Solution Provider Profile

Skillsoft

August 2023

Company At-A-Glance	
Name of Product/Offered	Skillsoft
Headquarters	Nashua, NH
Year Founded	1998
Number of Employees	2,200
Geographic Coverage	Global
Top Customers	CGI, ComScore, Cox Enterprises, Deutsche Telekom, ManTech and Special Olympics
Total Users (Cloud)	88 million learners worldwide
Website	www.skillsoft.com

Skillsoft OVERVIEW AND VALUE PROPOSITION

Skillsoft delivers transformative learning experiences that propel organizations and people to grow together. The company partners with enterprise organizations and serves a global community of learners to prepare today's employees for tomorrow's economy.

With Skillsoft, customers gain access to blended, multimodal learning experiences that do more than build skills, they grow a more capable, adaptive, and engaged workforce. Through a portfolio of best-in-class content, a platform that is personalized and connected to customer needs, world-class tech and a broad ecosystem of partners, Skillsoft drives continuous growth and performance for employees and their organizations by overcoming critical skill gaps and unlocking human potential.

Any online learning partner will claim to deliver valuable training and development. But only Skillsoft can draw from more than 20 years of helping learners build skills and organizations build teams to stay ahead in our rapidly changing world. What drives us at our core is commitment to our purpose — to unleash human potential through learning.

Skillsoft offers unmatched breadth and depth of learning content that inspires organizations and people to grow together. We design our learning experiences around four foundational pillars:

- **Absorbing** — Learning that draws you in and becomes a daily habit, rivaling the best entertainment options
- **Trusted** — Learning from vetted experts that helps you become sought after for your own abilities
- **Connected** — Learning alongside your peers — anytime, anywhere — through a blend of individual and shared experiences
- **Exponential** — Learning that begets learning, returning an outstanding multiple on your investment

Our content is high-quality, and beautifully produced, inviting absorption, curiosity and exhilaration. It's expertly curated and continually updated, so you can see a clear path to mastery, and trust in both its relevance and speed to proficiency. Through a blend of individual and shared experiences offered on our open platform, Percipio, learners connect to their peers in a more defined and cohesive company culture. Finally, our transformational learning experiences lead to a desire to learn more, offering exponential value for both employees and their organizations.

With access to personalized journeys available 24/7, learners are encouraged to reskill and upskill at their own pace and via formats they prefer, whether that's courses, books, articles, videos, bootcamps, events or audiobooks. We've also made a significant investment in web accessibility for the visually impaired so that learning is available to all. And we use brain science, backed by validated research from MIT and Accenture, to ensure that learning is absorbed and retained, and can be put to immediate and effective use. Finally, our content is designed with a mobile-first, cloud-based approach, so it's available whenever and wherever learners need it. With Skillsoft, you can learn anytime, anywhere, and on any device — and that's mission-critical for today's dispersed workforce.

Analysis by Brandon Hall Group™

Situational Analysis

The Learning Management System market has witnessed significant growth due to the rising demand for eLearning solutions. Within this market, the integration of Artificial Intelligence (AI) technology has emerged as a transformative force, enabling LMS platforms to deliver personalized learning experiences, automate administrative tasks and provide intelligent analytics for enhanced decision-making.

Organizations are trying to find better ways to deliver best-in-class content to learners in an engaging and modern interface. Included in this better way for learning is the incorporation of Generative AI. Several factors are driving corporations to improve their content sourcing and delivery strategies:

- **Improve Learner Engagement** — Organizations struggle to develop and deliver learning content that captures the attention of learners.
- **Create a Stronger Link Between Learning and Performance** — Learning in many organizations is developed without specific individual and organizational objectives.
- **Better Measurement** — Learning is not improving in many organizations because they lack the ability to measure learning's impact on performance.
- **Content Sourcing** — Organizations struggle to build content with the speed, depth and breadth required.
- **Technology** — Learning technology is quickly evolving, and organizations must re-evaluate their learning technology ecosystem to offer a more modern approach. In particular, how can AI be responsibly incorporated into learning?

Challenges to the Business

Organizations have had difficulty keeping up with all the content advances for delivering learning. The learning environment is extremely crowded and organizations struggle to select the provider that is right for them.

Learner requirements have also evolved quickly and their need for just-in-time, just-for-me learning that is highly accessible is very important. Most learning approaches are not designed to offer this to the learner.

Implications for the Business

For learners, the learning experience is compromised because they cannot access content when they need it the most. For the organization, employees are not learning what they need to know to do their jobs, advance their careers and help the organization thrive. The result is an inferior knowledge transfer that does not advance an employee's competency and skill development.

Questions to be Answered by the Business

Organizations need to rethink their learning strategy and decide on an approach that can support the complex needs of the modern learner.

The key questions for the business are:

- Can one provider offer everything an organization needs?
- How can an organization properly choose AI-enabled learning in such a crowded market?

Skillsoft as the Answer

Skillsoft has created a major breakthrough in advanced learning applications. This is a game-changer for learning organizations. We believe that Skillsoft's unique approach to learning will begin to spark a transformation of the learning experience for learners.

The foundation to Skillsoft's offerings includes the following:

- **Leadership & Business Skills** — Develop and build leadership programs and leaders.
- **Technology Skills** — Upskill and reskill your tech workforce.
- **Compliance and Ethics** — Mitigate risk and create a safer workplace
- **Support & Services** — Get help finding a learning strategy that fits.

Skillsoft's Mission is to drive skills transformation. Skillsoft believes this is critical to business success.

The question Skillsoft is asking is core to every organization:

How do you ensure the workforce you have today is the one you will need tomorrow?

According to Skillsoft, Skills transformation requires transformation across three areas:

- Leadership
- Technology
- Risk evaluation and mitigation

Skillsoft contends that most learning organizations are using a patchwork of vendors leading to the following:

- No enterprise view across skills
- No way to measure outcomes
- No way to assess risk
- Expensive, complex to manage

Skillsoft maintains that organizations need **a solution designed to give visibility across the enterprise and a way to quickly fill your skill gaps.**

A perfect solution would:

- **Track Progress** — Let an organization benchmark skills and track progress across the whole organization, globally.
- **End-to-End Solution** — Transform skills across leadership, tech and compliance, offering a mix of modes — but without the cost and complexity of managing multiple providers.
- **Skills Pathways** — Quickly identify gaps between the workforce an organization has and the workforce needed, and rapidly deploy skill pathways personalized for each learner with a trusted and experienced partner.

The value proposition for Skillsoft is as follows:

- Enterprise-wide skill visibility and tracking to drive transformation
- Streamlined enterprise-wide program management without compromising on quality and experience
- Rapidly and individually develop a skilled workforce to drive a talent-based competitive advantage
- Benefit from an experienced partner that is best-in-class and hands-on, with a track record in enterprise learning

Skillsoft has rebranded its tech skills stack approach by focusing on Codecademy. The message is simple yet powerful — provide the most comprehensive training of technology skills to unlock an individual or team's potential through learning to drive business outcomes and transformation.

Skillsoft's Codecademy offers a modern, tech-forward platform that transforms technical skills training and rapidly closes the skills gap.

Codecademy from Skillsoft focuses on three main development areas:

- **Technical Onboarding** — Establish baseline skill proficiency among new and prospective hires that reduces time-to-value and boosts productivity.
- **Upskilling and Reskilling** — Develop new skills needed to successfully implement your digital transformation initiatives and enable ongoing innovation for years to come.
- **Tech and Digital Literacy** — Ensure transformative innovation and growth by creating a shared technical language across the organization that creates a shared language and provides training at the pace of the learner.

Codecademy and Percipio are being visually formatted to complement one another and make for a seamless learning experience in either platform.

Skillsoft Advancing eLearning: Leveraging AI for Personalized, Dynamic, and Interactive Education Experiences

Skillsoft is advancing its AI strategy through a three-pronged approach:

What We Teach

The expansive content library offers a solid foundation required for AI and AI up of hands-adjacent roles. Made up of hands-on, blended learning methods, our library covers core programming, math and statistics, machine learning, data analysis and natural language processing.

Skillsoft also understands there is strong demand for more AI-specific content, and we plan to address this with the enhancement of existing content and expansion of generative AI coverage.

- A Curriculum that Develops the Most Critical Skills for Harnessing Generative AI Across the Enterprise
    - Developing a Baseline Understanding and Guardrails
    - Solving Business Problems with the Technology
    - Enabling Transformation Across the Business
- Curriculum Approach:
    - Foundations
    - Responsible Application and Use
    - Reimagining Work with Generative AI
    - Leading the Transformation
    - Human Skills to Sustain Progress

The content is sequenced as an integrated Aspire Journey to simplify delivery across the enterprise.

Skillsoft created the first ChatGPT Aspire Journey launched in May 2023. Practical prompt engineering is the process of designing refined input prompts to generate processing applications. This involves consideration of prompt factors and performance and accuracy. Then, learners discover how to write effective prompts for ChatGPT and prompt use in real-world applications.

How We Teach

Skillsoft is making a coordinated effort to be intentional and thoughtful about how it responsibly harnesses the power of generative AI.

How we teach is one critical area, and this includes creating more engaging and personalized learning experiences that help our customers accelerate the development of key skills and build future workforces.

The New Percipio:

Skillsoft is also leveraging generative AI models to create a virtual Coach engaging with a learner

 Two modes:

- Practice — ChatGPT is the employee and the User is the manager.
- Role model — ChatGPT models the best-practice behavior.

How We Work

In addition to how we teach, we are thinking about how we can leverage generative AI in how we work. This includes shortening development cycles for certain content types and optimizing existing learning and product experiences for our customers.

Summary of Skillsoft's Approach:

- Differentiated: Best-curated content
- Fast and iterative with an overlay of ethical practices with the enterprise in mind
- Leverage broad offerings to ensure interweaving elements of ethical practices, compliance and business competency expertise to course structures
- Communicate early and often with customers, providing them with previews
- Harness the power of AI responsibly
- Coordinate usage with clients
- Continuously educate with AI landscape changing daily

- Works alongside the customer with a customer-centric strategy
- AI becomes part of our employee brand: at Skillsoft, Generative AI is part of everyday work

In summary, Skillsoft has reinvented itself and its market focus with a fresh and repurposed blend of content and technology. The drive to use AI in the learning field has been fast and furious but with little guidance for learning organizations. Skillsoft has harnessed the power of AI and created a logical and pragmatic approach to its application in learning. Learning organizations can now move forward with a responsible approach to using AI and unlock its breakthrough impact.

- Michael Rochelle, Chief Strategy Officer and Principal Analyst, Brandon Hall Group™

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About Brandon Hall Group™

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SOME WAYS WE CAN HELP

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