IBM Digital – Nation

Our mission is to empower youth with **digital skills and tools** to help improve their lives and provide access to a wider range of opportunities.

Value Proposition

- **Skills**: basic, practical and advanced learning on emerging technologies

- **Digital Badges**: Digital credentials are recognized, respected and valued globally in the IT industry.

- **Innovation**: Users can learn Design Thinking process and develop new solutions on the IBM Cloud lite platform.

- **Jobs**: Users can look for jobs and align their skills to the requirements of the job market

Benefits of the program

- Gain skills on emerging technologies such as Cloud, AI, IoT, Blockchain, Data Science & Analytics, Cybersecurity and Quantum Computing.

- Microlearning-based training

- Gamification of education through digital badges

- Access to the IBM Cloud lite platform

- Project-based practical courses

- Search for jobs and filter them based on user's skills

- Skill gap analysis and recommended learning paths

Core Value Proposition & Benefits

- **Gain skills** on emerging technologies

- **Innovate and build solutions** on IBM Cloud

- **Search for jobs** relevant to your skills

The IBM Digital – Nation is an online learning and innovation platform that aims to provide youth with digital skills. The program will enable citizens, entrepreneurs, and communities with the knowledge, and tools to innovate, design, develop, and launch their own digital solutions. The platform will also help youth search for jobs that best fit their skills.

Why should you choose IBM Digital – Nation?

Helps develop skills on emerging technologies
Learn the foundation skills for the technologies that are changing the world

Inspires and enables innovation
Get inspired, design and build innovative solutions to address local challenges

Helps match local skills to existing job vacancies
Augment your skills and find jobs relevant to you

The IBM Digital – Nation program addresses three of the most critical areas in today's fast-paced world.

Skills

Journeys: You can choose courses from each of the 3 journeys: Explorer, Innovator & New Collar.

Learning Paths: Courses are grouped by learning paths such as Cloud, AI, IoT, Blockchain, etc.

IBM Digital Badges: Digital credentials are recognized, respected and valued globally in the IT industry. These can be shared on social media sites such as Linkedin.

Innovation

Get Inspired: Seek inspiration ideas from existing projects from IBM and partners.

Design Thinking: Learn and design your MVP with the user-centered Design Thinking method.

Access to IBM Cloud Platform: Develop new solutions, innovate and build on the IBM Cloud **lite** platform

Project-based practical courses: Short courses with hands-on exercises to get a taste of technology in practice.

Jobs

Job Advisor Tool: You can use this tool to look for jobs and align your skills with the requirements of the job market (powered by IBM Watson).
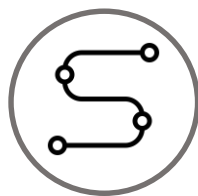
Search Jobs: Search for jobs by keywords, company name, by country or city.

Personalized Jobs: Find Jobs relevant to your skills and find out skills you need to prepare for the job market.

Online & Self-paced
The platform is available online, is self-paced, and can be accessed through any device anytime, anywhere.

Journeys
Users can choose courses from each of the 3 journeys: Explorer, Innovator, & New Collar.

Learning Paths
Courses are grouped by learning paths such as Cloud, AI, IoT, Blockchain, etc. Microlearning – based training.

IBM Digital Badges
Digital credentials are recognized, respected and valued globally in the IT industry. These can be shared on social media sites such as LinkedIn.

IBM Cloud lite Account
Users can develop new solutions, innovate and build on the IBM Cloud lite platform free of charge.

Job Advisor Tool
Users can use this tool to look for jobs and align their skills with the requirements of the job market (powered by IBM Watson).
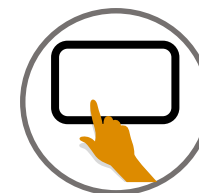
Virtual Assistant & Live Support
Helps users navigate the website and understand what courses and learning paths are available.

Multi-Language Support
Landing page & Explorer courses are available in English and Arabic.

My Dashboard
Track your progress & badges, discover great tools offered by IBM, and view your bookmarked jobs.

Search Learning
Users can search for courses using the search learning bar on the platform.

Platform Overview

Over 84 courses 287+ hours of learning

* as of Dec 16th, 2019

Explorer

People keen on learning about the new emerging technologies

Series of short videos that are quick to learn.

Introduces users to emerging technologies and includes examples of how the technology is being used.

Allows for flexible learning. Even in 5 minutes users can learn something.

Innovator

Helps accelerate innovation & enables users to bring their ideas to life

Allows users to unleash their creative talent and come up with their own solutions.

Design Thinking allows users to learn the best practices that can help them turn their ideas into a prototype.

Users will get access to IBM Cloud Lite account and build solutions using practical courses.

New Collar

For those who want to align their skills to the job market & seek better opportunities

Helps users extend their skills technically.

Offers advanced learning on the emerging technologies.

Learning paths & courses offered are aligned with the requirements of the job market.

Coding	Cloud	Artificial Intelligence	Internet of Things
Blockchain	Data Science & Analytics	Cybersecurity	Quantum Computing

Explorer

Jump-start your learning

Learn the basics of the latest emerging technologies and how they are being applied across various industries today.

Course structure

Course objectives
Introduction
Case studies
Quiz
Wrap-up (Summary &
Next Steps)

Content type

Multimedia content

Course duration

30 minutes

Additional material

Downloadable video transcripts & learning material in pdf format

Achievement

IBM Digital Badge

The **Next Steps module** provides links to additional learning material on the platform and other IBM websites (a wealth of information)

Getting started with IBM Cloud

Getting started with AI

Getting started with IoT

Getting started with Blockchain

Getting started with Data Science & Analytics

Getting started with Web Application

Getting started with APIs & Microservices

Getting started with Containers & Kubernetes

Getting started with Cybersecurity

Getting started with DevOps

- Project-based practical courses
- Short 2-4 hour courses
- **Earn IBM Digital Badges**

Innovator

Gain practical experience

Get inspired with ideas, learn Design Thinking and start learning & building solutions on IBM Cloud.

GET INSPIRED

Seek inspiration from existing solution ideas from IBM & Partners

Design with the User-centered Design Thinking method

DESIGN THINKING

BUILD

Start learning and building solutions on IBM Cloud using our learning paths

Choose from the most sought-after job roles in the IT industry
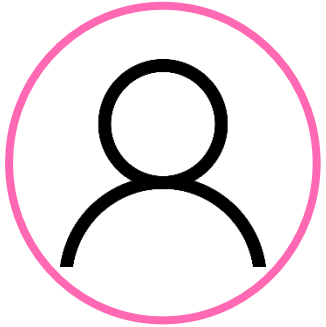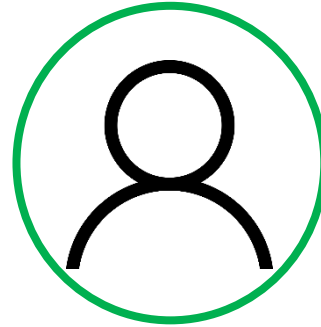
Artificial Intelligence Analyst
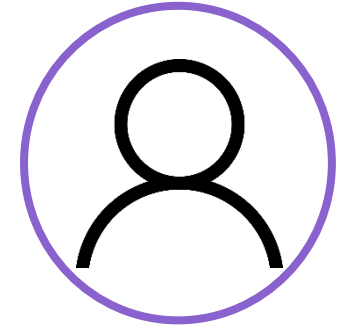
Web Application Developer

Cloud Application Developer

Blockchain Developer

Data Scientist

IoT Developer

What is New Collar?

New collar jobs are roles in some of the technology industry's fastest growing fields that do not always require a traditional degree. What they require instead is the right mix of in-demand skill

New Collar

Learn advanced skills

Welcome to New Collar. Learn advanced skills on the latest technologies.

Provides advanced learning of the emerging technologies

Course duration: **3-10 hours**

Earn IBM Digital Badges upon successful completion of the assessment

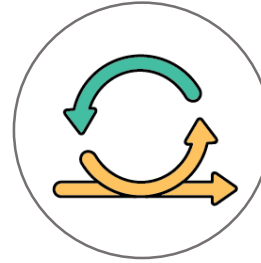# Learn the most in-demand professional/soft skills in the job market

Solving Problems with Critical and Creative Thinking

Interpersonal Skills

Collaborate Effectively

Delivering Quality Work with Agility

Present with Purpose

Why do we need Professional Skills?

According to a recent LinkedIn study, 57% of leaders say professional skills/soft skills are more important than hard skills. As companies increasingly need to become more dynamic, interconnected and flexible, soft skills are critical. Executives now consider these skills important to fostering employee retention, improving leadership, and building a meaningful culture.

New Collar

Learn advanced skills

Course duration: **1-2 hours**

Earn IBM Digital Badge upon successful completion of the Final Professional Skills Quiz

Find jobs using our Job Advisor Tool

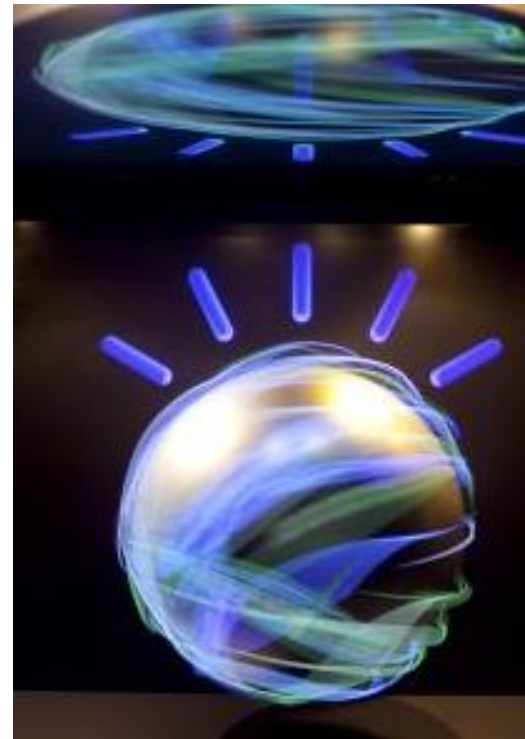A way for you to search and connect with a pool of jobs relevant to your skills

Job Advisor

Find jobs that best match your skills

Search by **Keywords, Location, Company** or **Job Role**

Helps you **filter results based on your profile.**

Integrated with selected recruitment sites.

Does **skill gap analysis** & recommends learning paths based on missing skills

Our
IBM Digital – Nation chatbot
can help:
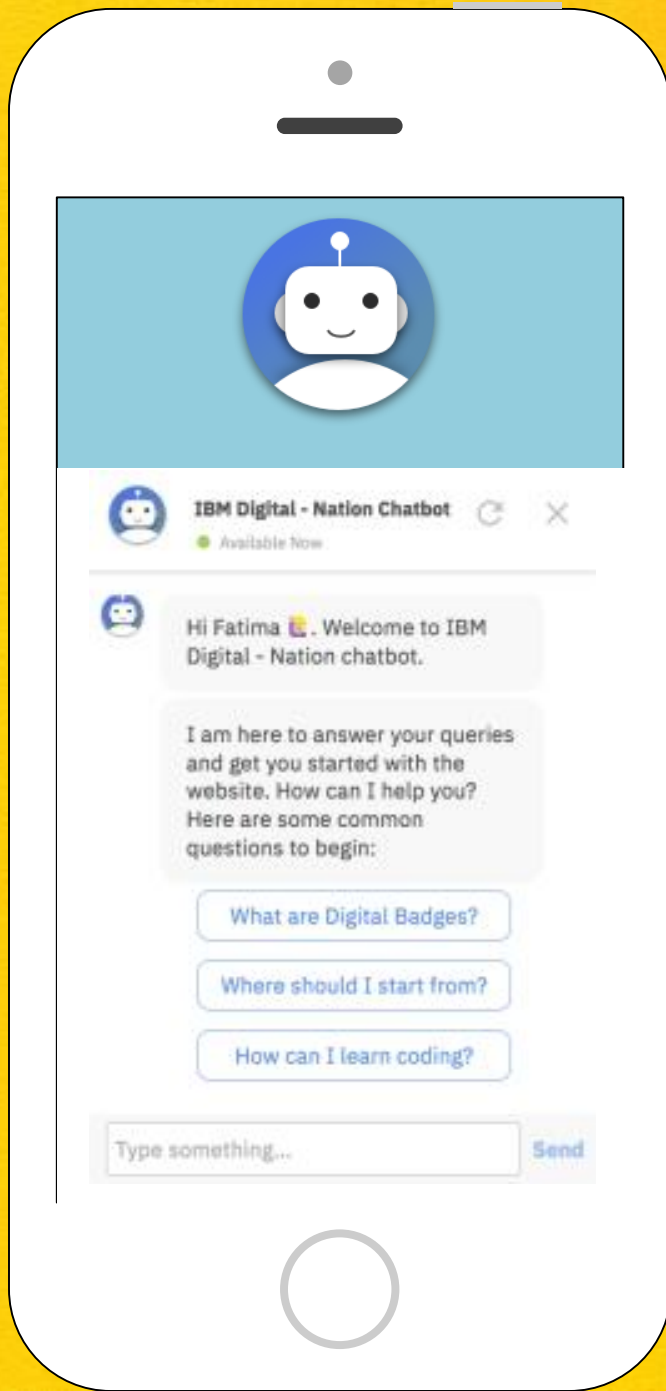
| Users navigate through the website | Understand overview of the platform | Choose the right course or learning path |

| Answer Frequently Asked Questions | Users submit their feedback |

What is an IBM Digital Badge?

Your achievements will be represented by a digital badge with verified proof of your qualifications and the process necessary to earn them.
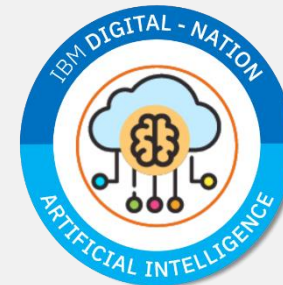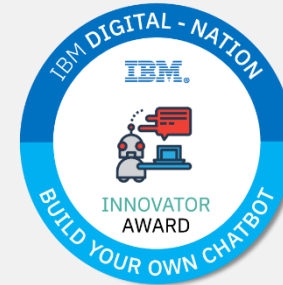

IBM Digital Badge

Benefits

- Combine your credentials to form a complete overview of your skills.

- Display your accomplishment in your e-mail signature.

- Display your qualifications on social and professional networking site.

- Provide employers with easy, valid verification of your credentials.

Explorer, Innovator & New Collar

*These badges are a few examples of what we offer through the platform. To see the full list, kindly refer to the badges page on the website.

Join the Digital World today