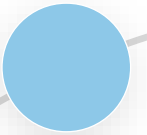




# Future of Work – Digital Literacy & AI Skilling

**Jasmine Begum, PhD**

Regional Director, Legal & Government Affairs  
Microsoft ASEAN



# The speed of growth and innovation is exploding

## Technology

**85%**

85% of organizations say increased adoption of new and frontier technologies and broadening digital access will drive business transformations

## Business

**2.4X**

Time is money; customers are 2.4 times more likely to stick with a brand when their needs are met quickly continually innovating and growing<sup>2</sup>

## People

**90%**

Customers and employees alike expect intuitive, seamless digital experiences and opportunities



Which is  
drastically  
changing the  
tech job market



**60%**

Of jobs done  
in 2018 had  
not yet been  
'invented' 1940

[MIT](#)

# And adding to the evolving nature of 'career'

Length  
of career



60 to 70 years

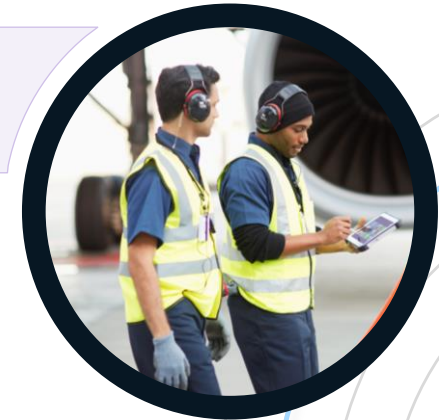
4.5 years

Average  
tenure in  
a job




<5 years

Useful life of  
a learned skill



And that means that just as workers are becoming proficient in a skill, the skill is obsolete, and they are already looking to change jobs.





At the same  
time, there are  
giant talent gaps  
for key roles

**40M**

**Global shortfall  
in software  
developers  
worldwide**

[Forbes, US Department of Labor, December 2021](#)



# Create a culture of learning, or risk losing staff

A circular gauge with a purple arc representing 53% of the circle.

53%

Of all US workers who quit their jobs in 2021 are seeking a career change<sup>1</sup>

A circular gauge with a purple arc representing 61% of the circle.

61%

Of workers aged 18-29 want a career change<sup>1</sup>

A circular gauge with a purple arc representing 7% of the circle. A purple banner above the gauge contains the word "JUST".

JUST

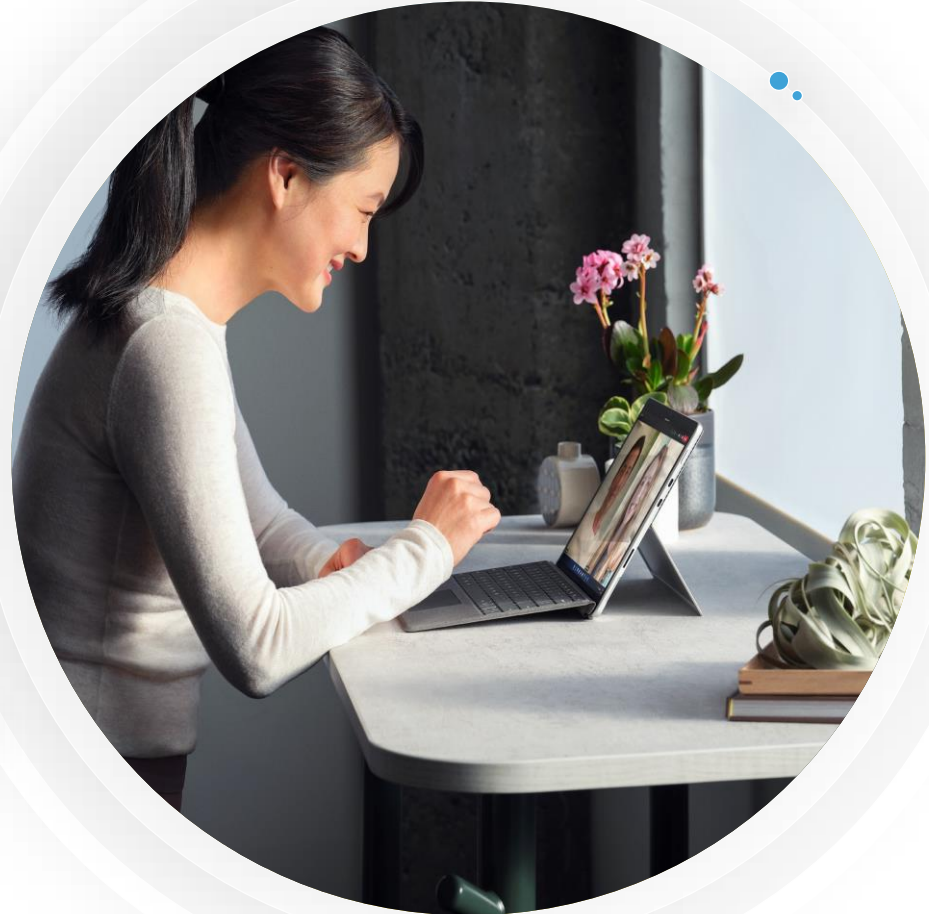
7%

Of workers say they are in their 'dream job'<sup>2</sup>

1. [CNBC, Pew Research, 2022](#)

2. [Moneypenny, 2021](#)

The solution lies in empowering our workers with **the training, support, and career options** to harness the power of digital growth.





# A learning culture opens doors to organizational growth

## Skills

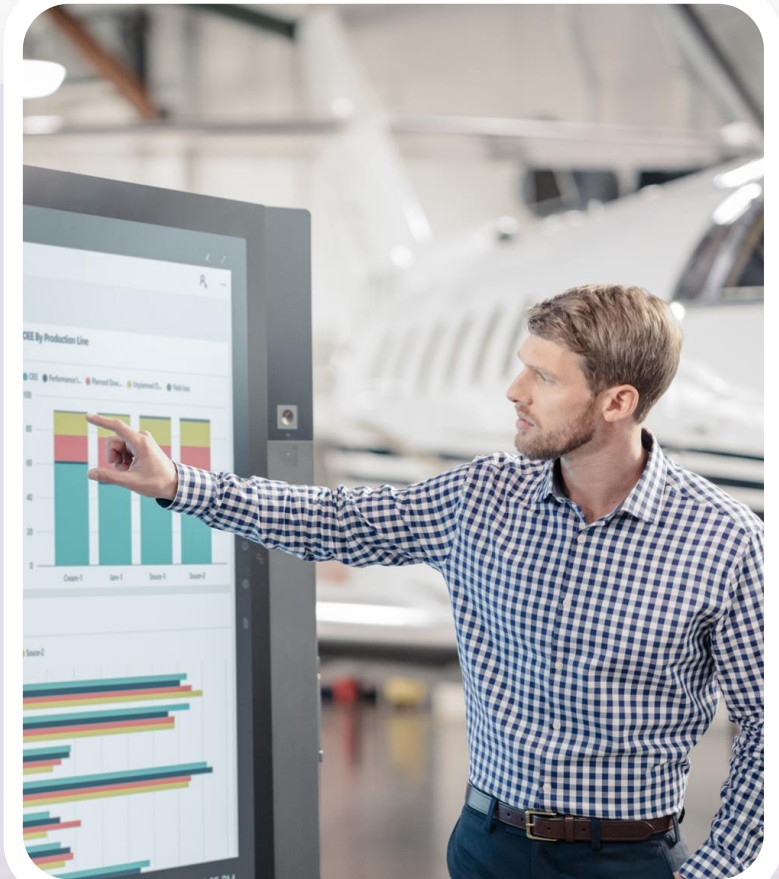
Overcoming shortfalls in talent pools, like the 40 million shortfall in developers as well as in other fields

## Learning

Giving employees and customers the best experiences for growing their skills and igniting their curiosity

## Opportunity

Giving employees rich avenues of learning is also a way to show company investment in them, which in turn grows loyalty as well as skills



**Skills are the  
new  
currency**



On average, skills for the same job changed by about **25%** since 2015.



At this pace, we expect LinkedIn members' skills to have changed by as much as **50%** by 2027 – that's just in 4 years' time! Jobs are changing and the skills needed to succeed will continue to evolve.

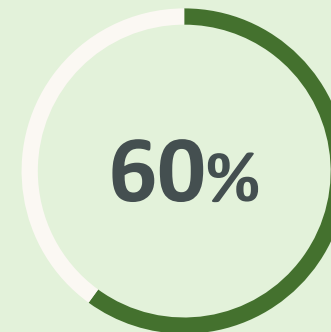
400,000  
companies  
made a

skills-first

hire in 2021



of hirers on LinkedIn  
are using skills data  
to find talent  
(up 20% in a year)



Hirers finding talent  
using skills are 60%  
more likely to find a  
successful hire

Employees want to follow their skills and skilling potential

Professional development is one of the priorities for talent, surpassing salary expectations and flexible working.

10x

Employees who feel their skills are not being put to good use are 10x more likely to be looking for a new job.



**The right people with the  
right skills in the right  
roles is the future of  
work.**



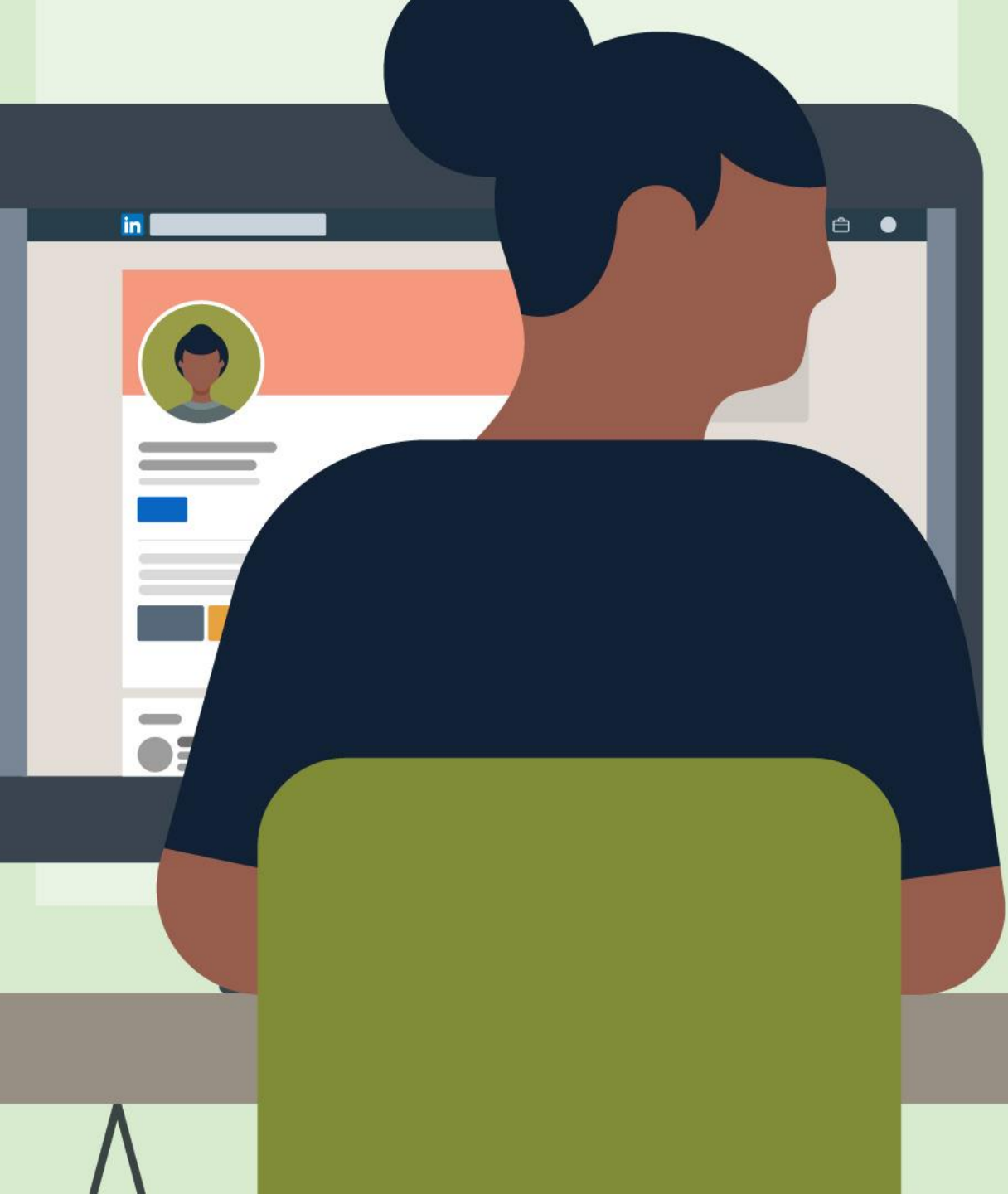
AI

AI

AI

AI





In June 2023, the number  
of AI-skilled members  
was

**9X**

larger than in  
January 2016  
globally



The share of job  
postings mentioning  
GPT or ChatGPT on  
LinkedIn increased **21x**  
since November 2022

- Ability to harness financial data to inform decisions

### Add skills

Add skill keywords to make your job more visible to the right candidates

Sales ✕

Organization Skills ✕

Finance ✕

Oral Communication ✕

Sales Processes ✕

Business ✕

Chat GTP ✕

Microsoft Office ✕

Customer Relationship Management (CRM) ✕

Microsoft Office ✕

Communication ✕

Add skill +




**People skills - the skills that only humans can perform - are becoming increasingly important**

**Top in-demand skills in the US since Nov 2022 are flexibility (+158%), professional ethics (+120%), and social perceptiveness (+118%).**

**92%** of U.S. executives agree that people skills are more important than ever.

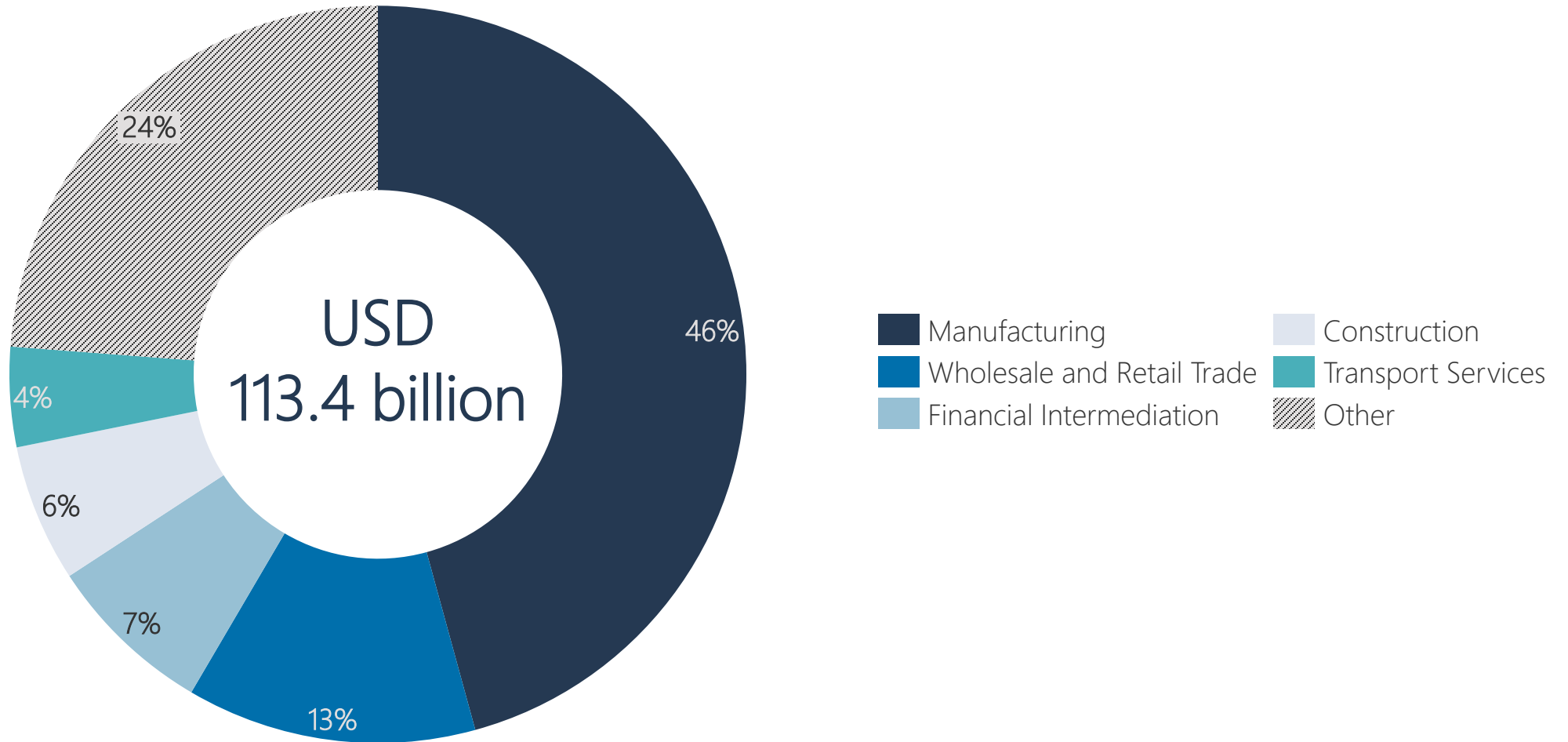
**AI is ushering  
in a new era  
for work,**



**where professionals who  
nurture their people skills  
\*and\* upskill in AI will win.**

# Unlocking the USD 113.4 billion opportunity

Production in Malaysia potentially unlocked by generative AI  
% of total production unlocked

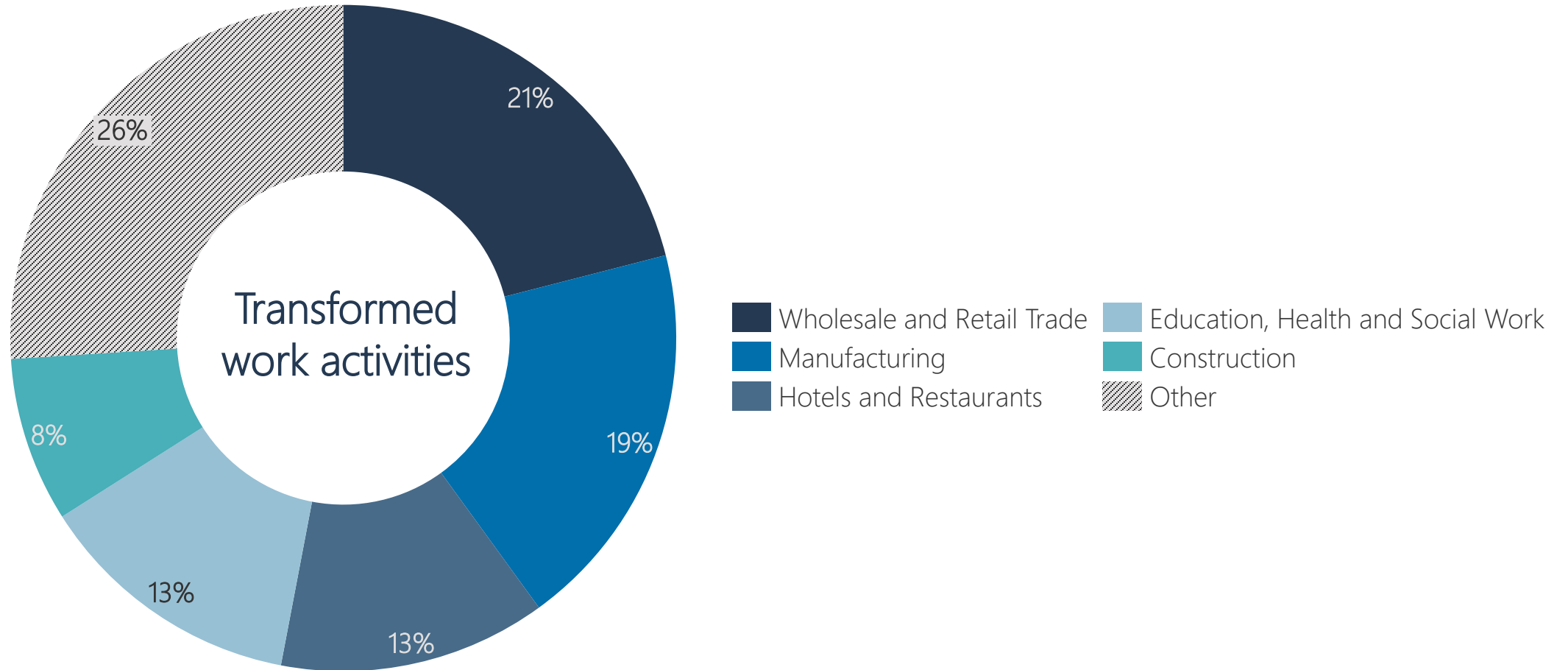


Note: Other includes: Agriculture, Hunting, Forestry, and Fishing; Mining and Quarrying; Hotels and Restaurants; Telecommunications; Real Estate, Renting and Business Activities; Education, Health and Social Work; and Other Personal Services. The analysis excludes the Public Sector and Utilities.  
Sources: Access Partnership analysis, ILO, National Center for O\*NET Development.



# Transforming the work experience for local workers

Work activities in Malaysia potentially transformed by generative AI, industry contribution  
% of total contribution



Note: Other include Agriculture, Hunting, Forestry, and Fishing; Mining and Quarrying; Telecommunications; Transport Services; Financial Intermediation; and Real Estate, Renting and Business Activities; and Other Personal Services. The analysis excludes the Public Sector and Utilities.

Sources: Access Partnership analysis, ILO, National Center for O\*NET Development.

THANK YOU!

謝謝

感謝

Дәкуји

Köszönöm

감사합니다

Muțumesc

Tack

Dankie

Đakujem

Tānan

Mahalo

Blagodaria

Dhanyavād

Danke

Faleminderit

Kiitos

תודה.

A dank

Hvala

Shukran

Dank u

Chnorakaloutioun

Merci

Ευχαριστώ

Takk

Terima kasih

Благодарам

Grazzi

Tak

Grazie

Choukrane

Ačiū

ありがとうございます

Obbrigado

Paldies

Дякую

Спасибо

Diolch


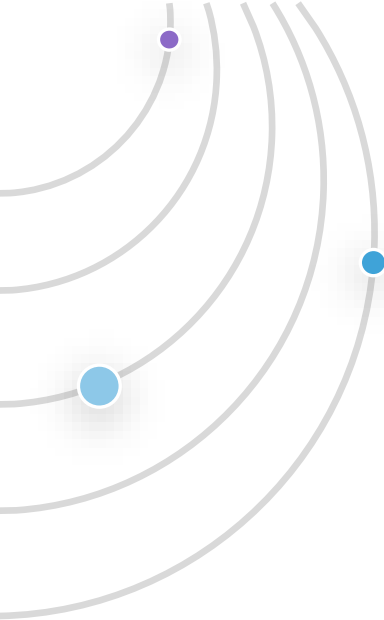
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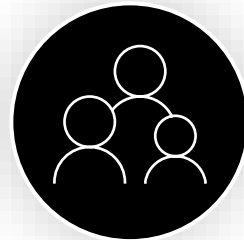


**Empower every person  
and every organization on the  
planet to **achieve more****





# OUR PURPOSE



## What Microsoft does for learners

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We build world-class capability for  
**customers, partners, employees,**  
**and future generations** to enable  
them to achieve more



## Our guiding principles



Learner-obsessed



Simple, cohesive, and high-quality



Data-informed



Business-aligned



Global, accessible, and inclusive



One team, shared accountability



# How we think about building a learning culture



## Behaviors

Actionable set of expected behaviors, patterns, and habits that anchor us and help us evolve

## Systems

Processes, tools, and operating rhythms that reinforce our ambitions and culture

## Symbols

Rituals and language used to reinforce the culture and what matters to us

## Storytelling

Methods used to tell our story, including actions, events, meetings, online, and email