



**EVERY YEAR NEW TECH EMERGES**, and new skills are needed in the workforce to keep up. Finding the analytics talent to fill these roles continues to be challenging, but the answer could be closer than you think.

Organizations may be overlooking their own employees to close the critical skills gap. Developing the skills of internal talent is something that both managers and users agree is something they not only want to do, but something they need to do. So why is it so hard to get started?

We gathered some answers through two recent surveys. One focused on workforce and learning trends with HR Dive, and one with Coursera users focused on gaining a better understanding of their skills development needs and preferences.

## SO WHAT ARE THE OBSTACLES?



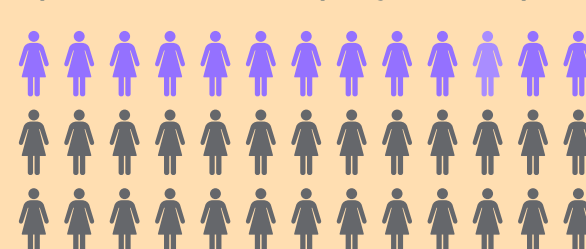
**50% OF MANAGERS** said employees needed more upskilling, reskilling and cross-skilling (and 41% said they needed those same opportunities themselves).

The desire and need are there, but many of the same factors are listed by managers and users as the challenges they need to overcome.

### TOP 3 TALENT DEVELOPMENT CHALLENGES

- 1 FINDING TIME.
- 2 COST OR BUDGET.
- 3 UNSURE WHAT SKILLS ARE NEEDED.

**MORE THAN 1/3 OF MANAGERS** struggle with identifying the specific skills employees require.



## GET ON THE SAME PAGE



**DESPITE THE CHALLENGES**, managers and users agree on many things when it comes to building new skills, including what to learn and how to learn it. In fact, both groups ranked technical skills, including data science, AI, machine learning, programming and advanced analytics, as most important.

#### MOST IMPORTANT SKILLS TO LEARN IN 2021

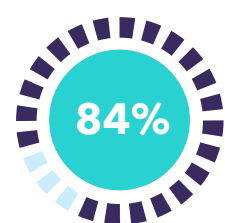
1. Technical skills.
2. Statistical analysis skills.
3. Soft skills.
4. Business skills.

#### PREFERRED WAYS OF LEARNING

1. Online, self-paced.
2. Live web, instructor-led.
3. Classroom, instructor-led.

## RECRUITING, CREATING AND RETAINING MOTIVATED LEARNERS

Increasingly, an organization's commitment to learning and development is a recruiting and retention tool because employees recognize the personal benefit in continued education.



**84% OF USERS** said a SAS® certification improved their performance and advanced their careers.



**79% OF USERS** say they devote 10 hours or fewer per month to learning.

Showing employees what's in it for them is the best way to increase skill building.

### WHAT MOTIVATES EMPLOYEES TO SPEND TIME LEARNING:

- 1 EARNING A CERTIFICATION THAT WILL BENEFIT THEIR CAREER.
- 2 AN INCENTIVE FOR PARTICIPATING.
- 3 A REQUIREMENT FOR PROMOTION.

## BRINGING IT ALL TOGETHER

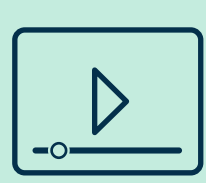


**SAS CAN HELP ORGANIZATIONS TRANSFORM THEIR WORKFORCE** and achieve results by offering training options for every skill level and learning style. From **free training** to **books** to certification exams, we have an option to fit the needs of every person in your organization.

#### DESK OR DESKTOP? CHOOSE YOUR PREFERRED WAY TO LEARN.



E-Learning



Video Tutorials



Webinars



Documentation



Classroom Courses



Live Web Courses

## SAS CAN HELP YOU ACHIEVE YOUR VISION.

**CUSTOMIZED SOLUTIONS.** We'll help you identify the high-demand skills you need, set up a plan, and get you started quickly and efficiently. Take our **Learning Needs Assessment** to see where you stand.

**A PRODUCTIVE PARTNERSHIP.** We're here when you need us, tracking your progress and supplementing your learning with our library of resources.

**AN IMPRESSIVE ROI.** From learning subscriptions to training points, we'll help you get the most value from your training - and your software investment - by making sure your workforce has the right skills for today's tech.

## START LEARNING

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- SAS® Certification
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