

IT'S A NEW ERA. The playing field has changed...

The United States lost \$16 trillion due to the COVID-19 pandemic. While the national economy promisingly recovered from this disaster, some sectors still struggle to attain stability, notably the labor sector. Considering how millions lost their jobs, it might take more than three years before the labor market returns to normal.

Due to companies closing and people losing jobs, the labor market competition worsened. There was a time when the demand for labor was slow, but when the economy picked up its pace, newer jobs emerged. In the post-pandemic era, companies actively seek professionals to fill empty positions.

The good news is that the demand for work is spiking, but the new era requires modern workers. Since the pandemic regulations halted social interaction, people had to leverage the internet to gain digital skills immediately.

Unfortunately, not everyone has the training and background to keep up with such a radical transformation. But to have a number of competitive skill sets at your disposal, we've collaborated with field experts and collated the top courses our students took in 2022 to develop the top 10 skills in 7 industries.





The ongoing changes have been kind to no one. The best way to survive is to keep on learning.

This report is a consolidation of things everyone can do to survive the labor market in a post-pandemic world. We analyzed our own data and worked with labor experts and industry leaders to create a digestible career success and development guide. In summary, here are things you can expect as you go through the report:

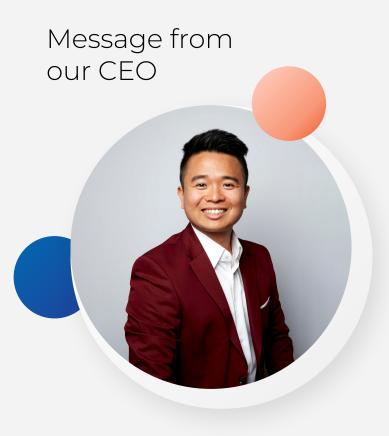
- Top 10 industry-specific skills employers look for in applicants.

 Gain a competitive edge by learning skills that impress employers the most.
- Exclusive tips from industry experts on how to succeed in any desired career paths.

 These tried and tested hacks launched the careers of thousands, regardless of their starting points.







Since 2015, we have helped over 700,000 people around the world to develop their skills and improve their lives

As a son of immigrant parents, I was always encouraged to take my education seriously.

I am grateful for that encouragement because it built the foundation for me as a lifelong learner. That love of learning led to developing many of the skills that propelled me to start Skill Success.

For the 700,000+ people who've come to learn from Skill Success, we thank you and say... keep going! Your future self continues to thank you.

I believe one of the most important habits you can build is to continuously learn so that when an opportunity presents itself, you're ready. Your skills are the backbone of your success.

Whether you're a committed lifelong learner or just getting started with your personal learning journey, there's no more important time than now to double down on your skill development as we navigate these uncertain times. Just remember that the one thing someone can never take away from you: your skills. Keep investing in yourself, keep learning. **One new skill could make all the difference for you.** Stay ready.

Michael Shen

Founder | Skill Success





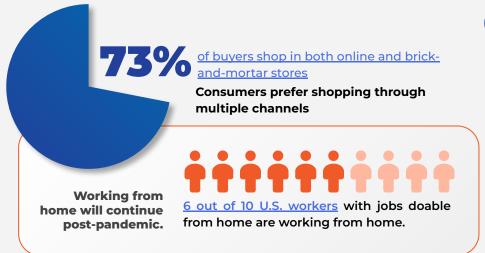
BUSINESS INDUSTRY

What is the current landscape of the business industry?

Experts say that in 2021 when the COVID-19 pandemic persisted for a year, the business landscape underwent five years' worth of changes.

There is so much change that can happen within a five-year window in the business world. Here are some of the most prominent trends in the business landscape today:





- eCommerce will be stronger than ever.

 eCommerce sales will comprise 22% of the global total online sales by 2024.
- Social media marketing is a must.

 Consumers who shopped through social media spent \$39 billion in 2021, a 33% increase from the year before.
- The pandemic gave birth to a new generation of entrepreneurs.

 1.5 million+ new-business applications were submitted in the US during O3 2020 alone.

TOP 10 SKILLS IN **BUSINESS**

Hard skills

- Real estate investing
- Sea export forwarding
- Building an online business
- Building a coaching business
- Internal auditing
- 6 Retail dropshipping
- Managing human resources
- 8 Self-publishing
- Business planning
- 10 Public relations



How to succeed in business?

One of the best tips for anyone who wants to succeed in business in 2023 is to focus on creating a strong online presence. With so many businesses shifting their operations online in response to the COVID pandemic, it's more important than ever to have a well-designed website and an active social media presence. In addition, businesses that are able to adapt to the changing needs of their customers will be better positioned to succeed.

For example, many businesses are now offering contactless delivery and curbside pickup options to accommodate customers who are still wary of entering brick-and-mortar locations. By staying ahead of the curve and offering innovative solutions, businesses can set themselves up for success in the post-COVID landscape.

Scott Winstead
Founder | My ELearning World



Having secure technology in place that allows for remote work and good e-commerce platforms for customer experience have proven to be mainstays for adaptable organizations. It's also essential to have a plan for contingencies when building adaptability into your company culture. This will include training your employees to be flexible and may require them to learn additional skills to shift roles as needed. Companies must have the ability to pivot quickly in order to succeed in today's environment.

Andrew Adamo
VP and Cofounder | Bullion Shark







DESIGN INDUSTRY

What is the current landscape of the design industry?

Like other industries, the design industry also underwent drastic changes due to the COVID-19 pandemic. Before, most exhibits and design applications were primarily in physical venues. Seeing how much an industry can transform in less than half a decade is mind-blowing.



\$165B

increase in design industry value as estimated by Forbes. Moreover, experts expect this value to grow exponentially in the following years.

Job outlook.

Although the increase in demand for designers in the US only sits at 3%, there will be at least

24,800

new designer job openings from 2021 to 2031

Creative pragmatism dominated 2022

Creative pragmatism uses bold, expressive, and jutting designs that hold practicality and purpose. The pandemic reinforced the idea that art is deliberate and functional.

Design and Al

Once considered detrimental to the design industry, designers now found new ways to take advantage of Al in implementing art concepts.

TOP 10 SKILLS IN **DESIGN**

Hard skills

- Typography
- 2 Adobe CC
- Coding (HTML, CSS, Javascript)
- UX design
- 5 Branding
- 6 User research
- Digital sketch
- 8 Wireframing
- Color theory
- Visual storytelling



How to succeed in design?

Not every day is creative for a designer. There could be certain days when your creative mind may go to a saturation point. This is when your drive should be able to fuel your creative mind. It is important to love what you do as a designer. You won't be able to succeed in the creative industry unless you really have a strong passion that fuels your mind and soul to work harder and get better with your designs. This may even include working at odd hours, big edits, bizarre briefs, and challenging workloads that may seem daunting in your creative career.

However, when you have the passion for keeping going, only then can you make it to the top of the design industry. This is the only way you can balance the projects and master time management to suit the needs of all your clients, but all of it starts from your passion and drive.

Christian Velitchkov Co-Founder | Twiz LLC



The best tip I can give someone who wants to succeed in the design industry in 2023 is to be open-minded and flexible when it comes to learning. Designers have always had to learn new skills, but as technology changes, so do the skills we need. You need to be able to adapt and progress as technology changes, and you will never be able to do that if you don't keep up with the latest trends, techniques, and tools.

If you want to stay relevant and employable, you'll need to constantly add new skills to your toolbox. Always be open to new ways of doing things—even if they seem strange or unfamiliar!

Andrew Tsionas

Co-Founder and Managing Partner Kaizenzo Inc







TECHNOLOGY INDUSTRY

What is the current landscape of the technology industry?

The technology industry thrived despite the looming global health crisis brought on by the recent pandemic. Companies that adopted technology into their business outperformed their competitors by 16% in revenue growth. COVID-19 only accelerated digital transformation across sectors that rely on technology, not the other way around.



The future of retail is in Tech

\$6.54T

increase in global eCommerce sales by 2023, as shoppers prefer to make online purchases.

Digital advancements are leading the population to cyber threats

84%

<u>of cyber</u> <u>leaders advise</u> <u>businesses</u>

to consider putting cyber security on top of their priority list

Tech industry hiring activity is stable

There are over 200,000 unfilled jobs in the IT industry despite the mass layoffs announced by the big players in Tech. But recruitment in industries such as data security, cyber protection, retail & finance remains steady.

To cultivate the continuity of professional growth in technology, leaders must consider serious upskilling of their workers to adapt to the current tech landscape.

TOP 10 SKILLS IN TECHNOLOGY

Hard skills

- 1 Android mobile app development
- Machine learning
- Cloud computing
- Java programming
- 5 Python programming
- 6 HTML programming
- CSS programming
- 8 API manual testing
- Digital forensics
- SQL programming



How to succeed in technology?

If you're looking to succeed in the tech industry in 2023, there's one simple tip: stay ahead of the curve. Technology is always changing, and what was cutting-edge last year may be outdated this year. To succeed in tech, you need to be constantly learning and keeping up with the latest advancements.

This means staying on top of industry news, attending conferences and seminars, and investing in your own education. By keeping up with the latest trends, you'll be well positioned to succeed in the tech industry in the years to come.

Oran Yehiel Founder | Startup Geek



To anyone who wants to succeed in tech next year, look at acquiring some online cybersecurity certifications. Cloud security is especially useful as more and more organizations move their systems there.

One last pro tip: Negotiate an hourly rate. The shortage means that many security teams are working well over 40 hours and drawing the same salary.

Eric FlorenceCybersecurity Consultant
Security Tech







PROJECT MANAGEMENT INDUSTRY

What is the current landscape of the project management industry?

Every sector was affected by the COVID-19 pandemic, so industry leaders have had to devise a way to combat the unexpected outturn. What used to be a standard project management discipline, formal PM methodologies, may no longer apply to this shifting global workforce.

Embracing mixed project management approaches

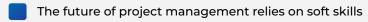
60%

of companies use
a hybrid project management
method combining Agile with
Waterfall, for stability,
engagement, and efficiency.

Advanced project management tools and solutions are a must



of powerhouse projects use
PM tools, and two-thirds of
companies take advantage of
PM software to communicate
with their clients.



Work and project environments are becoming more complex. Thus, human connection and trust provide a less stressful project execution caused by uncertainty.

Hybrid work isn't going anywhere

According to Zippia, 74% of U.S. companies are already using or plan to permanently incorporate the hybrid work model, whereas 59% of employees favor companies offering remote work opportunities.



TOP 10 SKILLS IN PROJECT MANAGEMENT

Hard skills

- Scrum framework
- 2 JIRA workflow automation
- JIRA project setup
- 4 Agile project management
- User story mapping
- 6 Risk management
- Conflict resolution
- 8 LEED operations and maintenance
- Trello workflow automation
- Lean project management



How to succeed in project management?

Individuals who want to succeed in the project management sector in 2023 will need to understand how to manage totally remote teams, which requires them to be flexible, adaptable, and communicative in order to coordinate with people who are located in different time zones across the world. Finding common overlapping working hours, solving collaborative team meeting problems by keeping up with the clock and time gaps are some of the many common duties that they need to perform flawlessly. They should be able to think and act quickly.

Brigid DaveyGeneral Manager | Nimble



Artificial Intelligence (AI) will continue to be enhanced within project management. Project managers should embrace AI in project management and then learn how to leverage it for successful project completion.

With AI and automation, project predictive analytics will begin to move more to the forefront of conversations. The smart and wise ones leverage the technological advancements to stay relevant.

Marcus Clarke
Founder | Searchant.co







MEDIA & PRODUCTION INDUSTRY

What is the current landscape of the media & production industry?

As the COVID-19 pandemic spread across the globe, so did the rapid changes in the media and production industry. Likewise, customer behavior was among those affected by the global health scare as people turned to digital media consumption at home to cope. Thus, a new wave of opportunities continues to escalate amid the trying times.



Media and entertainment continue to revamp itself

The US media and entertainment is \$717 billion compared to 2021's expected revenues, which sum up to \$496.5 billion.

Mushrooming of streaming services

75% of ser

of American households subscribe to streaming services in 2020, causing growth of video streaming revenue



Podcasting becomes mainstream
In the US alone, about 144 million people listened to podcasts at least once a month in 2022, and the numbers are still growing.

Social media; the new gen of retail shopping

With IG shopping. Facebook marketplace, and Tikto

With IG shopping, Facebook marketplace, and Tiktok launching its eCommerce feature, social media is becoming a flagship store.

TOP 10 SKILLS IN MEDIA & PRODUCTION

Hard skills

- Voice-over production
- 2 Podcast storytelling
- Podcast management
- Adobe Audition proficiency
- 5 Recording studio setup
- 6 Advanced photography
- Night photography
- 8 Live streaming or webcasting
- Online course creation
- 10 Audience engagement



How to succeed in media & production?

Make use of evolving AI technology. Your workflow and event schedule are going to be impacted by artificial intelligence. Although the technology is still quite new, marketers and media houses are already utilizing the limitless potential of AI and your company should too.

From tracking audience sentiment on your most recent ads, editing your content using software, and automating your most time-consuming duties — Al can revolutionize your marketing and media endeavors. You can collaborate with your clients and implement cutting-edge technology in the course of their media and production.

Numerous brands are switching to AI or looking for ways to integrate it within their company or business, especially as the media environment is being more dominated by virtual reality and the metaverse. Currently, AI offers media companies the ability to streamline any content-related workflows. This involves, in particular, automating processes and image recognition, helping with decision-making, or personalizing the customer experience

Cody Crawford
Co-founder | Low Offset



First of all, they need to have a proper portfolio to showcase their work. Many newbie photographers are showcasing their work to clients through Instagram. Instagram is a tool to promote your work but it cannot be a replacement for a formal website.

The second critical point that gets missed is understanding, designing, and mastering your workflow. Make each phase of your workflow strong. If you have any phase weaker, it going to affect how your brand is perceived.

Navdeep Son

Destination Wedding Photographer





MARKETING INDUSTRY

What is the current landscape of the marketing industry?

The United States is home to the largest advertising market in the world and the most impactful marketing industries. No wonder its marketing landscape remains dynamic and, at many times, unpredictable.



\$68.1B

worth of U.S. marketing industry according to IBIS World.

Notably, it grew an average of 3.8% per year in the last five years. This value will increase progressively in the upcoming years.

Digital marketing rapidly revolutionizes the US marketing landscape.



By 2025, <u>digital advertising</u> efforts can earn more than \$700 billion.

- As social commerce or trade through social media becomes the new norm, digital marketing will expand further. Besides social media marketing, this trend will also bolster influencer marketing.
- The rise of <u>smart consumers</u> forces marketers to implement personalized and in-depth approaches to advertising.
- The recommended expenditure for marketing purposes is 7-8% of gross revenue for small companies, while 10-12 for mid-sized companies (US Small Business Administration).

TOP 10 SKILLS IN MARKETING

Hard skills

- Affiliate marketing
- 2 Pricing psychology
- Sales copywriting
- Strategy development
- 5 Content marketing
- 6 Blogging
- YouTube marketing
- Pay-per-click advertising
- Personal branding
- 10 Search engine optimization



How to succeed in marketing?

Get ahead of the curve in 2 specific areas: Drastically changing economic trends in a post-COVID world. Google's drastically changing content ranking guidelines

While these are two substantially different and seemingly unrelated factors, they are perhaps the most significant influences on the changing marketing industry as we approach 2023.

Thinking and habits amongst consumers and businesses have gone through major shifts since the beginning of our shift to socially "endemic" covid. Companies need marketing experts who see where the world is going, and aren't stuck where it's been. Case in point: Meta's own Mark Zuckerberg acknowledged that he had gravely miscalculated market forces by assuming what we'd seen during covid was a good representation of how markets would continue to behave afterword.

Start thinking along the lines of a completely new chapter in our economic life cycle, for better or worse.

Separately but critically (and perhaps more practically) get out ahead of Google's sweeping new content guidelines that dramatically upset the content marketing industry this year. The rules of discoverability and conversion online have once again shifted, and companies that rely on this channel need entirely new playbooks to not only keep up their business, but ensure their web presence isn't utterly wiped out by penalizations for continuing to pursue a strategy that's been officially shunned by the powers that be.

Santtu Säävälä Chief Marketing Officer | Iglu





How to succeed in marketing?







FINANCE & ACCOUNTING INDUSTRY

What is the current landscape of the finance & accounting industry?

SKILL SUCCESS @ 2022

The finance and accounting industry is an integral part of the American economy. <u>It transmits at least \$1.5 trillion to the country's GDP</u>. Here is an overview of the industry's landscape:

187.12

United States' leading finance and accounting firms, the Big Four, generated a combined revenue worth



These companies are Deloitte, Pricewaterhouse Coopers (PwC), Ernst & Young (EY), and KPMG.

BLS projects that from 2021 to 2031, the industry will develop over 715,100 new jobs.

- Data analytics progressively transforms the industry. For example, since 2020, 44% of accounting firms already use advanced and predictive analytics.
- Digitalization demands new and upgraded skills for industry workers. Trends show high demand for specializations in data analytics, cryptocurrency, blockchain, smart contracts, and IoT.
- The industry is moving toward automation. Consequently, finance and accounting experts will focus less on transactional work and be more involved in decision-making and taking on leadership roles.

TOP 10 SKILLS IN FINANCE & ACCOUNTING

Hard skills

- Company/business valuation
- 2 Dividend investing
- Stock day trading
- Stock market investing
- 5 Blockchain and cryptocurrency
- 6 NFT investing
- 7 Metaverse
- 8 Microsoft Excel for accounting
- Forex trading
- QuickBooks



How to succeed in finance & accounting?

Specialized education - After determining the field you want to pursue, it is good practice to update yourself with the industry's requirements, when it comes to specialized degrees and certifications. Want to pursue a career in risk management? Opt for FRM Certification. Want to pursue a career in corporate finance? CFA is the option for you.

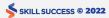
This does not only add depth to your skill set but also adds to your credibility and displays commitment to your career growth. Updating yourself with the new requirements in the ever-changing fast-paced industry is needed. For example, courses in International Finance will help you in decision-making after the impact of COVID-19 on world economies.

Be Tech-Savvy: The COVID-19 pandemic forced a lot of industries to innovate, as the world went virtual. Big organizations reduced their documentation and shifted to SAP software for collaboration within the finance department to continue working with efficiency. Hence, with the cloud computation and automations for various processes, it is essential to learn new software like Advanced excel, QuickBooks, Microsoft Visual and coding languages like SQL for big data analysis and advanced modeling.

Mike Toney

Finance Manager | Car Donation Centers





How to succeed in finance & accounting?

For students who want to begin a finance or accounting career, I recommend that they develop their technical expertise. Employers will pay a premium for those with more technical expertise than their peers. Also, I recommend that these students pursue their licensing and certification requirements as soon as they become eligible as those eliminate barriers to entry and are marketing tools for their careers.

For those who are currently working full-time in finance or accounting, I recommend that they look at the job descriptions and the academic and licensing or certification accomplishments of those above them in their employer to identify controllable resume gaps.

Those controllable resume gaps include additional higher education, professional licenses, and professional certifications. Once those have been identified, those gaps are goals and should be achieved quickly as those gaps are hindering career advancement and future income opportunities.

Andrew Griffith
Associate Professor of Accounting
Iona University









TOP SOFT SKILLS TO DEVELOP IN 2023

Source: Over 2,500+ industry leaders

- Communication
- 2 Critical thinking
- Adaptability
- Time management
- Creativity and innovation
- 6 Delegation
- 1 Leadership
- 6 Goal setting
- 9 Teamwork
- Organization



START YOUR JOURNEY OF LIFELONG LEARNING

SIGN UP NOW

No one was ready for the devastation that COVID-19 caused. Careers, properties, relationships, lives—nothing was safe. But as the disastrous pandemic continues, people should strive to grow stronger despite the desperation and hurt bottled up in the past few years.

When everything is gone, and you are back to square one, the best place to build after a series of unfortunate events is within yourself. You may be scarred and lost, but you survived. Making it through the most difficult times proves that there is something in you that can be the key to a better and more secure future.

Polish your skills and learn some more. Skill Success' All Access Pass is an affordable and transformative opportunity that can help you get back on your feet. Chin up; your journey is far from over!



What is **Skill Success?**

A digital space that enhances people's skills to succeed in their personal and professional endeavors—that is Skill Success.

We are an online learning platform for everyone.

No matter your background, position, or goals, we have programs that will support your development regardless of your career trajectory.

Nowadays, people should have access to high-quality training and education without costing you an arm and a leg. All you need is a device that connects to the Internet to access our continuously expanding library. After signing up, you will be a few finger taps away from your next life and career lesson.

Our platform offers over 3,000 relevant and updated e-learning courses on diverse topics. We currently cover 14 categories that range from business and technology to personal development and lifestyle approach. And do not worry about quality; we only source our courses from the most elite industry leaders.



A message of gratitude to the industry experts who have contributed to this content

Skills for Success 2023 serves to be a beacon of guidance and inspiration for our readers. We managed to complete this project and accomplish our goals with the help of very special people. This message goes to you, the industry experts who responded to our queries.

We started this endeavor by reaching out to industry experts, and we were elated that many of you entertained our questions. We are incredibly thankful that you took some of your precious time to craft knowledgeable responses that served as the basis for our report. You are a real champ!

Your inputs are now part of something bigger. We pray that your altruism in sharing valuable insights will return a hundredfold to you, if not more.



