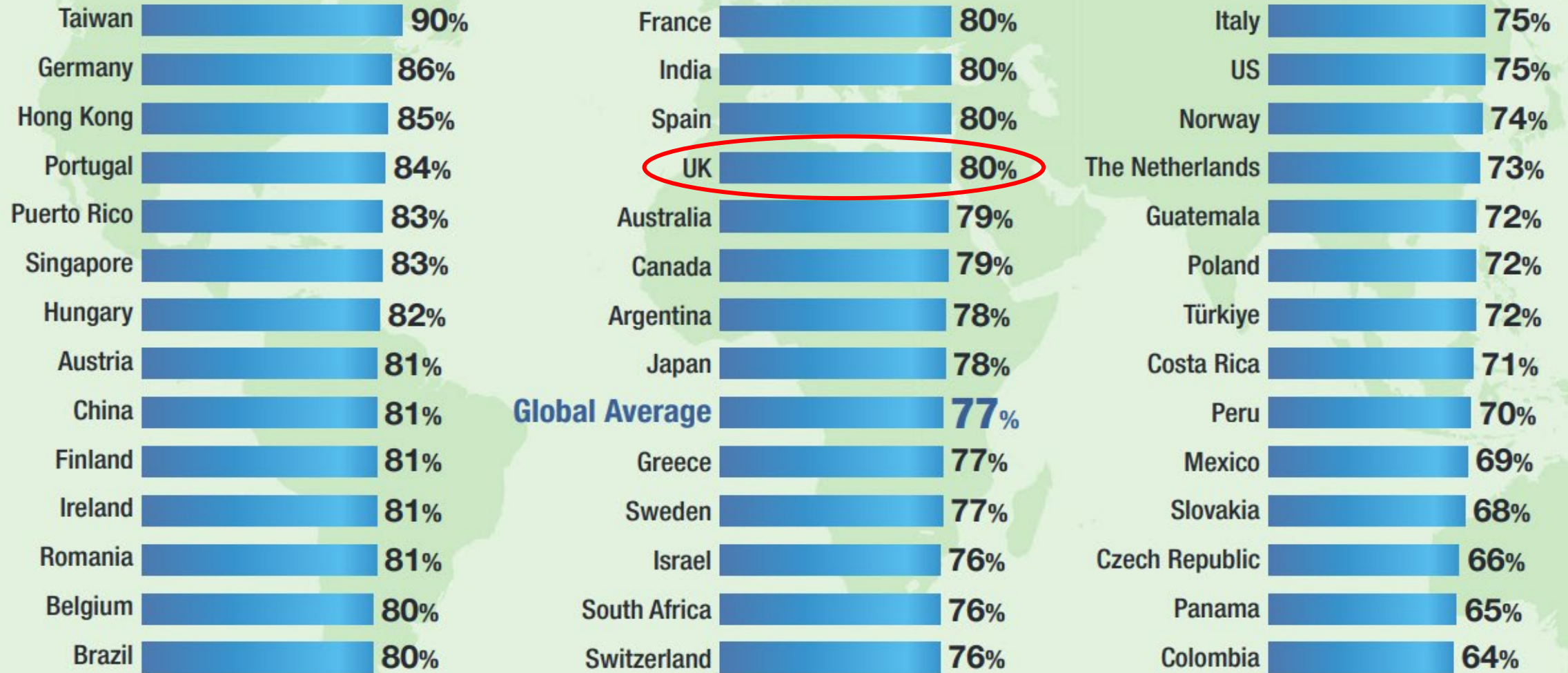
More than double what it was a decade ago

Source: [Manpower Group, 2023 Global Talent Shortage](#)



# GLOBAL TALENT SHORTAGE

77% OF EMPLOYERS GLOBALLY REPORT DIFFICULTIES IN FILLING OPEN JOB POSITIONS





# Skills Employers Seek Most

## Top 5 Soft Skill

- 29% Reliability & Self-discipline
- 26% Creativity & Originality
- 26% Critical Thinking & Analysis
- 26% Reasoning & Problem Solving
- 26% Resilience and Adaptability

## Top 5 Technical Skills

- 27% IT and Data
- 22% Engineering
- 20% Sales and Marketing
- 19% Operations & Logistics
- 17% Customer orientation & Front Office

Source: [Manpower Group, 2023 Global Talent Shortage](#)



Global Talent Shortage

# Skills Gap

2.9<sub>M</sub>

students attended U.K. colleges and  
universities in the fall of 2022

However, although

72%

of educational institutions believe that  
recent graduates are ready to work

Only

42%

of employers agree



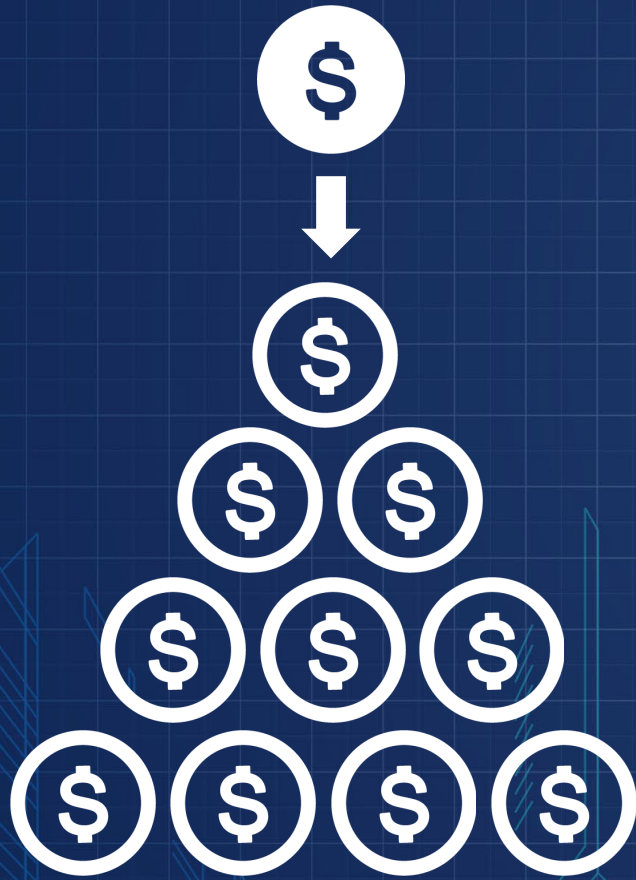
# Education can fill the skills gap

- Provide relevant skills training
- Emphasis on lifelong learning
- Promotion of entrepreneurship
- Promote diversity and inclusion
- Industry Partnership





# The Value of Education



\$1 invested in education  
and skills is recovered at  
least ten times in  
economic growth.

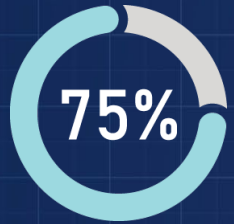
- UNESCO

# The Value of Certification

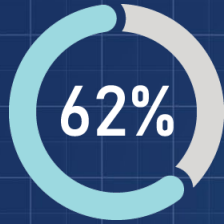




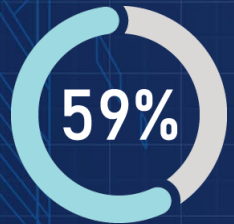
# What's behind the pursuit of IT certifications?



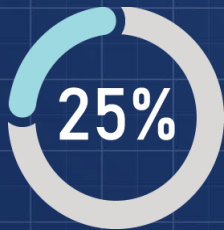
The need to reskill/upskill



To enhance professional profiles



To advance and be promoted



To make a job change



Source: Pearson VUE 2023 Value of IT Certification Candidate Report



# The Value of Certification

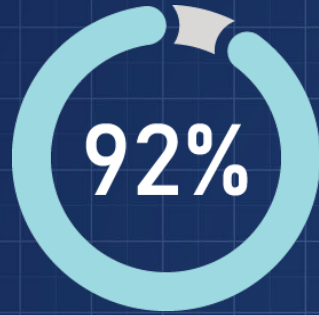
**92%** of candidates are more  
confident in their abilities and **81%** of  
candidates produce higher quality work

**37%** Received a salary increase  
of **30%** or more

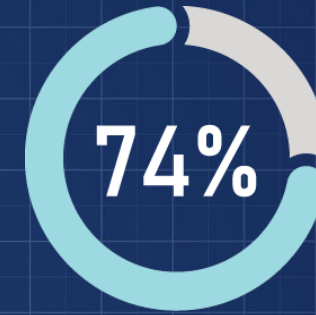




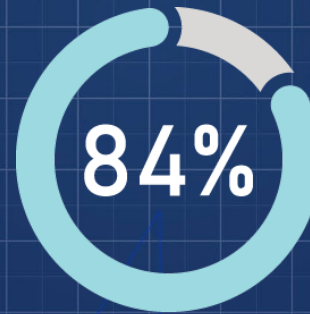
# Intrinsic (personal) Benefits



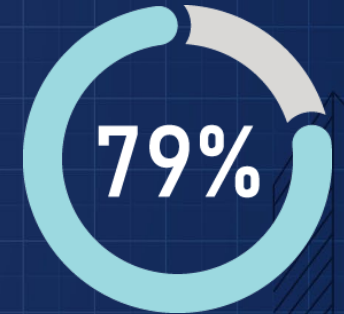
Feel more confident  
in their abilities  
after earning  
certifications



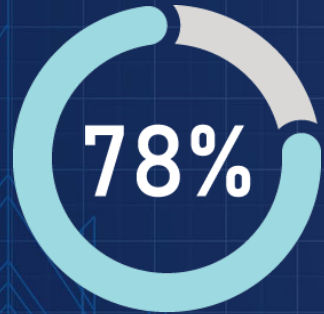
Have greater work  
autonomy and  
independence



Are more determined  
to succeed  
professionally



Feel more  
respected by their  
work peers



Are more satisfied  
with their job

Source: Pearson VUE 2023 Value of IT Certification Candidate Report



# Skills for Success in the Workplace



In the US alone, more than 1.17 million jobs require Microsoft Office skills



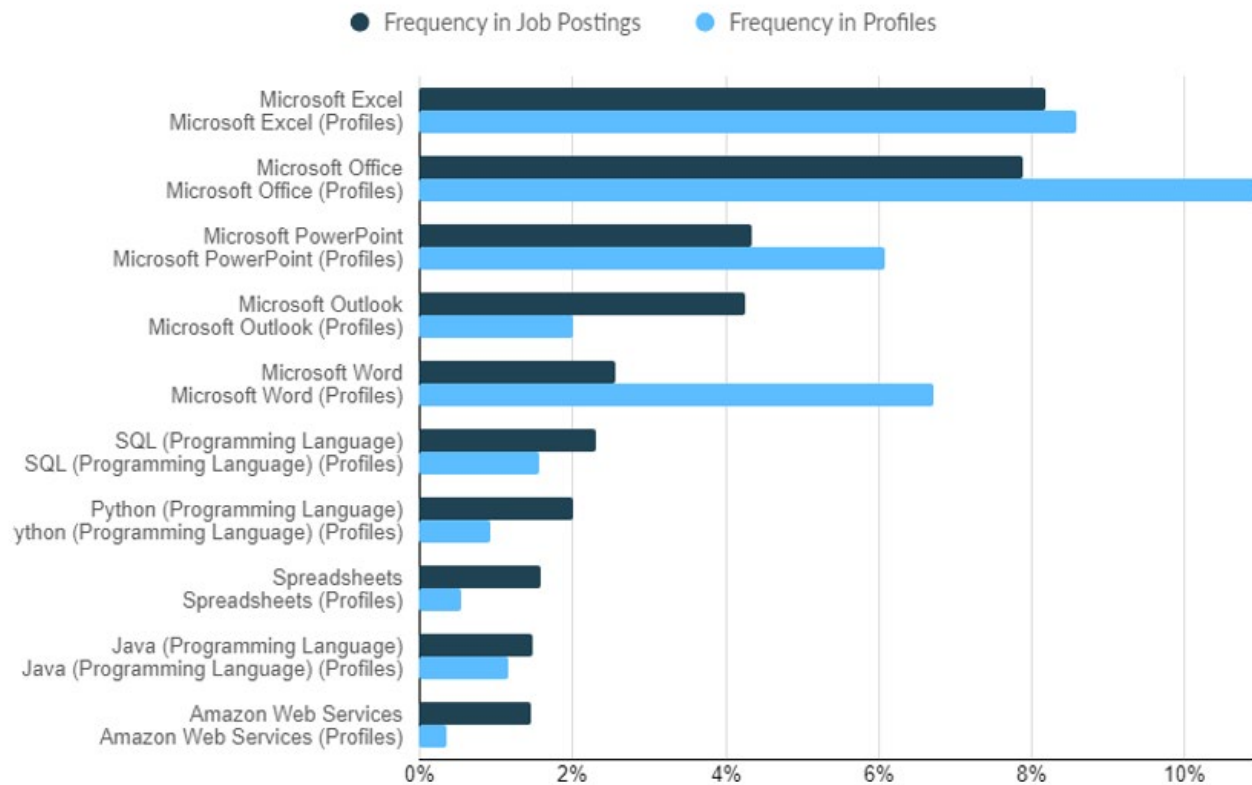
Employers and candidates reported a more than 70% increase in productivity and quality of work



Higher ROI – \$10,000 (£8,200) value added per certified employee



## Top Software Skills



Source: Lightcast, 2019 v 2022 data.

## Stand Out and Be Seen

“I've been a hiring manager for a long time and when I see certification on a resume, it jumps out at me”

- Kevin Bernstein, Global Director, Software One

**“Every job in the future and now is a technology job. So, everyone needs to know fundamental skills, including Microsoft Office.”**

- Melissa Hortman, Ed.D, Senior Education Industry Executive, Microsoft



## JOB OPENING

### Governance Admin Assistant

#### Qualifications:

- You will work closely with the Governance and Compliance Manager to minute meetings, support with compliance documentation
- You will have good organisational skills
- **Confident communicator**
- **You will also have advanced skills in Outlook and Microsoft Office.**

**Certification validates these requirements**





## JOB OPENING Anti-Doping Specialist – The Football Association

### Qualifications:

- A professional qualification requiring expertise and skills in Anti-Doping
- *Proficient with Microsoft Office/Products*
- Sound and objective judgment
- Strong interpersonal skills, excellent listening, and communication skills
- Orderly and methodical
- Integrity, impartiality, and high ethical standards

**Certification validates these requirements**







# Certification makes a difference now more than ever!

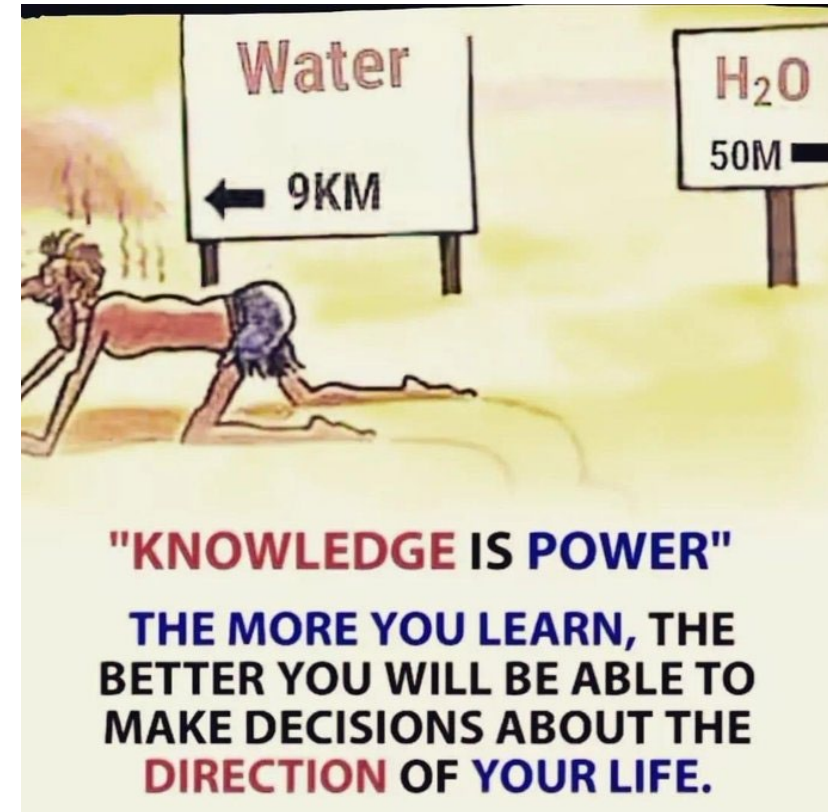
- Increased graduation rates
  - 95.1% with certification
  - 77.4% without certification
- Higher grade point average
  - 3.19 with certification
  - 2.93 without certification
- Increase in post-secondary enrollment
- Improved student confidence

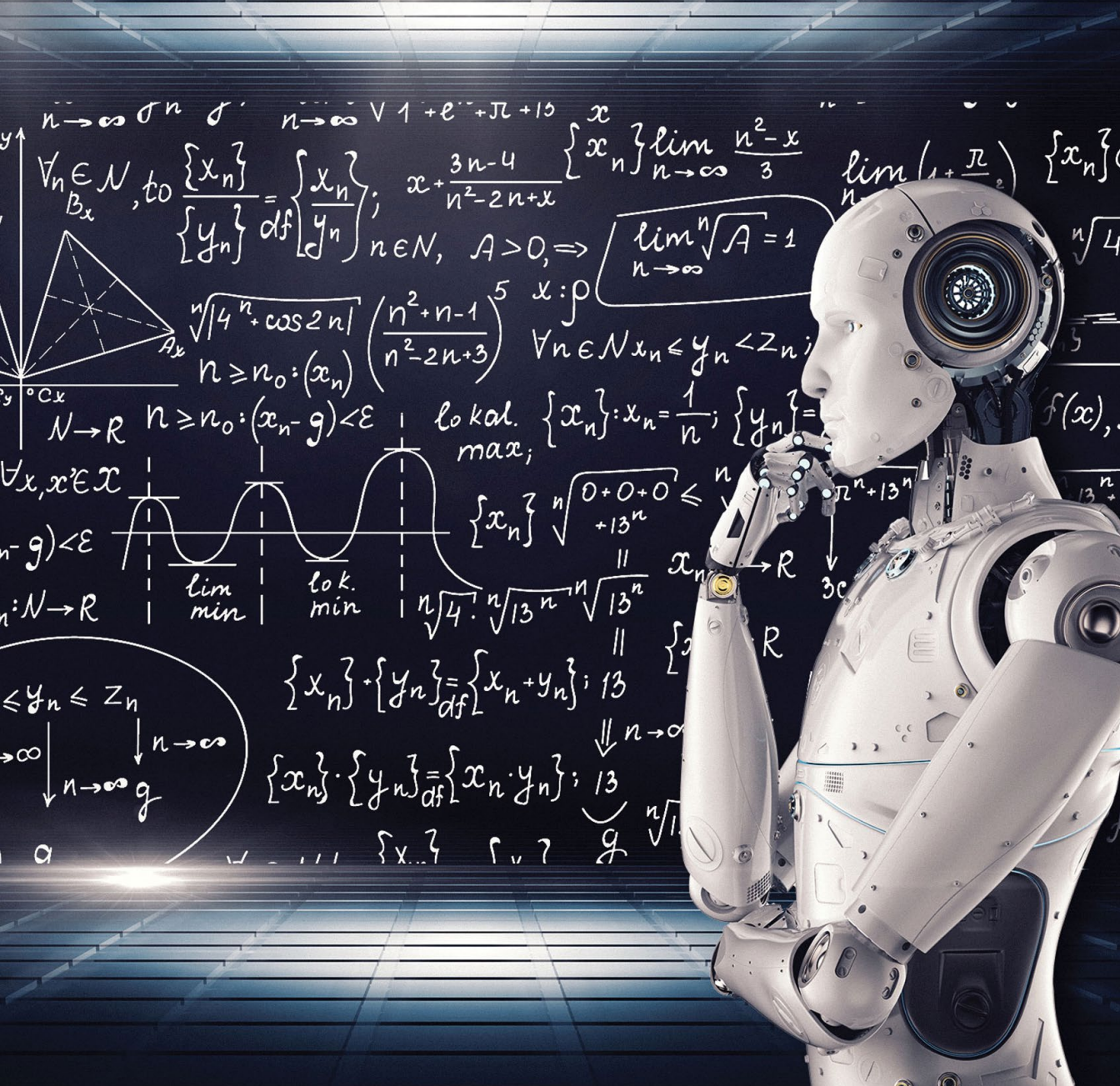
Source: [2019-2020 Florida CAPE Enrollment and Performance Report](#)



# The Benefits of Certification

- Improved credibility and professionalism
- Enhanced marketability and employability
- Validation of skills and knowledge
- Competitive advantage in the job market





# The Impact of Artificial Intelligence (AI)





Center for AI Safety

*"Mitigating the risk of extinction from AI should be a global priority alongside other societal-scale risks such as pandemics and nuclear war."*

*Signed by 350 noted AI scientists, founders and business leaders, including:*

- Geoffrey Hinton, "Godfather of AI"
- Sam Altman, CEO, OpenAI (ChatGPT)
- Demis Hassabis, CEO, Google DeepMind
- Eric Horvitz, Chief Scientific Officer, Microsoft
- Bill Gates, Gates Ventures (founder of Microsoft)
- Dario Amodei, CEO Anthropic
- Ilya Sutskever, Co-founder & Chief Scientist, OpenAI (ChatGPT)

# The impact of AI on the use of Microsoft Office

*“ChatGPT, what can humans do that AI can't do in relation to Microsoft Office?”*







# ChatGPT:

1. **Creativity:** While AI can generate text and even simple layouts, **it still struggles to create truly original and creative content.**
2. **Contextual Understanding:** AI can recognize words and phrases but **has difficulty understanding the context and meaning** behind them. This is particularly important when it comes to language and communication.
3. **Emotional Intelligence:** **AI is not capable of understanding emotions, including humor, sarcasm, and irony.** In contrast, humans can use Microsoft Office software to create documents and presentations that are tailored to the emotional needs of their audience.
4. **Decision making:** While AI can make recommendations and provide insights based on data analysis, **it cannot make decisions in the same way as humans.** Humans can use Microsoft Office software to make informed decisions based on their experience, knowledge, and intuition.
5. **Personal touch:** AI can automate tasks and generate reports, but **it cannot replicate the personal touch that humans bring to their work.** Humans can use Microsoft Office software to customize their documents, presentations, and spreadsheets to make them more attractive and effective.



## Furthering our AI ambitions – Announcing Bing Chat Enterprise and Microsoft 365 Copilot pricing

Jul 18, 2023 | Yusuf Mehdi, Corporate Vice President & Consumer Chief Marketing Officer, and Jared Spataro, CVP Modern Work & Business Applications

*“Microsoft 365 Copilot will be available for commercial customers for \$30 (£ 24.56) per user per month for Microsoft 365 E3, E5, Business Standard and Business Premium customers when broadly available.”*



# Certiport's approach to AI

- Certiport will identify, with Microsoft, the best way to incorporate CoPilot into MOS exams
- AI can help with online customer support
- There is a growing demand for AI certifications
- Researching ways AI can be used ethically and responsibly in our Learn-Practice-Certify model





Kevin Scott, Chief Technology Officer, Microsoft

# Benefits of AI

- It will unleash our creativity
- It will make coding much more accessible
- It will become our Copilot in other ways
- It will unlock faster iteration
- It will make work more enjoyable



# Key Announcements

# Compass Cloud

A new delivery model within  
the Compass platform





# Compass Cloud



## Schedule First

- Schedule session using a computer, tablet or mobile device.
- Receive notifications via Email and Text.



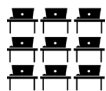
## In-Classroom

- Fresh, modern look and feel designed for the classroom.
- Customer reviewed user experience.



## Cloud Delivery

- No local updates.
- No software installations needed.
- Supports Windows, Mac and Chromebook platforms.



## Group Proctoring

- Proctor from a computer, tablet or mobile device.
- Unlock exam in groups, or as they arrive in the lobby.
- Monitor candidate status during the session.

CLOUD





# Data Center Transition to the Cloud

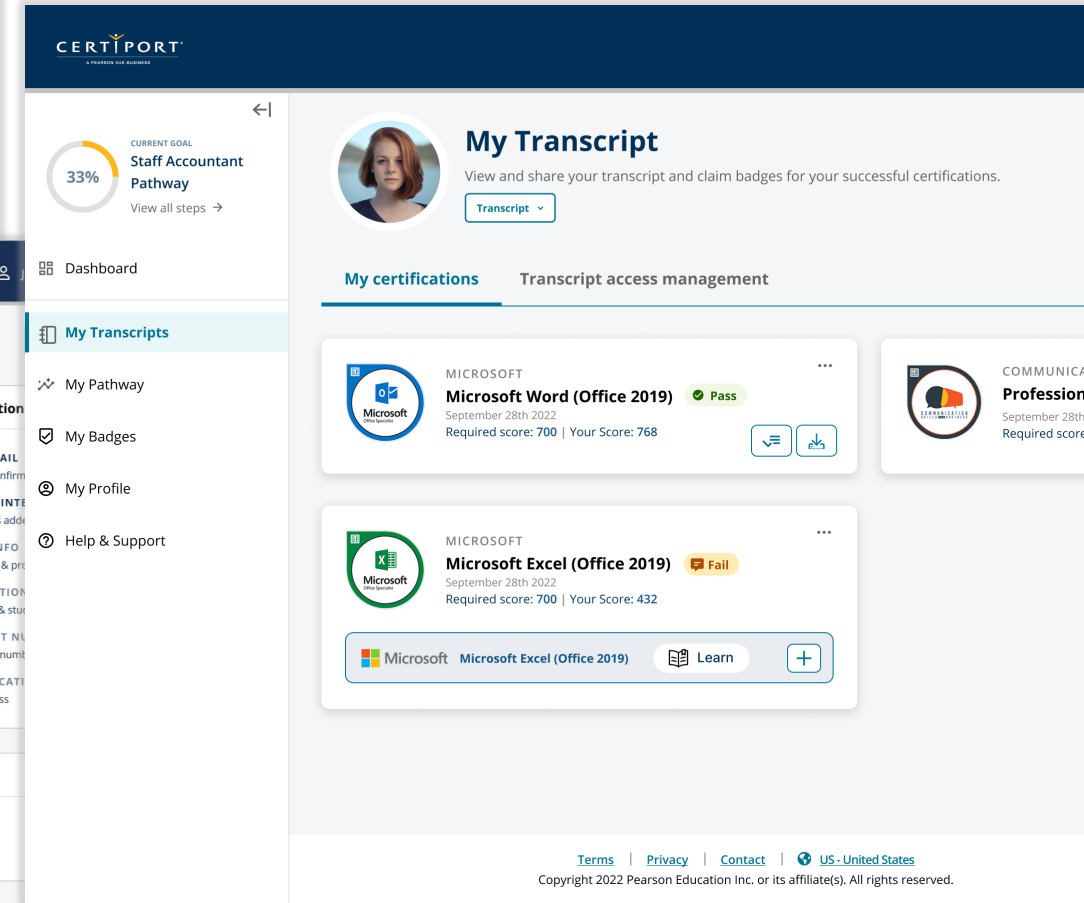
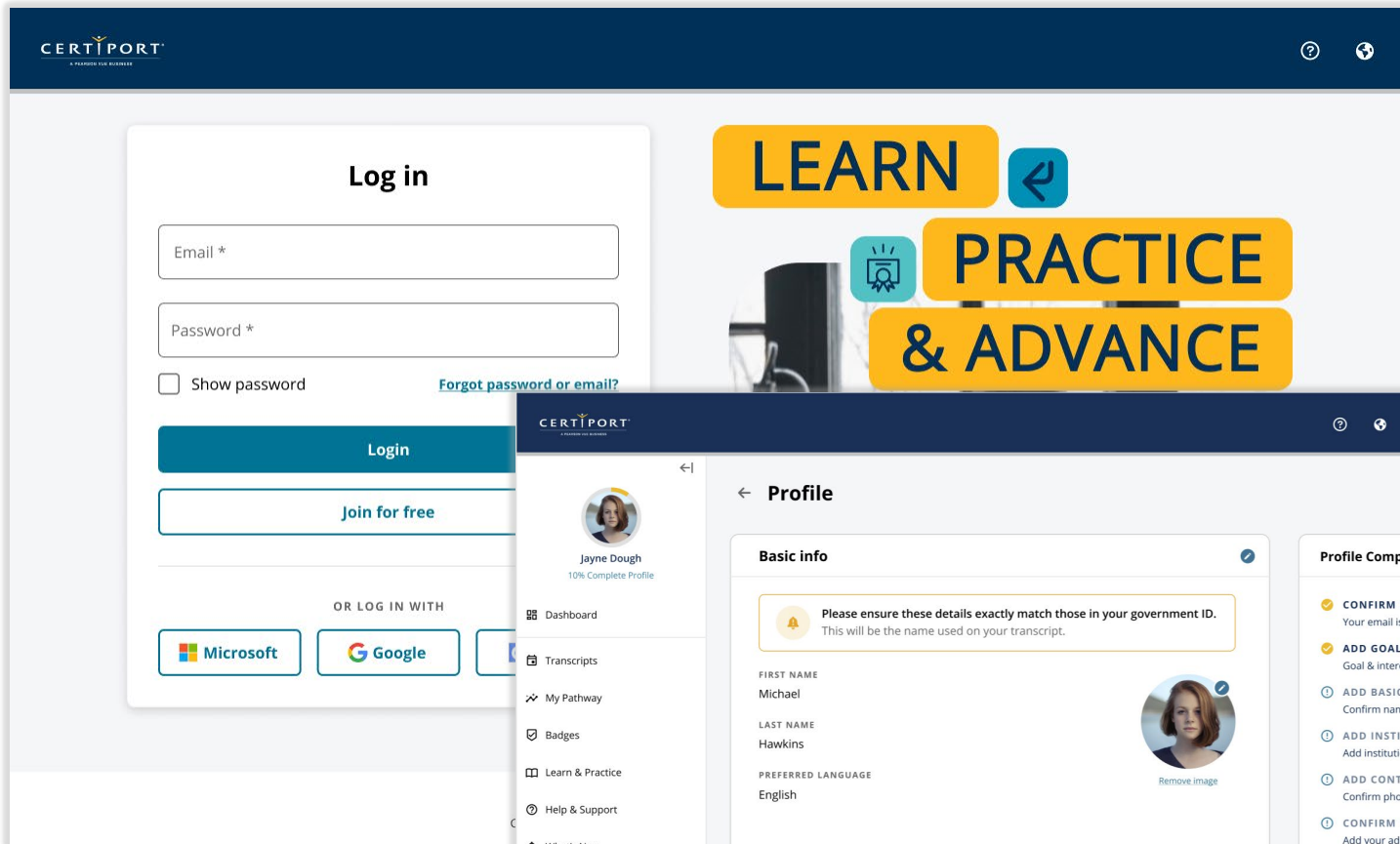
## Key Benefits:

- Performance worldwide
- Scalability, reliability & availability
- Monitoring capabilities

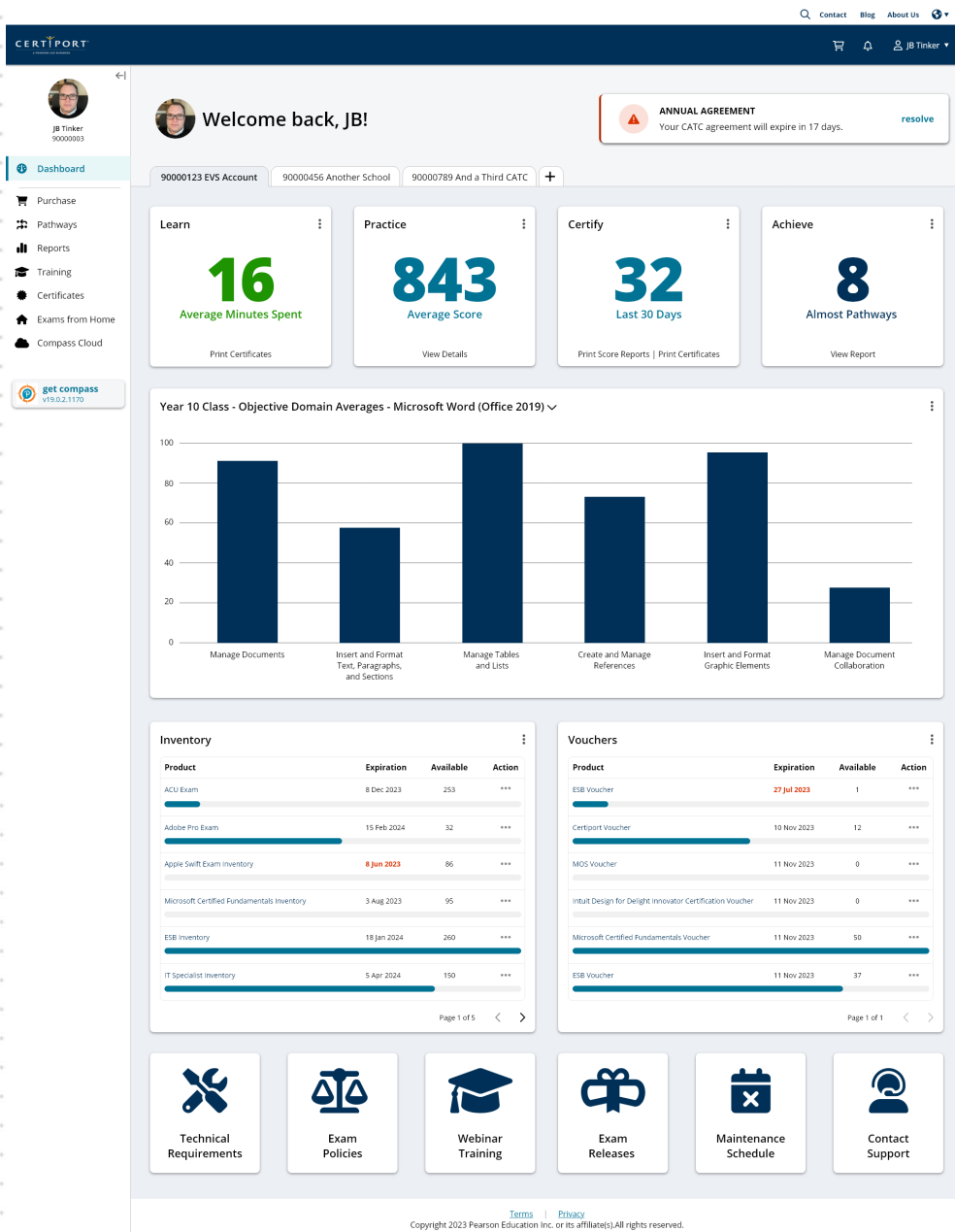
Target Date:  
January 21, 2024



# Portal Modernization







# CATC Dashboard

- Focus on tasks that teachers complete frequently.
- Designed to improve teaching & learning outcomes
- Integrated with all Learning Providers → One Password



# Key Product Updates

[www.Certiport.com/products](http://www.Certiport.com/products)



- MOS 365 Apps



- Autodesk Next Generation



- PMR Next Generation



- Intuit Personal Finance



- Cisco Certified Support Technician



- Include AI into IC3 GS6





## Meta Certified Digital Marketing Associate

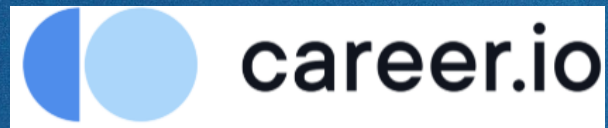
- Meta Certified Digital Marketing Associates understand the value that advertising on Meta technologies can deliver for businesses, and they can use foundational tools to build campaigns
- Available in 2023



# New Industry Endorsements – IT Specialist



INFORMATION TECHNOLOGY  
**SPECIALIST**



[www.certiport.com/endorsements](http://www.certiport.com/endorsements)



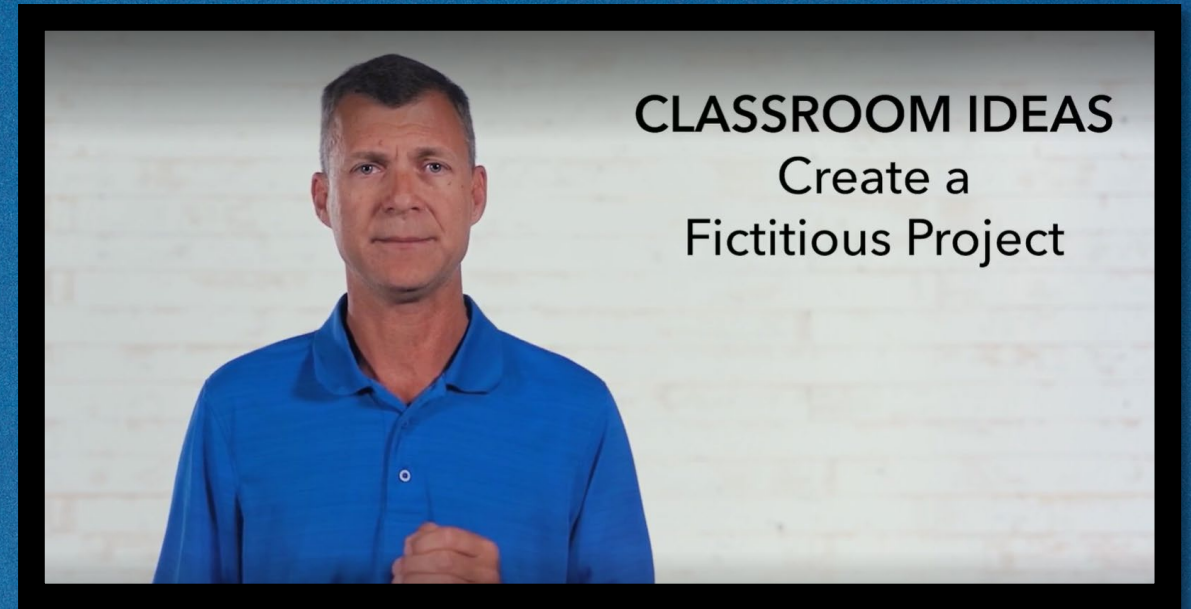
# IT Specialist Authorized Instructor Program



INFORMATION TECHNOLOGY  
**SPECIALIST**



Will go through the content at a high level



Will provide ideas of how to implement content in the classroom



# Student Success



## **Sarah Hole – Washington State**

- Earned 7 MOS certifications
- Teacher fed the fire of interest
- 3<sup>rd</sup> Place in Washington MOS championship
- Attending George Washington University – D.C.
- Will graduate early – MOS certs counted towards credit
- Internship with U.S. Senate





**Never underestimate an individual's desire to succeed – the story of Glen Peel**





THANK  

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YOU