UPSKILL ACADEMY

UpSkill Academy: Attracting Diverse Talent

Grow with **Google** PARTNER

Microsoft Partner

Organisations have a problem...

Lack of digital skills. Lack of representation

214,000 roles in the UK are left unfilled because of a skills gap

1/3 of skills-shortage vacancies involved a lack of digital skills

60% of technical roles are filled by white people, but only 19% by women and 1-2% by Black people

47% - millennials from Black, Asian and minority ethnic backgrounds are more likely to be in unstable employment than their white peers
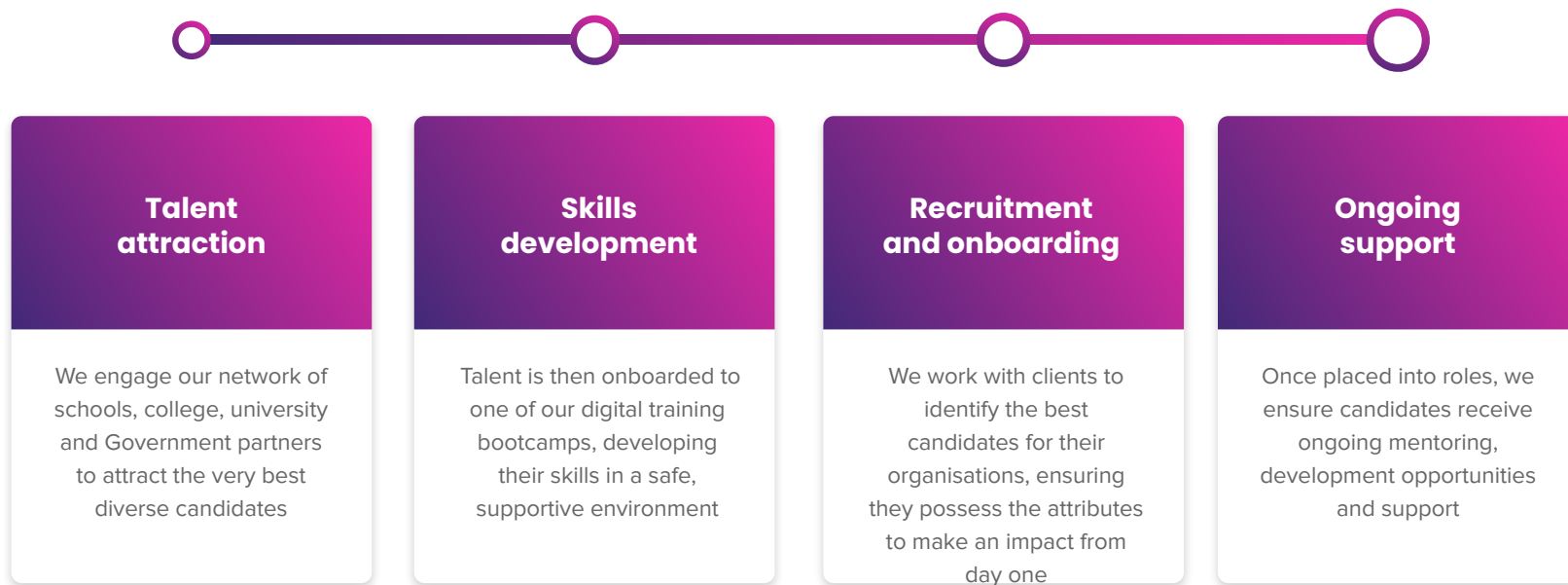
We're here to provide the solution

Our Talent Academy sees us work with a range of partners to identify, attract and recruit the very best diverse talent onto a range of training bootcamps that equip them with the knowledge, skills, experience and confidence to pursue the latest digital roles.

Talent attraction

We engage our network of schools, college, university and Government partners to attract the very best diverse candidates

Skills development

Talent is then onboarded to one of our digital training bootcamps, developing their skills in a safe, supportive environment

Recruitment and onboarding

We work with clients to identify the best candidates for their organisations, ensuring they possess the attributes to make an impact from day one

Ongoing support

Once placed into roles, we ensure candidates receive ongoing mentoring, development opportunities and support

Our mission is simple

1. Increase the representation of marginalised groups and voices across organisations

2. Equip them with the digital skills to tackle the skills gap in the marketplace and ensure organisations of all shapes and sizes can adjust to Industry 4.0

3. Ensure marginalised employees feel confident and empowered to make an impact from day one

4. Enable organisations to retain and promote diverse talent
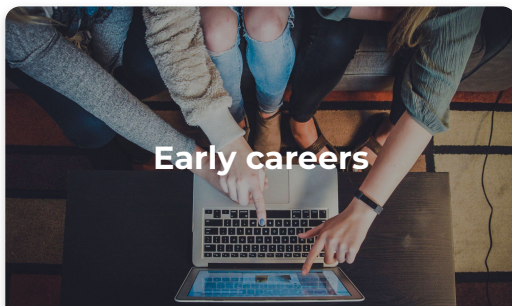
Our offering

The talent we work with

Early careers

➔ **School leavers:** we work with our network of school and college partners to identify and train school leavers who are looking to develop their skills and secure employment

➔ **Future apprentices:** we provide training to future apprentices to enable them to develop their foundational level digital skills, working with clients to then onboard learners onto apprenticeship programmes
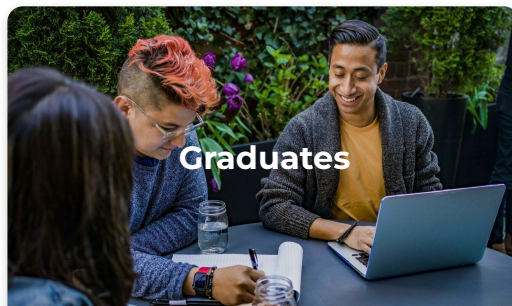
Graduates

➔ **Recent graduates:** we work with university partners and student societies to recruit high-quality graduates onto our bootcamp programmes. Graduates undertake immersive training to work across a range of digital roles from digital marketing, to data analysis, project management and much more. Post-bootcamp, our graduate talent moves into a direct role within client organisations or joins their graduate scheme

Career-changers
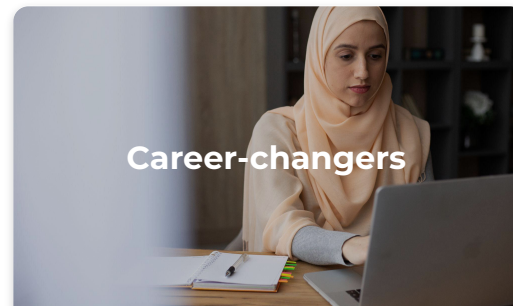
➔ **Long-term unemployed:** we leverage our partnerships with DWP and Jobcentre to upskill long-term unemployed candidates and help them pursue employment in the digital sector

➔ **Those returning to the workplace:** we offer candidates who have been out of work the opportunity to re-skill and develop their digital skills, changing careers and pursuing new opportunities in the process

The programmes we deliver

Digital marketing

Foundational and intermediate programmes.

Topics include:

➜ Digital marketing strategy
➜ Data-driven marketing
➜ Omnichannel
➜ SEO and Paid ads
➜ Social media marketing
➜ Data analytics

Data science

Training across data analyst, engineer and architect roles.

Topics include:

➜ Data collection and cleansing
➜ Python, SQL and HTML coding
➜ Power BI and Tableau
➜ Data visualisation and analysis

Cyber security

Help your business stay safe and compliant at all times.

Topics include:

➜ Data privacy
➜ Security and operations
➜ Governance, risk and compliance
➜ Cloud security
➜ Cyber intelligence
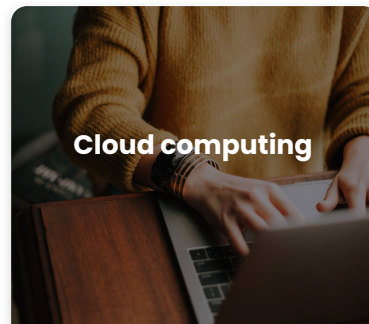
Cloud computing

Deliver AWS training and recruit accredited cloud engineers.

Topics include:

➜ Cloud infrastructure
➜ Application development
➜ Linux and python training
➜ Networking, security and relational database training

The delivery methods we use

2

Hands-on, project-based labs which provide learners with the ability to put their training into practice and fail fast

1

Expert-led training sessions, devised and delivered by subject matter experts. These allow for peer-to-peer discussion and Q&A with those in the know

3

1:1 mentoring and support to address gaps in knowledge and address learners' particular needs

5

Access to online, asynchronous training to support live learning and enable learners to develop their skills outside the classroom

4

Community roundtables that enable learners to come together, share and address pain points and discuss best practice to solutions

The different bootcamp approaches

We work with our clients to ensure we deliver the right training programme for them. We have a range of off-the-shelf and bespoke options available. These include:

➜ **Immersive bootcamps** that last between 6-8 weeks in total and requires learners to attend the training full-time. These programmes enable learners to develop their theoretical understanding, whilst providing time and space for them to simulate real-world experiences in our practice labs

➜ **Front-loaded training** that lasts 3-4 weeks and ensures learners have the knowledge they need to be deployed immediately within the business. In this case, hands-on training is done on the job, with regular touch points schedule with our team of expert coaches and trainers

Case Studies

Organisations we have supported...

LVMH

SAMSUNG

PRUDENTIAL

BRITISH AIRWAYS

Google

MUSIC

LLOYDS BANKING GROUP

adidas

BT

Pinterest

TIFFANY & Co.

BRITISH LIBRARY

SHANGRI-LA
HOTELS and RESORTS

BOSCH

NatWest

TOPSHOP

cargolux

Santander

retailTRUST

KPMG

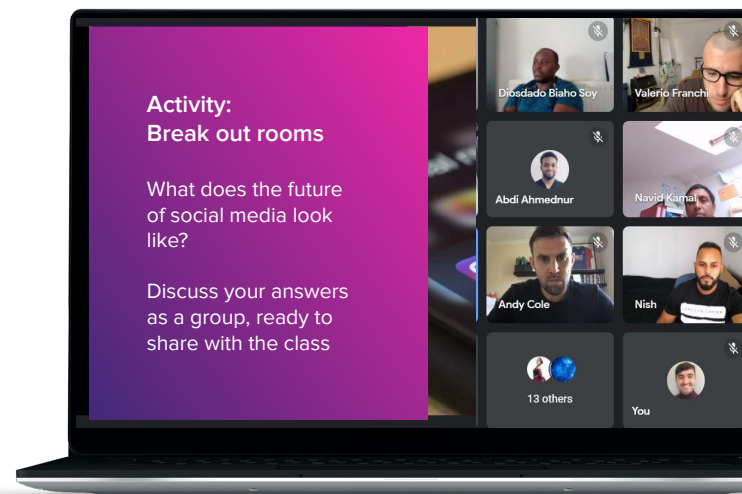# **Department of Education** Skills Bootcamps

THE TASK:

The Department for Education, as part of their **Plans for Jobs** scheme, was looking for ways to empower and train unemployed and low skilled learners in order to equip them with tools they needed to pursue meaningful employment opportunities and find work. UpSkill Digital were brought onboard to design, develop and deliver a programme to support this.

OUR APPROACH:

We devised and delivered a 4 week bootcamp for learners providing hands on training in areas such as digital marketing, UX design, web development, data based management, coding and much more. Learners came from marginalised backgrounds and so when designing the programme we partnered with a number of organisations ensure that we were creating a blended programme that supported their needs all the way through their journey from recruit to onboarding, from training to interviewing. Learners received training from subject matter experts, mentoring, action lead learning on client facing project work. All participants were guaranteed job interviews and awarded 120 hours of CPD certification.

*"I came into this with some anxiety and felt I was jumping into the unknown. On this final day of the course **I have left with budding friendships, connection and a path that I can explore more and pursue.** There is a sadness it's all over, but there is a future I can take steps into."* **Cohort 1 Participant**

Activity:
Break out rooms

What does the future of social media look like?

Discuss your answers as a group, ready to share with the class

89.6%
Believed the training met their expectations

82.2%
Scored 8+ out of 10 for the programme as a whole

100%
Stated that the programme would help them secure future employment

93%
Exceeded expectations

88%
Satisfaction score

79
NPS

Skills Development Scotland
Digital Skills Launchpad

THE TASK:

Skills Development Scotland was looking to deliver a digital training programme aimed at enabling over 25s across Scotland to develop their digital literacy skills and either pursue meaningful employment opportunities or enter further education. The target was to train over 100 people virtually across the country within a 3 month window.

OUR APPROACH:

UpSkill Digital created an immersive 3 week bootcamp programme that was designed to equip learners with an overview of the digital skills they would need to enter the digital sector. We covered areas of digital marketing, web design, database management and cyber security. Learners undertook hands-on training sessions, 1:1 mentoring and guest speaker sessions throughout the programme. At the end of their training, learners gained client-facing experience and undertook interviews with a range of Scottish employers.

84%
Believed the training met their expectations

8.1
Satisfaction score

80%
Stated that the programme would help them secure future employment

92%
Said the sessions were useful and relevant to them

8.1
Satisfaction score

32
NPS

"Wonderful course, taught with passion and love. Truly a once in a lifetime opportunity."

Cohort 1 Participant

Next steps

Get in touch

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