

THE PRODUCT

The following is a sample messaging report I produced in 2021. The client's name and identifying information have been removed.

THE BRIEF

The client, an early stage startup, needed help with brand messaging for two segments:

- **Users**, who are college students and very early career professionals
- **Clients**, who are the employers looking for early career talent

The Power of X

This report explores how X can communicate its value and use cases to two segments:

- Its customers (employers)
- Its users (early career and pre-development talent)



The X value proposition for employers

X will appeal to employers in three ways:

1. Building a diverse and representative organization
2. Upskilling and reskilling to address the growing skills gap
3. Investing in corporate learning tools

Building a diverse and representative organization

Because employers are “broadening the aperture” to expand their talent pools and increase diversity and representation, HR tech tools with an interested user base of developing talent are ripe for capitalization.

Talent marketplaces, sometimes called talent libraries, are particularly popular as a means of skill matching.



Reskilling and upskilling to address the growing skills gap

50% of workers will need reskilling by 2025, according to the World Economic Forum's Future of Jobs Report.

According to McKinsey, 43% of executives and managers say they currently have a skill gap, and an additional 44% say the skill gap will open in the next five years. Executives and managers who prioritize building employee skills are more likely to consider themselves prepared to address role disruptions caused by the skill gap than are those preparing for the skill gap through other methods.

**Employers call this
“future-proofing.”**

Reskilling and upskilling to address diversity and representation

Where employers once looked to recruiting to increase diversity across an organization, they're now looking to develop the skills of existing employees.

In a 2021 HBR.org article titled "[To Build a Diverse Company for the Long Term, Develop Junior Talent](#)," the authors write: "For employers to make meaningful progress, they need to focus less on hiring and more on creating the internal escalators necessary to raise diverse talent up from within."

Upskilling and reskilling are top priorities for 68% of HR leaders this year, according to research by Gartner.

Enthusiasm for investing in corporate learning tools

HR industry analyst Josh Bersin estimates that “\$280 billion is spent on training, upskilling, and professional certification programs and there are now many billions of dollars spent on collaborative learning platforms, content, SkillsTech, and industry solutions.”

The ability of employers to use X to reskill and upskill talent can categorize your tool in the SkillsTech market.

Global venture-capital investment in HR tech has totaled \$28.4 billion since 2017, according to WorkTech, and the pace is increasing annually.

Employers are hungry for talent with soft skills

According to the World Economic Forum's Future of Jobs Report: "Critical thinking and problem-solving top the list of skills employers believe will grow in prominence in the next five years. Newly emerging this year are skills in self-management such as active learning, resilience, stress tolerance and flexibility."

The top skills for 2025 are analytical thinking & problem-solving and active learning & learning strategies.



Recommended reading

[2021 Workplace Learning Report](#)
(LinkedIn)

[Activating the Internal Talent Marketplace](#)
(Deloitte)

[Future of Jobs Report](#) (World Economic
Forum)

[Top 5 Priorities for HR Leaders in 2021](#)
(Gartner)

[To Build a Diverse Company for the Long
Term, Develop Junior Talent](#) (HBR.org)



Language employers want to hear

Collaborative learning platform
Skills tech
Corporate learning
Upskilling
Reskilling
Skills gap

Talent pipeline
Talent development
Future-proofing
Soft skills
Career development
Retention
Diversity, equity, and inclusion (DEI)



The X value proposition for users

X will appeal to early career and pre-development who:

1. Want help choosing a career path and an employer
2. Want to find companies that value their career development and invest in their skill growth
3. Want (and need) to build professional networks

Choosing a career path and an employer

“The Great Resignation” or “The Great Reprioritization” has millions of workers of all career stages reconsidering the kinds of jobs, careers, and employers they want.

This mentality trickles down to the youngest generations of the workforce as they consider where they will begin their careers.

“Of the roughly 50% of employed Americans who intend to make career changes because of the Covid-19 pandemic, 41% are seeking flexible and/or remote work, 39% desire a raise and/or promotion, and 33% are interested in changing industries,” reports CNBC.

X growth opportunity

In addition to early career and pre-development talent, X can also appeal to the 68% of the workforce who say they are interested in changing careers.

Finding companies that value career development and skill growth

Workers are looking for employers that will value their career development and will invest in their skill growth.

Like employers, workers are increasingly aware of the skills gap, but struggle to close it. According to the World Economic Forum, 61% of workers say they don't have time to develop new skills. Other top challenges are lack of money and lack of access to learning content.

94% of employees say that they would stay at a company longer if it simply invested in helping them learn, according to LinkedIn's 2019 Workforce Learning Report.

Workers want (and need) networks

Lack of connections in a given industry can create significant barriers to entry. This is especially true for people of color and members of other marginalized communities.

According to a report titled “[The Interview Access Gap for Black Engineers](#),” nearly 75% of respondents knew less than five people working in big tech, and more than 25% reported knowing none. Lack of industry connections has a definite negative effect on the confidence of Black engineers.



X growth opportunity

Early career talent is hungry for interview training.

Confidence levels increase with practice and practice interviews increase the likelihood that a candidate will land an internship.



Language users want to hear

Networking
Career development
Growth opportunities
Skills training
Interview practice
Interview training
Career path
Work experience
Flexibility

Recommended reading

[The Interview Access Gap for Black Engineers](#) (Karat & Howard University)

[As The Pandemic Recedes, Millions Of Workers Are Saying 'I Quit'](#) (NPR)

