# Udacity Enterprise



### Enterprise Differentiators



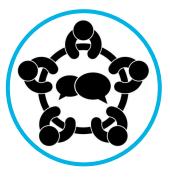
Content co-developed with industry leaders



Pre-assessments & personalized learning paths



Real-world projects w/ human code reviews



Customer Success Management

Resulting engagement rate of 90% +



## What is a Nanodegree Program?



A **3-6 months** long **learning program** that builds **real technical skills** in about 5-10 hours per week



**Expert reviewers** check all student projects and give **individual feedback** to further learning



Every program consists of **multiple modules** that deliver engaging learning content in the form of **video**, **text**, **quizzes** and **exercises** 



Throughout the program, students are **supported** by Udacity



Each module includes a **practical project** where students apply and demonstrate their skills in a **real world context** 



### Nanodegree Program Portfolio

#### **Data Science**

- O FOUNDATIONAL
- Programming for Data Science with Python
- Programming for Data Science with R
- Business Analytics
- PRACTITIONER
- Data Visualization
- Predictive Analytics for Business
- Data Analyst
- Data Engineer
- Data Streaming
- SPECIALIST
- Data Scientist

#### **Artificial Intelligence**

- ● FOUNDATIONAL
- Intro to Machine Learning
- Al Programming with Python
- ● PRACTITIONER
- Data Structures and Algorithms
- Deep Learning
- Al Product Manager
- ● SPECIALIST
- Computer Vision
- Machine Learning Engineering
- Al for Trading
- Natural Language Processing
- Deep Reinforcement Learning
- Artificial Intelligence

## Programming & Development

- ● FOUNDATIONAL
- Intro to Programming
- Android Basics
- ● PRACTITIONER
- Front End Web Developer
- React Developer
- Full Stack Web Developer
- Java Developer
- ● SPECIALIST
- C++
- IOS Developer
- Blockchain Developer
- Android Developer

#### Autonomous Systems

- O FOUNDATIONAL
- Intro to Self Driving Cars
- SPECIALIST
- Self Driving Car Engineer
- Sensor Fusion
- C++
- Robotics Software Engineering

#### Cloud

- SPECIALIST
- Cloud Developer
- Cloud DevOps Engineer

### Business

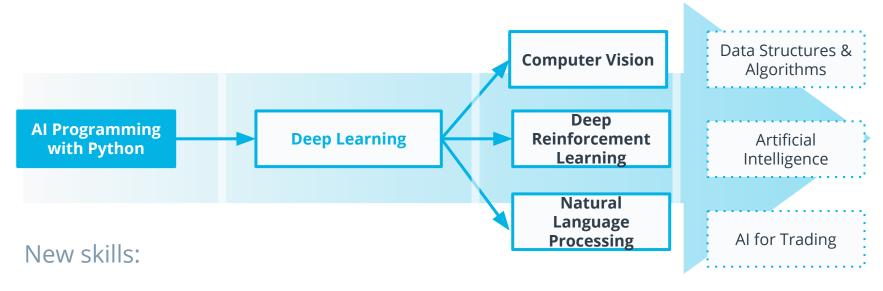
- ● FOUNDATIONAL
- Digital Marketing
- Marketing Analytics
- UX Designer

#### **Executive Program**

- ○ FOUNDATIONAL
- Al for Business Leaders



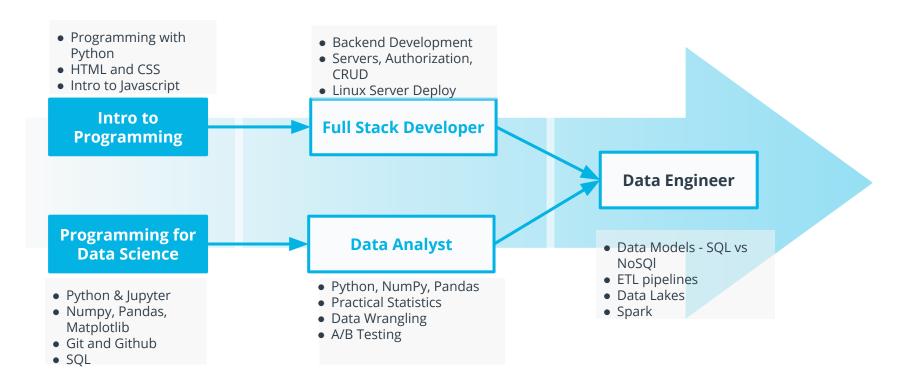
## Example - Al Learning Path



- Algorithm development
- Supervised & unsupervised Models
- Deep learning (CNNs, RNNs, GANs)
- Advanced deep learning topics for NLP or CV



## Example Data - Engineer Learning Path



### Enterprise Subscription



12-24 month **subscription** with access to **all Nanodegree Programs** 



Immediate feedback from expert project reviewers



Flexible Seat-Licensing Model - enroll / unenroll on monthly basis



Access to dashboard to see progress in real-time



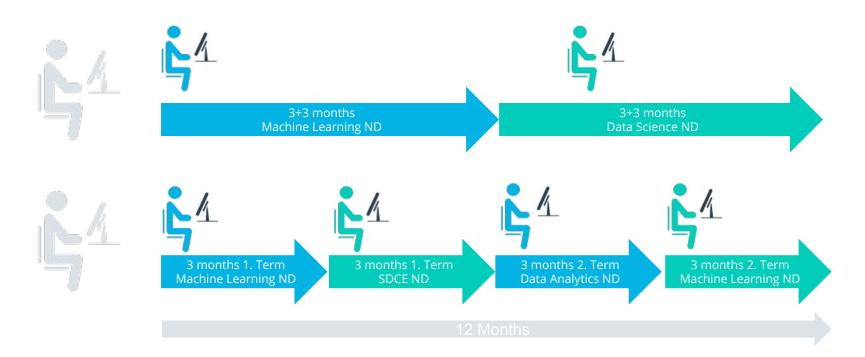
Use Pre-Assessment tool to identify the knowledge gaps



Customer success to support program managers and company



## Flexible Subscription Model





# Customer Success Team



### Udacity Customer Engagement Team



#### ENTERPRISE ACCOUNT EXECUTIVE

Alignment of Udacity Solution to Client goals and outcomes, serves as a point of escalation when needed



#### SOLUTIONS ARCHITECT

Curriculum mapping, technical expertise and initial learning paths configuration



#### CUSTOMER SUCCESS MANAGER

Provides strategic advice and guidance during and after onboarding, responsible for delivering quantified ROI during the Client engagement



#### TECHNICAL CUSTOMER SUCCESS MANAGER

Your ongoing resource responsible for ensuring the quality of dashboards and tools utilized by Program Managers.



## POST-SALES ENGINEER

Expertise dedicated to technical enablement for the Client during onboarding and troubleshooting issues related to classroom tools



### Engagement Approach

1 Design

2 Align

Program Strategy
Curriculum Mapping

-Upcoming discussion -

Executive engagement
Tech sponsorship
Business Units buy-in

- sign-off minus 30 days -

3 Launch

Campaign Strategy
Program Launch
Learners Assessment
Cohort Preparation
Admin Training
Virtual Kick-off

4 Train

**Overall Depth** 

EMC usage Seat utilization

**Learner Adoption** 

% Active Learners % Projects Due Completed % Graduation

**Program Breadth** 

Learning Community
Internal Mentors
Protected Time
Proofs of Concept
Scope (Teams and personas)

- months 1 to 2 -

- months 2 to 12 -



### Enterprise customer profiles

#### **Self-guided**

- Corporate-wide, continuous upskilling
- Broad initiative with minimal guidance; has attention of C-suite but still funded by BUs
- Outcome: employee skills pivots and self-development

#### **Digital Transformation**

- Corporate-wide, continuous upskilling
- Broad, well-designed initiative with proactive C-suite leadership and HR / L&D / BU sponsorship
- Outcome: unlock multi-year strategic initiatives that require new practitioner skills

#### **Pilot**

- Test engagement with a single team; learnings and iterations expected
- Outcome: some skills development, an opinion formed on whether to engage further or reassess workforce upskilling strategy

#### **Focused Training**

- Pre-researched engagement with a single team or specific group of participants; practitioner skills expected
- HR / L&D / BU buy-in; protected study time and mentors
- Outcome: practitioner reskilling for a specific business outcome

**Resources (dedicated personnel)** 

## Understanding VW SAIC

#### Current state & Challenges

- Focus on re-skilling
- Moving traditional engineers to Digital

#### **Required Capabilities**

- Project based learning
- Assessments Identify suitability of Nanodegree
- Nanodegree- Skill Mapping Learning Paths

#### Metrics

- Graduations
- Combine learning with practice Skills feedback from leaders in VW SAIC

#### Positive Business Outcomes

- Handle digital works Skillset
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### Customer Success helps you build best practices

**Positive Business Outcomes:** apply skills to critical initiatives Month 10+ Month 9+ **Proofs of Concept:** graduates apply skills to business scenarios Month 6+ **Internal Champions:** graduates as mentors helping next cohort **Learning Community:** collaboration, common language Month 4+ **Protected Time:** align stakeholders on the value of the protected time to study Month 2+ Month 1 **Cohort Model:** better student management; learn and iterate; treat Udacity as an event **Internal Marketing Campaign:** aligns stakeholders and learners on program goals Launch



## Next Steps

1	Scope	Prioritize core skills, personas and learning paths/nanodegrees
2	Design Strategy	Discuss training objectives and <b>KPIs</b> (to be revisited during onboarding)
3	Identify Resources	Identify <b>sponsors</b> , stakeholders and day-to-day program managers
4	Prepare for launch	Review Campaign check-list and brief stakeholders on the <b>Campaign Launch</b>
5	Schedule Kick-off	Select <b>tentative week</b> for Learners' Kick-off
6	Recurring weekly meetings	Recurring weekly catch-ups to discuss blockers and corrections to the program



### Success Stories: How did we do it?



#### **Self-guided**

Self-development initiative with minimal guidance, Attention from C-Suite

**Keys for success:** Learners empowered to select a learning path and study on their own time

#### **Building a Learning Ecosystem**

- Rolling enrollments with managers approval
- Passive but broad internal communications
- Learners community developed

AT&T has recorded over 4,200 skill pivots in critical roles such as Data Analytics, Artificial Intelligence and Web Development. 70% of jobs are being filled internally by those that have reskilled. "On-demand, mobile, swift, specific skills-based learning is the future." -- Scott Smith, CHRO

**Career development Completion rate:** 40%+

#### **Focused Training**

Executive interest in upskilling emerges Pathway to business outcomes is developed

**Keys for success** L&D team pursues proactive business engagement

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#### **Building a Learning Ecosystem**

- Selective nomination process
- Protected time to study and BU buy-in
- Internal mentors and cohort model

"Effective and engaging content that allowed CTG to produce 30+ AI experts in mere 3 months.

Some of them have immediately applied their new knowledge to product development and CPOL submissions." -- Eric Chen, Principal Engineer, CTO Office Collaboration Technology Group

Team-specific projects staffed Completion Rate: 60%+

#### **Transformation**

#### **AIRBUS**

Company-wide reskilling initiative solidifies Highly sought-after digital culture develops

**Key for success:** L&D team maps business outcomes to skills development in collaboration with business units, technology sponsors and senior leadership

#### **Building a Learning Ecosystem**

- Extensive internal comms and learner support
- Open applications and exclusive selection
- Proofs of concept projects are developed

"Airbus employees have used their new skills to rethink the way their jobs are done. **One Nanodegree graduate** reduced non-quality remarks by about 80% through analysis of customer trends within specific geographic regions" -- Veronika Eckstein, Head of Airbus Digital Academy

New strategic initiatives unlocked Completion Rates: 80%+

# Thank You

