

From Fear to Action:

Creating a world where individuals can connect new skills to new opportunities and organisations can maximise the potential of their people.



*-โอกาสการพัฒนาศักยภาพ-
Competency Development
for Lifelong Learning
and Future of Jobs*



Pearson



At Pearson Workforce Skills we're building a world where everyone is prepared for the future of work and people are recognised for what they know and what they can do.

A world where individuals can connect their skills to new opportunities and better career outcomes, and organisations can maximise the potential of their people.

Our offering



1. Credly - Microcredentials

Engage employees in learning programs, celebrate their achievements, and build a culture of recognition with digital credentials.

Nearing 100million badges.

มีส่วนร่วมกับพนักงานในโปรแกรมการเรียนรู้, เฉลิมฉลองความสำเร็จของพวกเขา และสร้างวัฒนธรรมแห่งการยอมรับด้วยใบรับรองดิจิทัล."



2. Talent Lens

Accurate, real-time access to all the skills your employees have—from both inside and outside your organization—normalized, common language to move the organization forward. Also assess their aptitudes, and temperaments.

เข้าถึงทักษะทั้งหมดของพนักงานของคุณได้อย่างแม่นยำและเรียลไทม์—ทั้งภายในและภายนอกองค์กร—โดยใช้ภาษาที่เป็นมาตรฐานและเป็นกลางเพื่อพัฒนาองค์กรไปข้างหน้า นอกจากนี้ยังประเมินความถนัดและอารมณ์ของพวกเขาอีกด้วย.

3. Faethm Data Services

Leverage global, regional, and company-specific data and predictive insights to understand economic, technology, and supply and demand trends to future-proof your workforce.

"ใช้ประโยชน์จากข้อมูลระดับโลก ระดับภูมิภาค และเฉพาะบริษัท รวมถึงข้อมูลเชิงลึกเชิงพยากรณ์ เพื่อทำความเข้าใจแนวโน้มทางเศรษฐกิจ เทคโนโลยี และอุปสงค์และอุปทาน เพื่อให้แรงงานของคุณพร้อมสำหรับอนาคต."



Faethm's Analytics – Source Information

Our proprietary analytics combines data across multiple sources to create customer-specific insights.

1

Occupation Ontology

Our proprietary ontology, consists of:

- 5,608 occupations (with levelling), 76,000 unique job titles,
- 32,000+ skills taxonomy
- 76,620 discrete work tasks.
- 10,000,000 job ads processed each month (1B in total).
- Refined by hundreds of millions of rows of employee data from clients, census data and ILO labour data to capture two billion of the world's workforce.

2

AI Tech Adoption Rates

Our proprietary technology curves:

- 32 impacting technologies, from generative AI, to chatbots, to dexterous robotics and autonomous vehicles.
- Technology disruption rates from countries who've already implemented the technology (e.g Scotland and wind energy)
- Government data from over 20 governments worldwide

3a

Client Data Integration

Machine learning applied to client data to automatically map jobs to the occupation ontology.

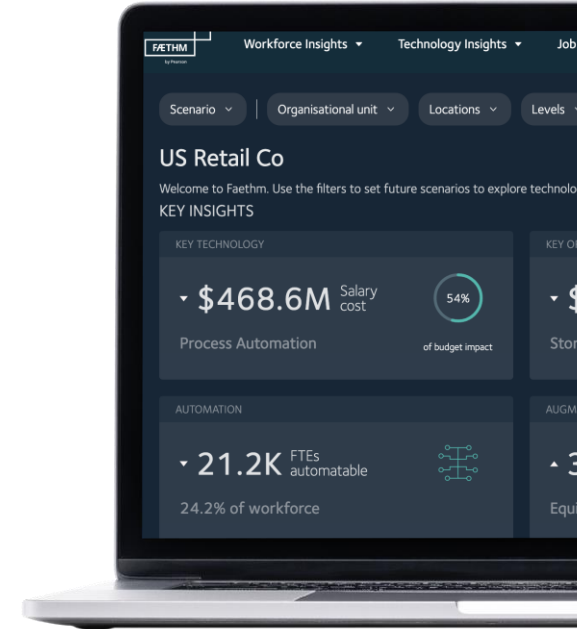
Job titles | Workplace | Age | Salary | Gender | Org unit

3b

Census Data

Machine learning applied to country-level industry data to unpack what's happening across a nation, State/ Province or County down to the zip code

US | Canada | UK | Saudi Arabia | Australia | Singapore | India | Others



Tech Impacts Measured Via:

Automation

Augmentation

Added Jobs

FEAR

How can I understand what the impact of AI will be on my workforce?

ฉันจะเข้าใจผลกระทบของ AI ต่อ
แรงงานของฉันได้อย่างไร?

สภาการบรยากาศงาน-
Competency Development
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Pearson

5 global workforce shifts change everything

the automation of work

1bn jobs will be transformed by technology in the next decade

68m jobs are "algo-threatened" in the top 500 companies.

the skills gap

85m jobs may be unfilled by 2030 due to skills shortages, at a cost of \$8.5tn

70% of execs see talent shortages as the most important driver for skills-based capabilities.

the skills shift

New technologies change in-demand skills.

The half-life of technical skills is shortening.

Robot-proof human skills will persist and differentiate.

from roles to skills

Jobs can't keep up

Skill-sets for jobs changed 25% in 5 years.

Estimated to change 50% in the next 5 years.

Agile careers

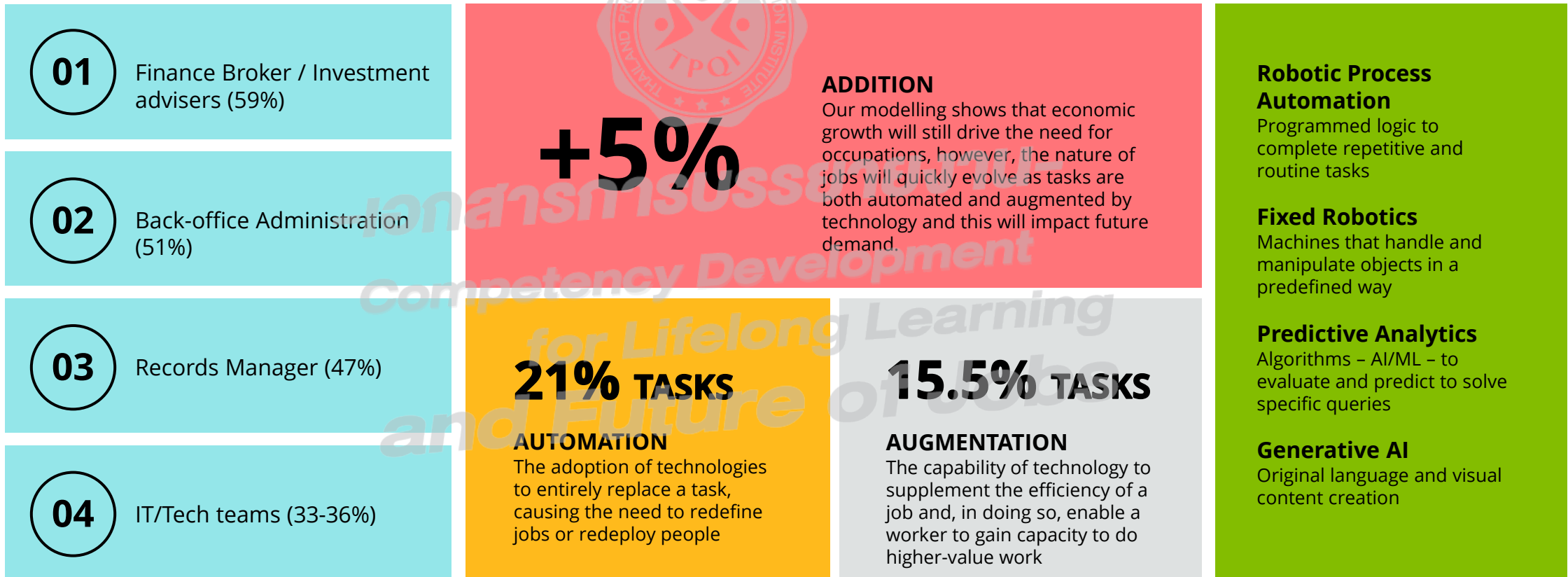
Fluid careers are the new normal + the gig-economy & the "projectification" of work.

A generational increase in career switching: median tenure for 25-34 year-olds is 3.2 years.

1 in 5 workers expect to change jobs this year.

Emerging technology will automate and augment tasks and people in your organization

เทคโนโลยีที่เกิดขึ้นใหม่จะช่วยให้งานเป็นอัตโนมัติและเสริมสร้างงานและบุคลากรในองค์กรของคุณ.



Automation risk in 10 years – Faethm platform analysis of US

HOPE

How might I better empower my people to maximise their potential?

ฉันจะทำอะไรให้สามารถเสริมพลังให้กับพนักงานของฉันเพื่อให้พวกเขาใช้ศักยภาพได้สูงสุด?



How do these technology trends impact Thailand?



Growing industries next 10 years:

1. Manufacturing (40%)
2. Water supply (34%)
3. IT (27%)
4. Construction (26%)
5. Warehousing (25%)
6. Education & Training (24%)
7. Health / Social services (23%)

Growing Roles 10 years:

1. Computer Systems Analyst (327%)
2. Web Developers (217%)
3. Telecommunications Engineers (177%)
4. Industrial Engineers (133%)
5. Engineers (110%)
6. Industrial Production Managers (68.26%)

Source: Pearson Occupation Trends (US)

*ILX Group: L&D in 2023: Challenges, Priorities and Opportunities

More accessible, simplified and workable skills ontology

ทักษะที่เข้าถึงง่ายขึ้น และใช้งานได้
จริง



Faster path to upskilling, reskilling, and credentialing

เส้นทางที่รวดเร็วยิ่งขึ้นในการเพิ่ม
ทักษะเดิม ฝึกทักษะใหม่ และรับ
ใบรับรอง

-เอกสารการบรรยายงาน-

Competency Development
for Emerging Learning
and Future of Jobs

More accurate data, more reliable forecasting of skills

ข้อมูลที่แม่นยำมากขึ้น การ
คาดการณ์ทักษะที่เชื่อถือได้มากขึ้น



Role Deep Dive: Financial Analyst



Financial Analyst

Analyze current and past financial data and performance. Prepare reports and projections based on analysis. Evaluate current capital expenditures and depreciation. Explore investment opportunities. Establish and evaluate profit plans.

Industry: Financial Services

Tech Impact (5 year Horizon)

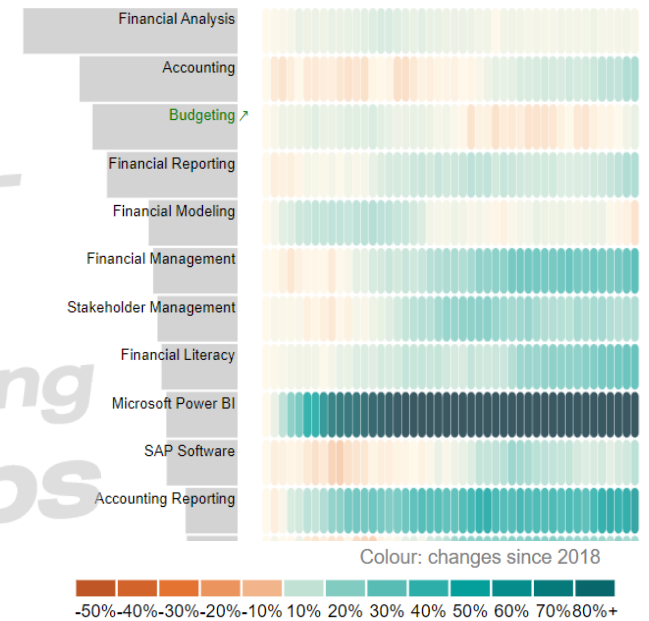
Automation Impact

Technology Type	Impact on Role
LLM Chatbot	19.7%
RPA Internal	16.7%
Predictive Analytics	9.7%

Augmentation Impact

Technology Type	Impact on Role
Predictive Analytics	10.7%
Creative Software	9.7%
Decision Intelligence	7.4%
LLM Chatbot	5.7%

Skill Trends since 2018



Career Pathways

(Career progression opportunities for this role)



English Language Proficiency

Reading	Writing	Speaking	Listening	Score
60	64	58	58	62

How can you apply skill and task frameworks in your people planning?

People Transition การเลื่อนตำแหน่ง

Identify pathways to redeploy talent from less resilient roles into strategic positions by understanding their skills and competencies in a normalised way.

Role Augmentation การเพิ่มบทบาท

Make better use of high demand talent by automating or reassigning their core job tasks.

Forecast Reliably คาดการณ์อย่างแม่นยำ

Understand what skills are likely to be high demand in the near future, and invest in targeted learning solutions.

Microcredentials

Capture skills development in a real way, by tracking learning completed at verified, skill level



ACTION

How can you empower your people to be ready for the future of work?

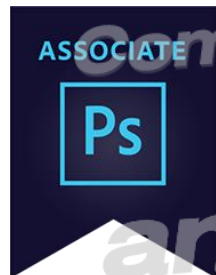
คุณจะทำอย่างไรเพื่อเสริมพลังให้กับพนักงานของคุณให้พร้อมสำหรับงานแห่งอนาคต?





More than 85M Digital Credentials in Credly's Network

Organizations trust Credly to create, manage and monitor their digital credentialing programs.



Power Skills Outlook

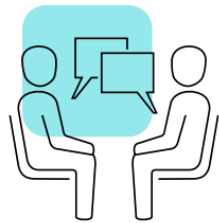
#1

Communication skills are the most in-demand power skills across the board



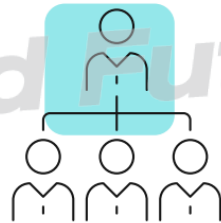
Also ranking highly

#2



Customer service

#3



Leadership

#4



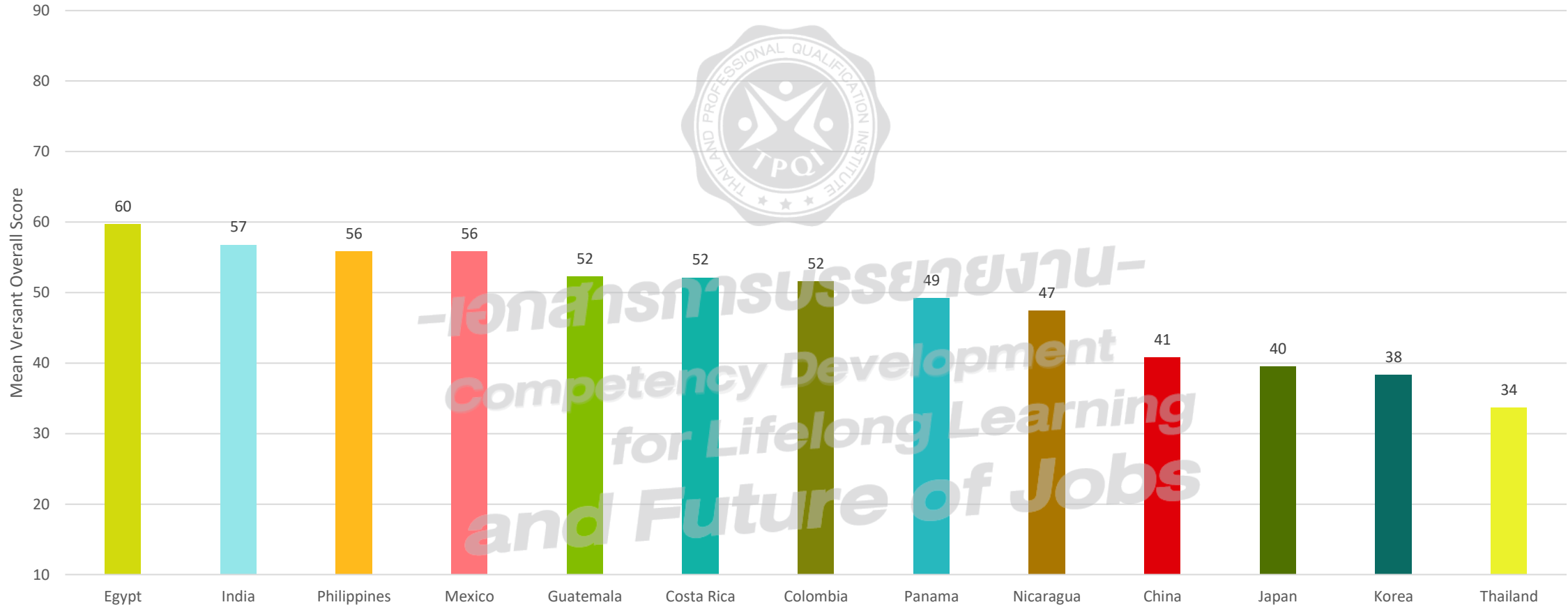
Attention to detail

#5



Collaboration

Versant Spoken Proficiency Levels by Country – Global FY2023



Competency Development
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GSE Job Profiles and Versant Overall Scores – selected jobs and countries

Role	GSE Range	Egypt	India	Philippines	Mexico	Costa Rica	Colombia	Japan	TPQI Thailand
Waiter	34-42	98%	97%	98%	92%	89%	89%	68%	73%
Insurance Claims and Policy Processing Clerks	43-51	89%	85%	87%	78%	69%	68%	33%	47%
Customer Service Representative	45-53	87%	83%	84%	75%	65%	65%	29%	42%
Hotel manager	54-62	62%	56%	53%	53%	42%	42%	11%	19%
Mechanical engineer	62-70	40%	35%	30%	37%	28%	25%	5%	6%
Lawyer	66-74	29%	25%	20%	28%	21%	18%	4%	5%

The table shows the proportion of Versant test takers in selected countries that would meet the *minimum* requirements to be able to carry out these jobs comfortably, with English as their main language of workplace communication

“



Jullada Meejul
Director General
TPQI

Proficiency in English gives employees competitive advantages and greater opportunities

In the Thai context, better access to relevant English language learning tools will foster the acquisition of new knowledge and new skills in the workforce. This will benefit employers and investors, who have access to a broader talent pool, as well as employees who are now able to access new career pathways and opportunities.

”

A skills-based solution is needed to bring speed, transparency, validity, and predictability to day-to-day human capital decisions
จำเป็นต้องมีโซลูชันที่อิงทักษะเพื่อเพิ่มความเร็ว ความโปร่งใส ความถูกต้อง และความคาดการณ์ได้ในการตัดสินใจเกี่ยวกับทุนมนุษย์ในแต่ละวัน



Understand *Impact*, beyond FEAR

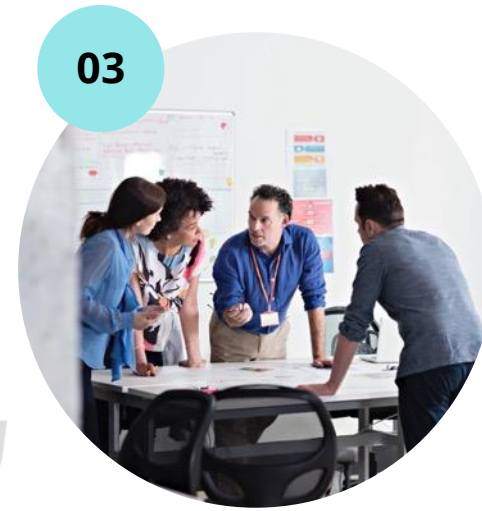
Ensure you have the right information to prepare and maximise the benefit of the change
ข้อมูลที่คุณต้องการเพื่อเตรียมตัวและใช้ประโยชน์สูงสุดจากการเปลี่ยนแปลง"



Embrace HOPE for the future

Find opportunities to optimise your workforce mix by applying a skills-based organisation and microcredentialing

เพิ่มประสิทธิภาพบุคลากรผ่าน micro-credential และการเป็นองค์กรแห่งทักษะ



Make your ACTION data-driven

Ensure you support your people decision with the right data to enable successful transitions and growth

ใช้ข้อมูลที่คุณต้องการในการสนับสนุนบุคลากรในการเติบโตทางอาชีพ