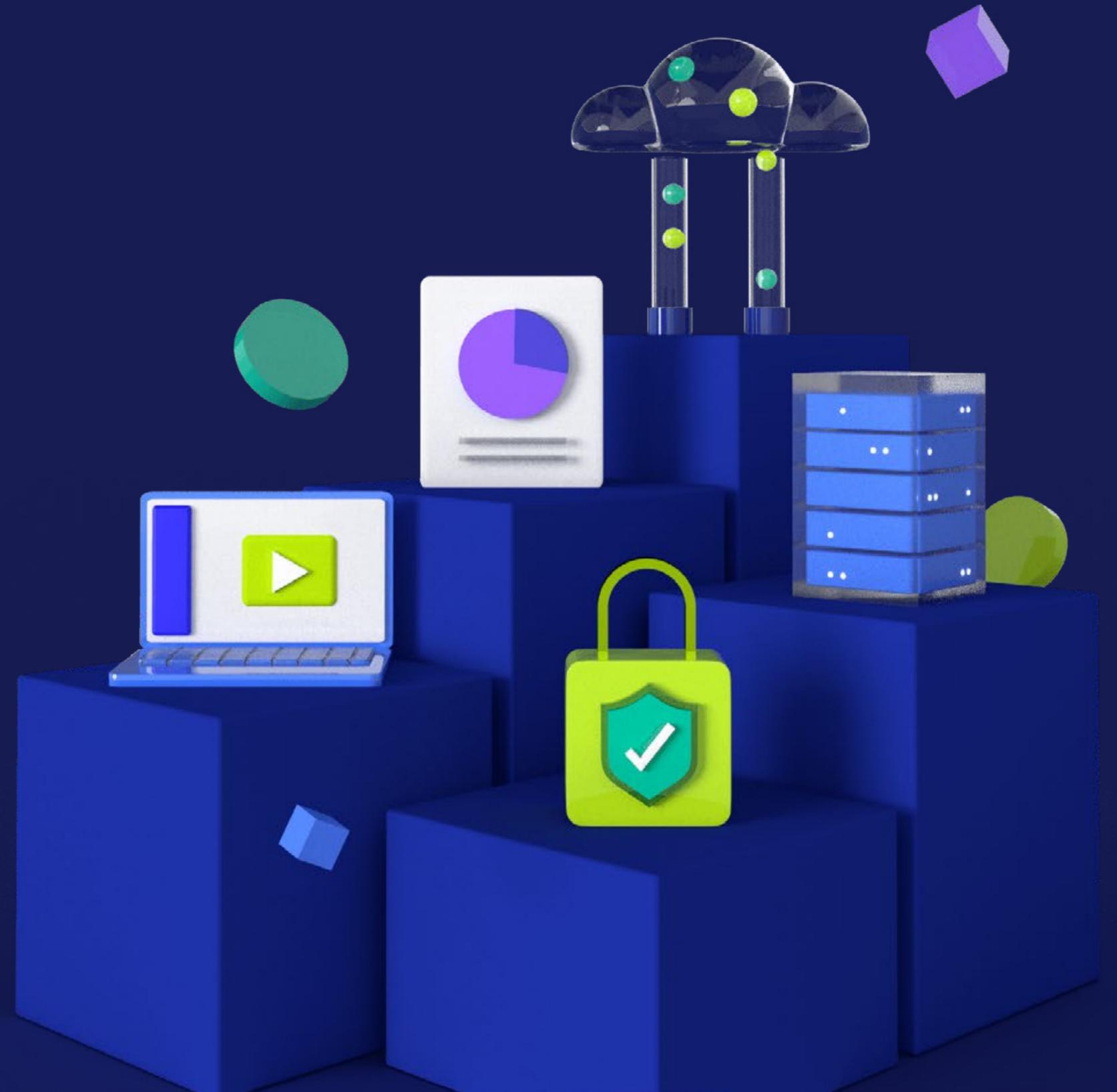
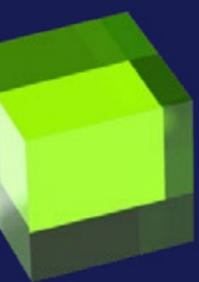




5 questions to ask  
before you choose  
a learning provider.





# Not all upskilling platforms are created equal.

Choosing the right learning provider to train your workforce is one of the most important—and complex—decisions your business will have to make in the immediate future.

The sheer number of options available can seem overwhelming. Virtually every platform claims to provide real-world, hands-on learning with courses developed by industry experts. A closer look, however, reveals vast differences in how individual providers approach upskilling at the enterprise level—including customizability, the level of support offered to learners, and the ability to tie ROI directly to learning initiatives, just to name a few.

To help you evaluate which learning platform can most effectively address your company's needs, we've assembled 5 key questions to ask your prospective talent transformation partner.

# What to ask

01

Is the learning program tailored to meet my specific talent gaps, business needs, and digital transformation goals?

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02

Does the learning program serve the full range of talent I want to develop and retain?

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03

How will the program provide flexibility without requiring my employees to do it completely on their own?

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04

Will my employees acquire real-world skills that can immediately be put into practice on the job?

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05

How is the true business impact of the program evaluated beyond individual student outcomes?

# 01

## Is the learning program tailored to meet my specific talent gaps, business needs, and digital transformation goals?

Providing your employees with a broad range of program options might seem like a good idea, but in reality, this approach won't be able to deliver the specific, targeted skills to the right areas of your enterprise. In order to develop an effective plan to make a business impact, you must first gain an understanding of the current state of your employees' skill sets.

Udacity knows that every dollar you invest in **upskilling must be oriented toward addressing your company's particular skills gaps and advancing employees' expertise** in critical areas like data science, machine learning, cloud computing, cybersecurity, and more.

Our process begins with a workshop phase where we consult with your team to assess your business and benchmark learning paths for employees that are aligned with your organizational goals and priorities.

We then deploy our platform, with content co-developed with industry experts and refined over 10 years, to train your workforce and verify their skill mastery. Finally, we track your employees' progress to ensure that we're delivering quantifiable outcomes that impact your ROI, business growth, and productivity.

“

One of the success stories that we have had is the close collaboration we have with our strategy departments. **It's extremely important that we stay on top of what are the actual needs, and seeing what emerging skills and jobs we need to have within the telecommunications industry.**



**Christina Rynning**  
Vice President of Digital Learning  
and Future Skills at Telenor

# 02

## Does the learning program serve the full range of talent I want to develop and retain?

An effective upskilling partner must be able to accommodate the needs of each individual learner at every skill level. Unfortunately, too many learning providers try to shoehorn your employees into cookie-cutter programs that are one-size-fits-all. Udacity's Talent Transformation Platform has content from discovery to fluency based on the needs and goals of particular learners.

Our programs empower your executives to set strategy, make organizational decisions, and generate actionable business insights. Udacity also enables practitioners within your organization to be more innovative when solving big challenges and delivering on high-priority projects. Lastly, we train your associate-level employees to make the best use of new tech, minimize risk, and speak the same language as their stakeholders and cross-functional partners.

**The bottom line: Udacity has right-sized options for every type of learner within your company, whether it's a single course, a full Nanodegree program, or a custom-tailored learning path developed for your business's specific needs.**



# 03

## How will the program provide flexibility without requiring my employees to do it completely on their own?

In addition to accommodating your employees' differing needs and competency levels, an effective learning provider must also strike the right balance between program structure and flexibility.

If a program is too rigid—for instance, if it requires in-person attendance or is only available in one location—employees may not be able to participate due to their workloads and schedules. On the other hand, if a program gives too much leeway, employees will have an easier time putting off their learning and not treating it as a priority.

Here at Udacity, we've spent more than a decade discovering the perfect middle ground between adjusting to employees' individual needs and making sure they have the resources they need to gain skill mastery. We provide a truly learner-oriented environment where employees taking similar courses can collaborate on solutions as they would in the workplace.

We provide a truly learner-oriented environment where employees taking similar courses can collaborate on solutions in cohorts as they would in the workplace. Our programs are fully online and cloud-based, so students can learn when and where it's convenient for them, at their own pace.

Udacity also has a **global network of expert mentors** who are available to answer learners' questions and help them get unblocked at any time of day (or night).

We provide a truly learner-oriented environment that includes:



# 1,500+

highly vetted expert mentors



# 24/7

on-demand mentor support



# 2 hours

average question response time

# 04

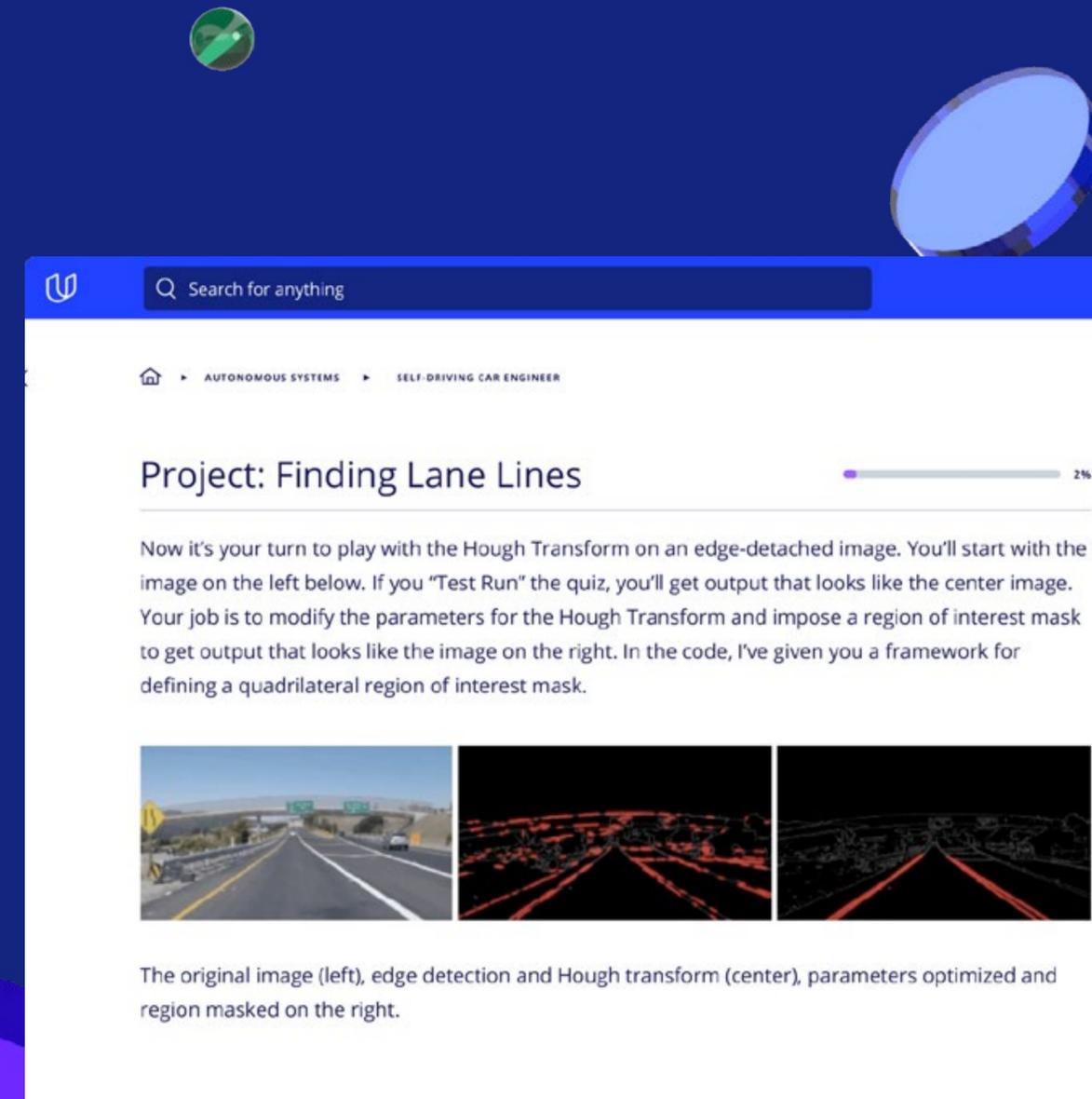
## Will my employees acquire real-world skills that can immediately be put into practice on the job?

Most learning providers offer a broad, passive solution—one that involves step-by-step videos followed by short quizzes or tests that only assess superficial knowledge of the topic. This type of training doesn't translate into job readiness and makes determining proficiency virtually impossible.

Rather than memorizing facts, **the key to skill mastery is building critical thinking and problem-solving abilities, because there's never just one way to solve a problem on the job.**

Mentoring, coaching, and personalized project reviews are also proven to enhance learning, so your program should incorporate these features as well.

All of Udacity's projects are open-ended and based on real-world scenarios. An example: the final project in the Autonomous Systems program requires students to program an actual self-driving vehicle to navigate its way through a parking lot. Furthermore, our content is co-created with industry leaders and taught by experienced professionals—not academics—for maximum workplace relevance.



# 05

## How is the true business impact of the program evaluated beyond individual student outcomes?

Hiring a learning provider to train your workforce should be more cost-effective than hiring new talent—and more importantly, **you should be able to track and measure the direct impact of upskilling on your business** in terms of project completion rate, savings from efficiencies gained, and revenue growth.

It's also worth noting that companies whose employees feel that they're making a difference at work experience greater productivity, innovation, and retention. When your company works with Udacity, you're assigned a Customer Success team that helps administer your program and works with you to make sure it remains aligned with your specific business objectives. Your Customer Success team will stay in constant communication and hold quarterly business impact sessions to review progress as well as quantify the ROI of your engagement with Udacity.

Take a look at these case studies covering how Udacity partnered with [Telenor](#) and the [USAF](#) to address their mission-critical goals and deliver impactful results.



**BNP PARIBAS**

In partnership with Udacity, BNP upskilled its employees in business analytics, data visualization, programming for data science, and Python to streamline its data analysis processes and lower the risk of error.



**\$1M**

saved in data processing costs by upskilling employees



**\$1M**

in additional savings from increased efficiency



Closing skills gaps is one thing, but preparing your business to prevail in future battles requires more meaningful evolution. Drive innovation, improve operational efficiency, reduce costs, and achieve digital talent goals with Udacity.

Trust your talent transformation to the leader.



4.8 | 2,490 reviews



Leader in the IDC MarketScape:  
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Contact a Specialist

