

Introducing Guided Projects:

Hands-on Learning To Accelerate Digital Transformation



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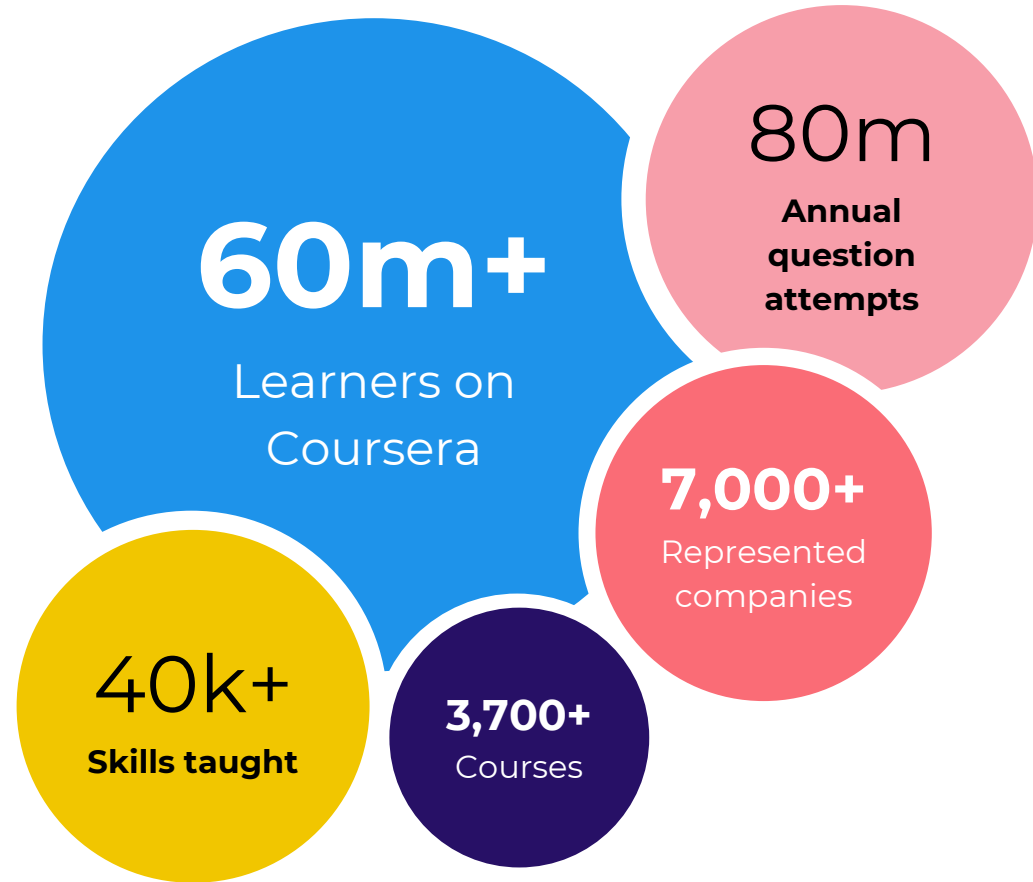
Agenda

- I. The Digital Transformation Challenge
- I. How Nokia is tackling Digital Transformation with hands-on learning
- I. Guided Projects on Coursera
- I. Guest Q&A



The world's largest learning platform delivers insights to drive your learning strategy.

As the largest online learning platform in the world, Coursera can help you understand the trends, gaps, and benchmarks for thousands of companies & millions of learners.



Poll #1





The Digital Transformation Challenge



Anthony Tattersall
Senior Director of
Enterprise, EMEA



The world is undergoing **massive technological transformation...**

40%

of the F500
won't exist in 10 years.

2.0

The average shelf life, in years, of a technical skill in the working world today.

47%

of CEOs **attribute lower quality standards** to the lack of key skills

...and technology spending is increasing, **but companies aren't realizing the value**



\$466B

Worldwide **Enterprise Software spending** in USD

17x

YoY growth in Enterprise Software spending vs. IT spending as a whole

10%

of companies **realizing full value of technology investments**

One of the biggest obstacles to realizing value from technology investments is **adoption**

“According to PriceWaterhouseCoopers, **70% of digital transformation initiatives fail due to a lack of user adoption and behavioral change.**”



Drive skill development through hands-on learning



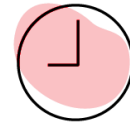
Master skills with step-by-step instruction

Guided instruction from subject matter experts on real-world tools and scenarios to learn new skills in under two hours



Customize for your organization





Create your own projects for the tools and use cases most important to your organization



Reduce IT time and costs

Learning takes place in virtual cloud workspaces without the need for user downloads or IT setup

What are common use cases for **hands-on learning projects**?

	Use Case	Description	Example
	<i>New employee onboarding</i>	Familiarize new hires with technology stack	Train incoming employees on how to use your HR tools and software
	<i>Adoption of current technology</i>	Have employees practice use of existing technology in a safe environment	Teach your marketers to use Salesforce to pull out the lead information they need
	<i>New technology rollout</i>	Provide hands-on training on new technology seamlessly	Provide hands-on training on your new business intelligence tool, Power BI
	<i>Application specific workflows</i>	Scale SME knowledge of specific workflows	Scale knowledge of how to create POs beyond your procurement team

Poll #2






Nokia's Hands-on Learning Approach



Steve Tadeo
Data Science & Analytics
Specialist

#nokiaeducation
#learninganddevelopment



Competitive advantage through Data Science



Challenge

- Transform Nokia's business data into insights and action
- Develop Data Science talent model for the 4th Industrial Revolution
- Increase speed of data-driven impact



Opportunity

- Use data as an asset to create business value
- Add intelligence to our technologies, products, services, and business operations
- Create strategic advantages, disruptive innovation, and Nokia's competitive edge



Approach

- Implement a data science development program that is scalable and cost effective
- Offer a range of talent development learning curriculums
- Design learning offers that promote Data Science value-chain

The 4th Industrial Revolution will drive more “Data Science Jobs” and more data science competence in “All Jobs”

What does the **workforce of the future** look like?



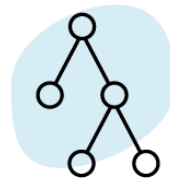
Lifelong
Learning



Team-based
organization



New jobs
and roles

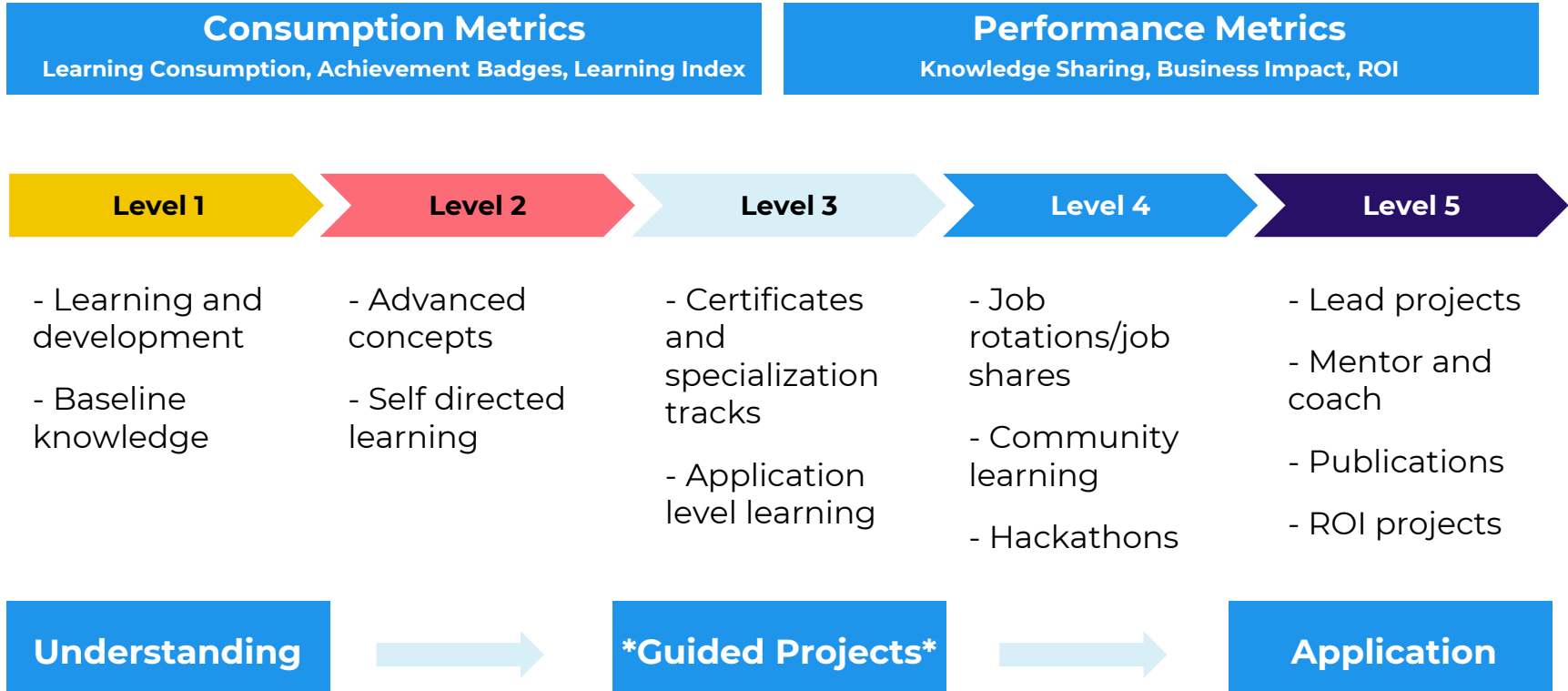


Hybrid
workforce



Talent
optimization

What is the **learning path**?



Feedback from Nokia learners on Guided Projects



*"It was a **good hands on experience** on various projects. The content was straight to the topic and most of them **explained the code very well.**"*

Nokia Operations



*"Very good platform I must say for **hands-on experience and applying learning to projects.**"*

Cognitive Services



*"I've taken two projects and **really enjoyed the experience.**"*

Nokia Labs



Guided Projects on Coursera



Namit Yadav
General Manager, Rhyme

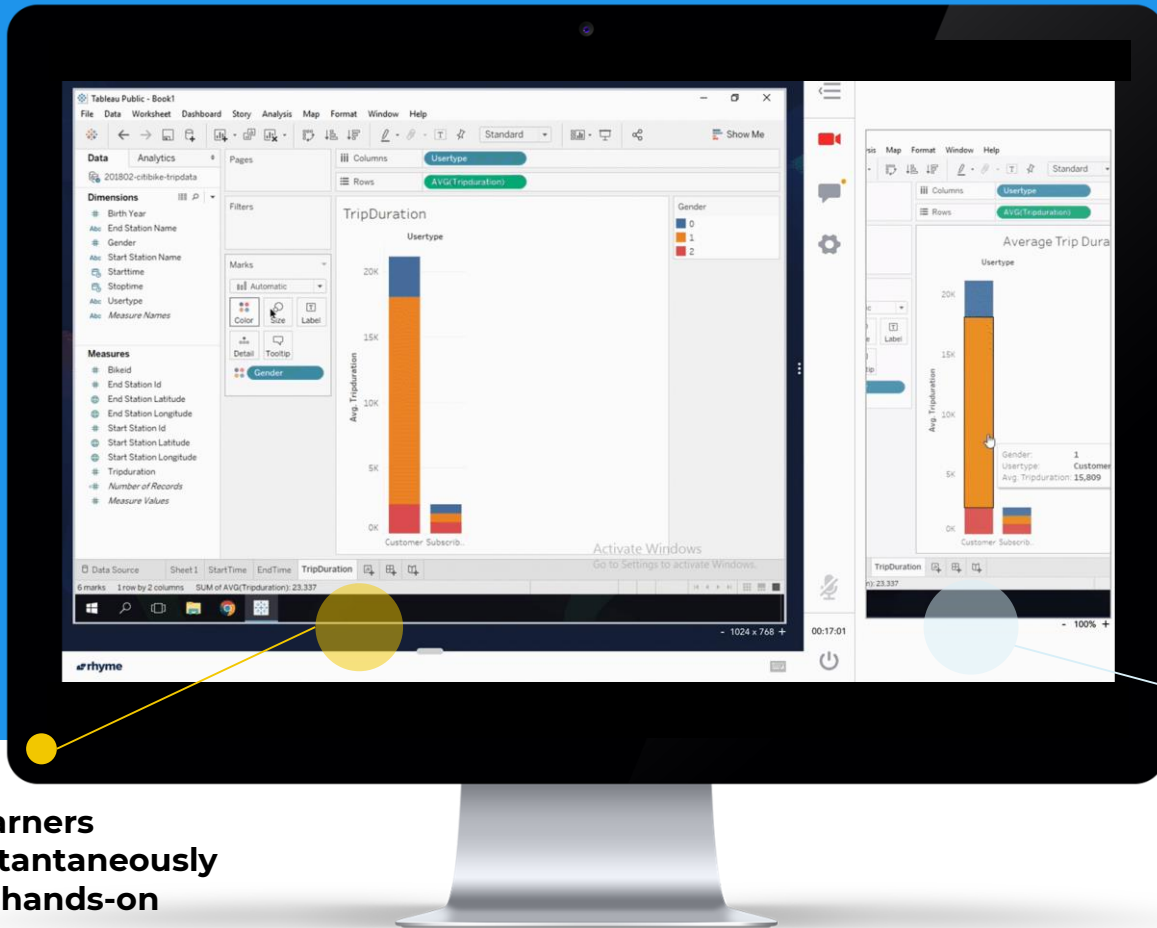


Hands-on projects in-browser

Learners go hands-on with virtual cloud workspaces. They follow visual instructions in real-time

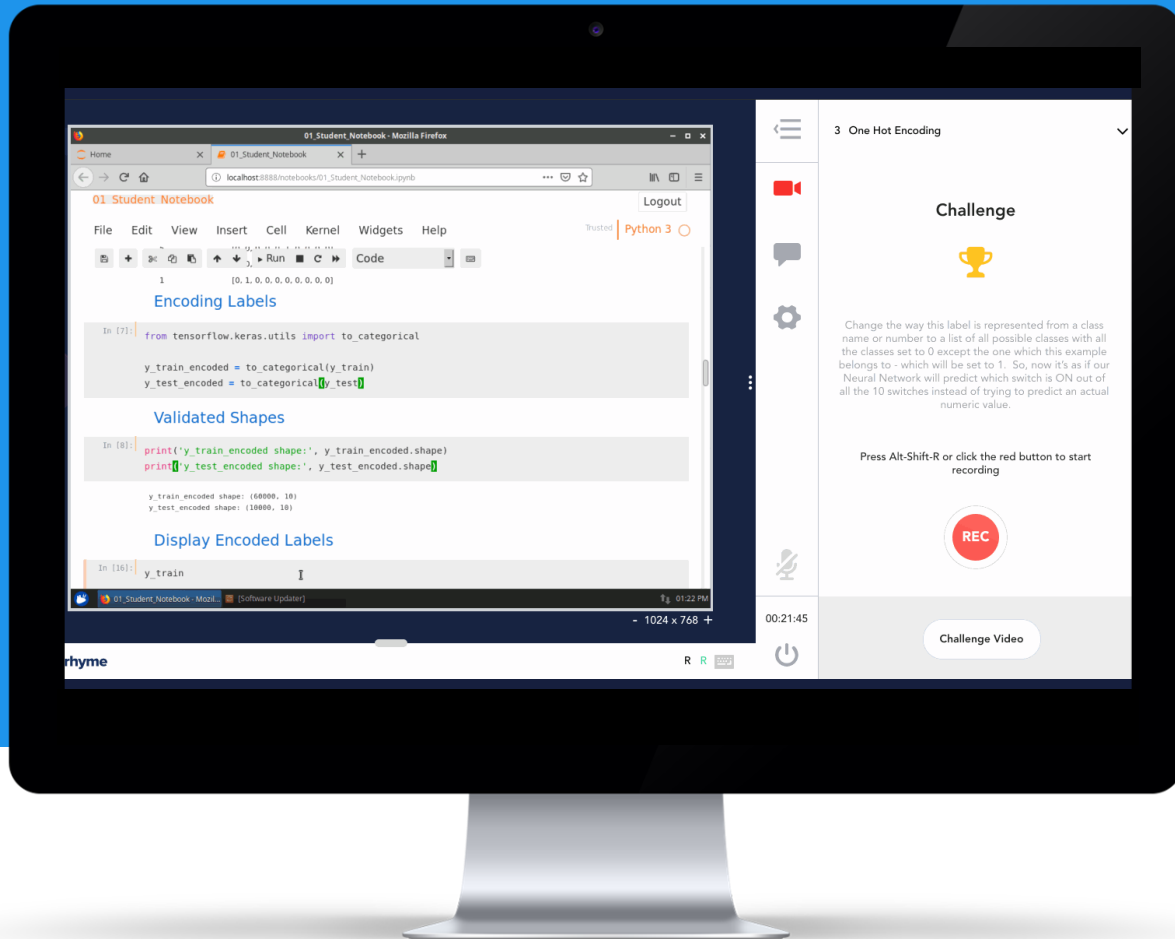
Learners instantaneously go hands-on

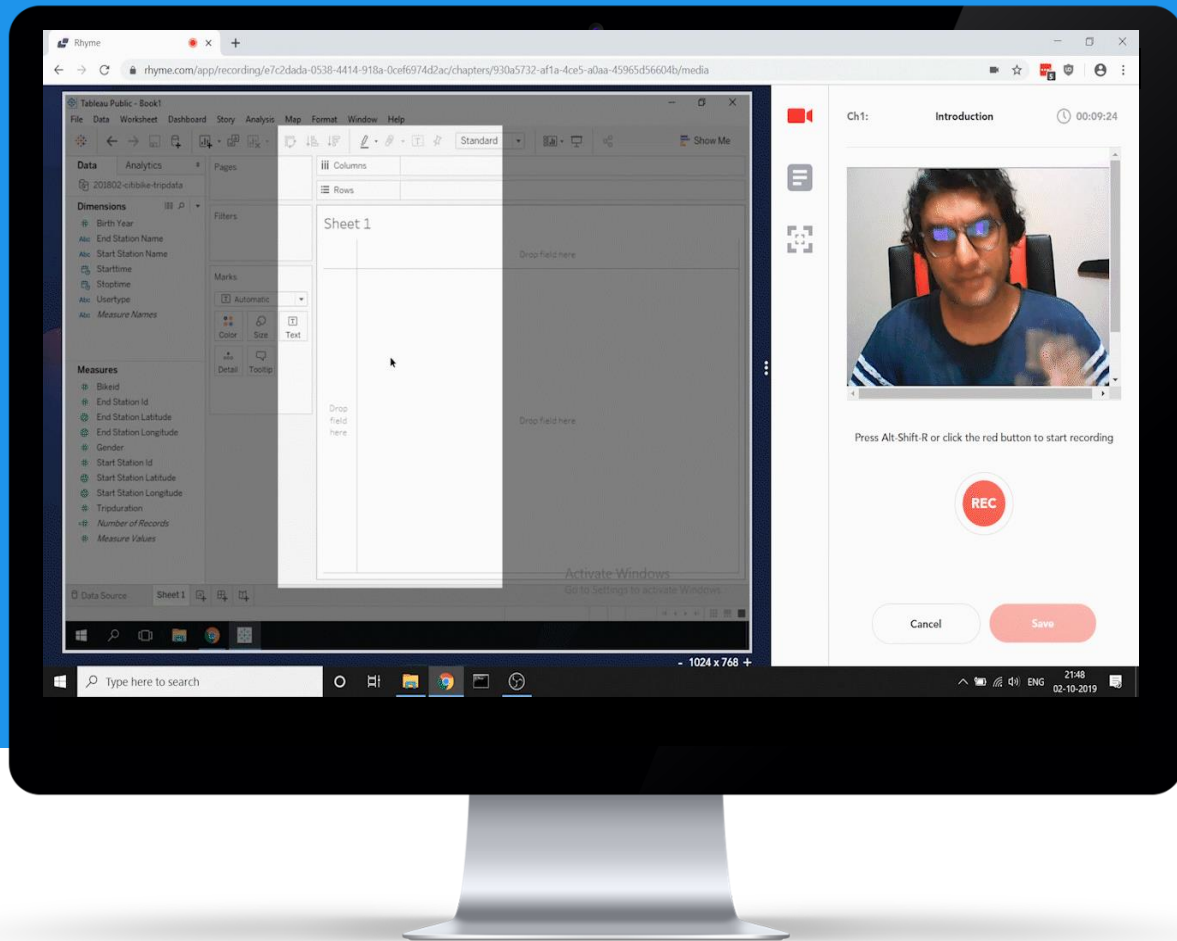
Following visual instructions



Challenges

Advanced learners show their work and prove they're ready to solve real-world problems

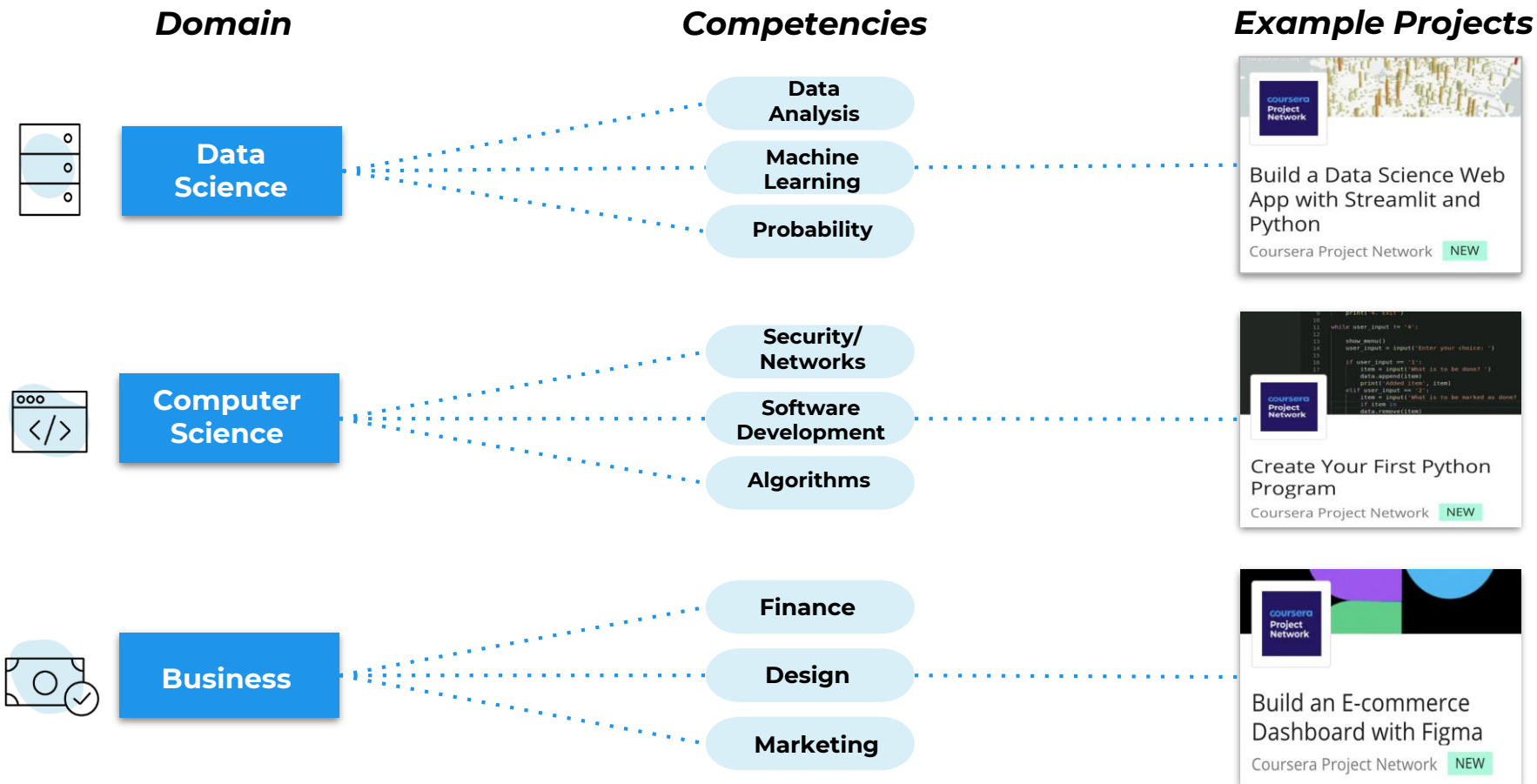




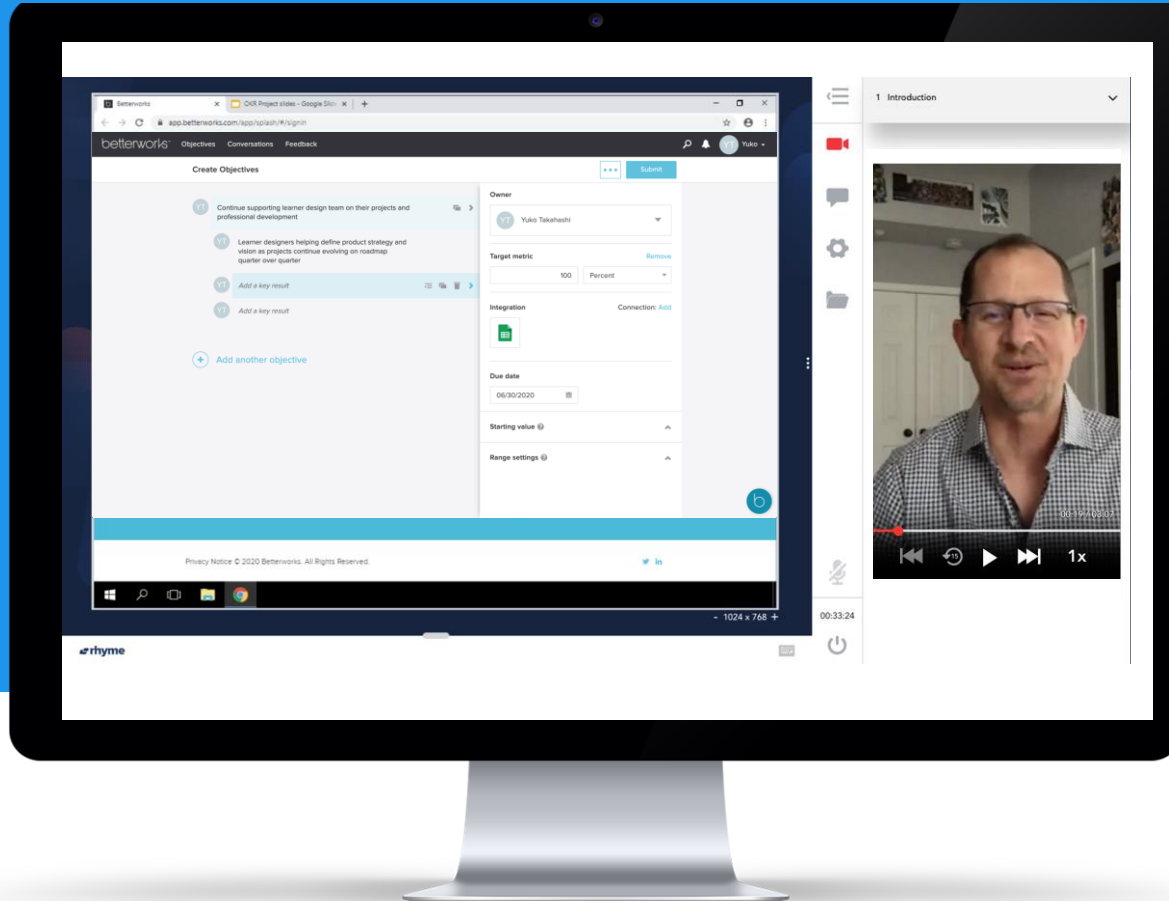
Private authoring with SMEs

Build training assets easily with internal SMEs and grow institutional knowledge

Hundreds of public Guided Projects across mission-critical domains

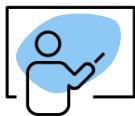


Guided Project example from Coursera



- Our CEO, Jeff, created a project about creating OKRs using Betterworks
- Jeff walked Courserians through his own OKRs
- Through visual instruction, Jeff guided us about how to think about our own OKRs

Deliver a **comprehensive learning solution**



Courses

*Foundational
knowledge*



Guided Projects

Application



Skill Development

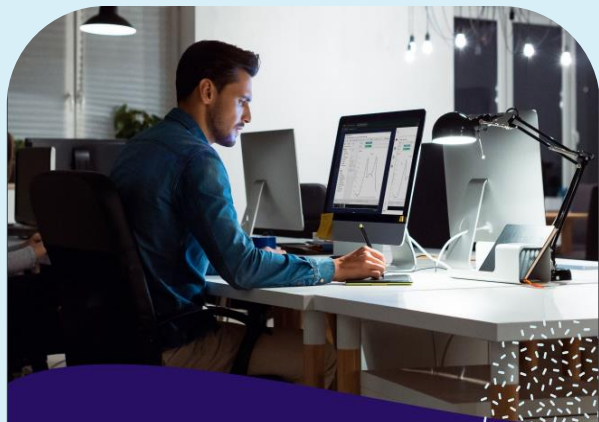
Mastery

Poll #3



Questions?





A 4-step guide to maximizing ROI from your technology investments

Accelerate digital transformation and drive adoption with hands-on learning

coursea
for business

Get in touch

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