

The Accenture logo, featuring the word "accenture" in a lowercase, sans-serif font with a small chevron symbol above the letter 'u'.

accenture

Accenture Digital Skills

Learner Quick Start Guide

Accenture Corporate Citizenship

This guide will...

Explain why **digital skills are critical in today's workplace** and how Accenture Digital Skills can **help you build the skills you need**.

Introduce you to the **8 Accenture Digital Skills courses**, their key features and highlight what others think of the courses.

Take you through the **key steps from** registering and getting started **to completing the learning and getting a certificate**.



Contents

01

Introduction to Accenture Digital Skills

02

What courses are in Accenture Digital Skills?

03

What are the key features of Accenture Digital Skills?

04

How do I register and get started?

05

How do I complete the learning?

06

How do I get a Digital Skills Certificate?

07

What do other learners think?

08

Case study: Claire's story



Why are Digital Skills so important?



82%

of UK jobs advertised online today require digital skills ¹



90%

of all jobs will require some element of digital skills in 20 years ²



2.1M

are currently employed in the digital and creative sector, with demand to grow this by an extra 1.2M people ³

The need for Digital Skills has never been greater!

Sources:

1 [Gov UK, 2019](#)

2 [Gov UK, 2017](#)

3 [Manchester Digital, 2022](#)



Accenture Digital Skills in a nutshell...

Overview

- ✓ Accenture Digital Skills is a suite of **eight online learning courses** developed to introduce all learners, regardless of age or digital experience, to a range of digital topics.
- ✓ The programme explores some of the **most in-demand skills in the current digital climate**, from digital basics to courses covering specific digital topics such as Social Media, Digital Marketing, and Artificial Intelligence.
- ✓ The courses are designed to **help you make sense of the ever-evolving digital world** and aimed at equipping you with the digital knowledge and skills you need to thrive in an increasingly digital workplace.
- ✓ Accenture Digital Skills courses are **accredited CPD training** (Continuing Professional Development).

Who?

All learners!

Whether you are a student wanting to understand digital applications in the workplace or whether you have been working for decades and want an introduction to digital and its impact on different industries, these courses are suitable for all learners.

Please note that if you are under the age of 13, you are unable to sign up to the FutureLearn platform.

In Numbers...

Where?

Accenture Digital Skills courses are hosted on [FutureLearn](#)

What Topics?

[Digital Skills for Work and Life](#), [Reimagine Your Career](#), [Social Media](#), [Digital Marketing](#), [Mobile](#), [Artificial Intelligence](#), [User Experience](#), [Web Analytics](#)



209,000

Learners have built their skills through the programme

Figures: As of August 2022

How Much?

Accenture Digital Skills courses are **FREE**

When?

The courses are accessible **online and via mobile**. You can enrol to the courses **at any time** and go through the courses at **your own pace**



4.7/5*

Average rating for the courses based on 7,918 reviews

Copyright © 2023 Accenture. All rights reserved.

Courses in Accenture Digital Skills

What courses are in Accenture Digital Skills?

Accenture Digital Skills is a series of **8 social learning courses** on different digital topics which will help you compete and stand out from the crowd in **today's digital workplace**.

Introductory courses – start here!



Digital Skills for Work and Life

Learn about the importance of digital, its impact on jobs and industries and how developing a growth mindset will help you to succeed in a digital age

Find out more [here](#)



Reimagine Your Career

Discover how you can use your existing skills and develop other skills to help you successfully navigate job applications in today's workplace

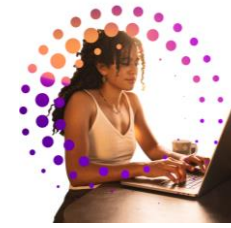
Find out more [here](#)



Social Media

Learn how social media is becoming an increasingly important tool used by businesses, from creating a social media presence to measuring success

Find out more [here](#)



Digital Marketing

Delve into the different types of digital marketing strategies and how to choose the right strategy and content to resonate with specific target groups

Find out more [here](#)



Mobile

Learn about the considerations for mobile design and development and the techniques businesses use to create a standout mobile experience

Find out more [here](#)



Artificial Intelligence

Understand what artificial intelligence is and its growing potential to transform everyday life and reshape the way we work

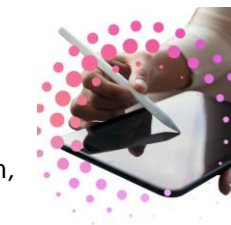
Find out more [here](#)



User Experience

Discover the fundamentals of user experience (UX), the basics of visual design, and some of the tools used by those in UX design roles

Find out more [here](#)



Web Analytics

Learn the importance of web analytics, and how businesses use different techniques to understand, assess and manage their performance

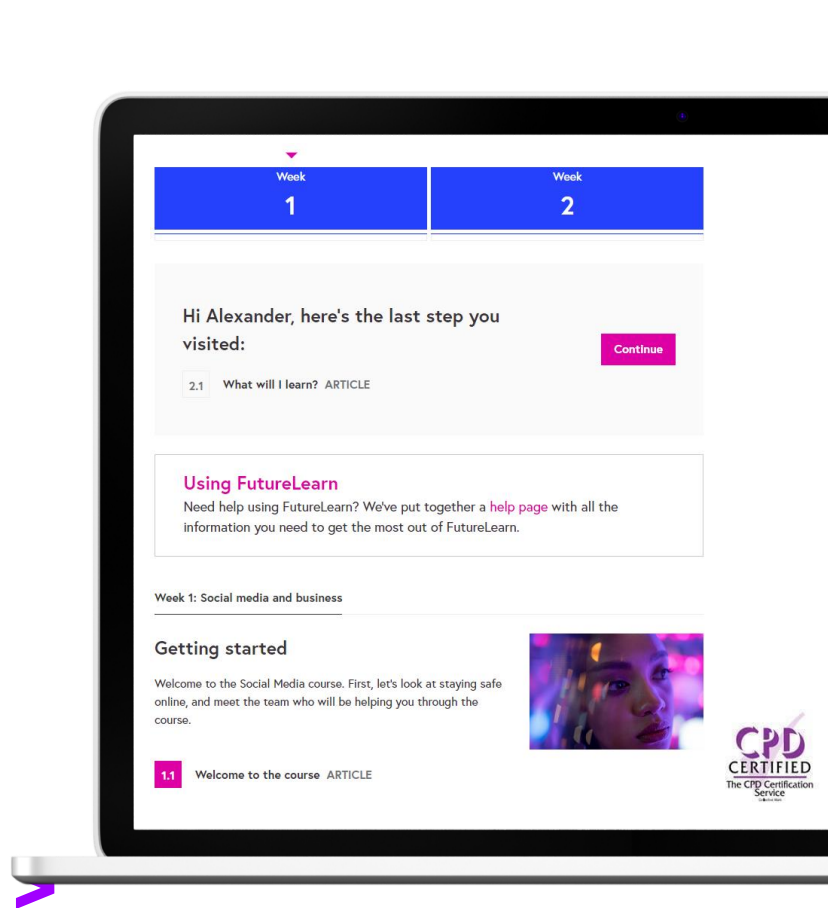
Find out more [here](#)



Key features of Accenture Digital Skills

What are the key features of Accenture Digital Skills?

Accenture Digital Skills courses are hosted on the online learning platform **FutureLearn**, offering various features to enhance the learning experience.



A collage of course content elements. At the top, three article titles are listed: '1.7 What will I learn? ARTICLE', '1.8 Social media strategy ARTICLE', and '1.9 What is a target audience? VIDEO (05:01)'. Below this is a video player showing a woman in a pink shirt speaking, with a play button and the text 'How to choose the right social media platform for your target audience'. Underneath the video is the title 'Social media platforms'. Below that is a social media-style post with the text 'OP OTWIL PIUS clear, concise, eye catching' and 'Like Reply' buttons. At the bottom is a 'Check your understanding' section with a progress bar from 1 to 5, and the text 'Question 1 What is banner advertising?'.

Blended learning approach

Content is delivered in video, audio, text, infographic and quiz format

80+ bitesize videos

Bitesize videos are presented by Accenture Digital experts

Social learning

Social media tools are used to support collaboration, peer to peer learning and teacher led training

Individual assessment

Quizzes and online assessments are used to track your progress

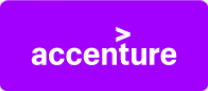
Key features

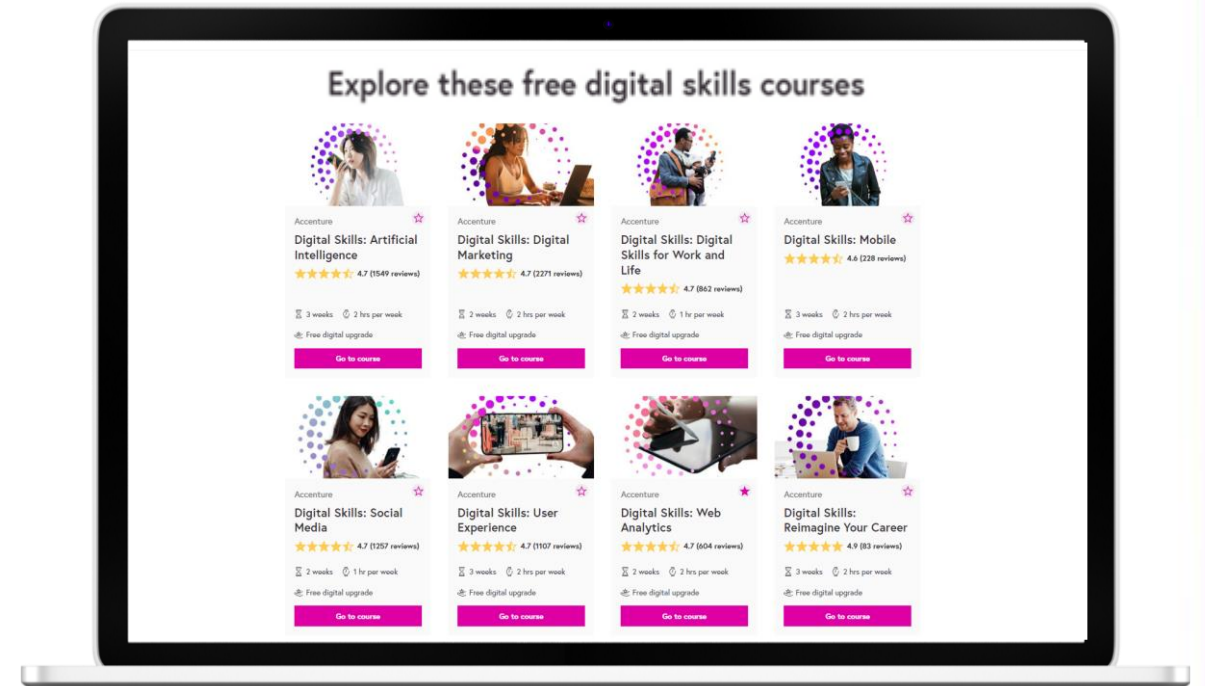
- Accessible online
- Mobile optimised
- Customisable learning plans
- 24/7 moderation of site discussions and content
- Accenture online mentors, specialised in the subject area, providing additional guidance throughout each course
- Courses are accredited [CPD training](#)

Accessing the courses

How do I register and get started?

Signing up to Accenture Digital Skills is easy and can be done **online or via mobile**. Follow the steps below to access our courses and start your learning.

1. Go to www.futurelearn.com and click 'Register' to create an account.
2. Click on the Accenture () logo on the homepage.
3. You will see the 8 Accenture Digital Skills courses as shown on the right. Select one of the courses and click to register for the course. We recommend starting with one of our introductory courses – **Digital Skills for Work and Life** or **Reimagine Your Career**.
4. The course will now appear in 'Your courses' where you can complete your learning.



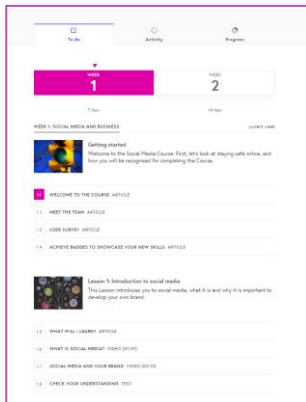
Completing the learning

How do I complete the learning?

Signing up to an Accenture Digital Skills course means you can save your progress and pick your learning back up whenever suits you. **You can learn at your own pace and in a location that suits you best.**

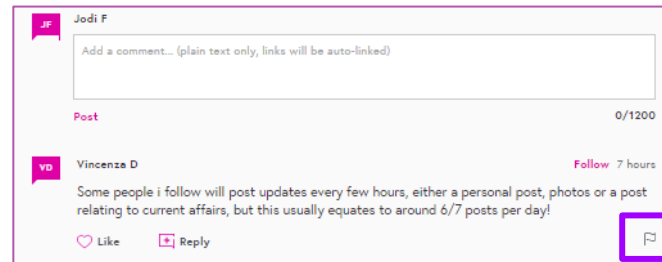
1 Progress through course content

- Once registered for a course, it's time to **start your learning and progress through the course content.**
- At any point, you can **view your activity on the course** and **check your progress** through navigating the content steps on the left side of the screen.



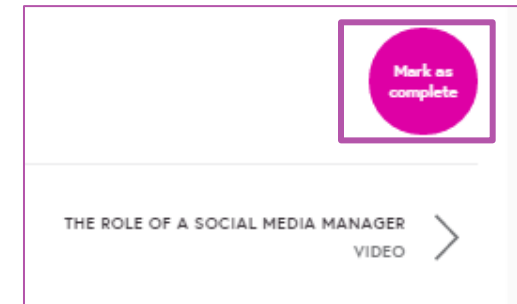
2 Collaborate safely

- Collaborate with your peers by **commenting, following, liking and replying** to other learners' comments. Accenture **mentors** will also be there to support you at each step of your journey.
- Use the **flag** feature to report any **inappropriate content or profiles** that you see on the course. FutureLearn's team of **moderators are available 24/7** to investigate and remove comments that break their Code of Conduct.
- If you want to find out more about protecting yourself online visit **Step 1.2** on any Accenture Digital Skills course.



3 Complete steps

- Mark each step **'Complete'** as you work through the course.
- You need to complete 90% of steps in a course to **gain an accredited course completion certificate.**



Attaining an Accenture Digital Skills Certificate

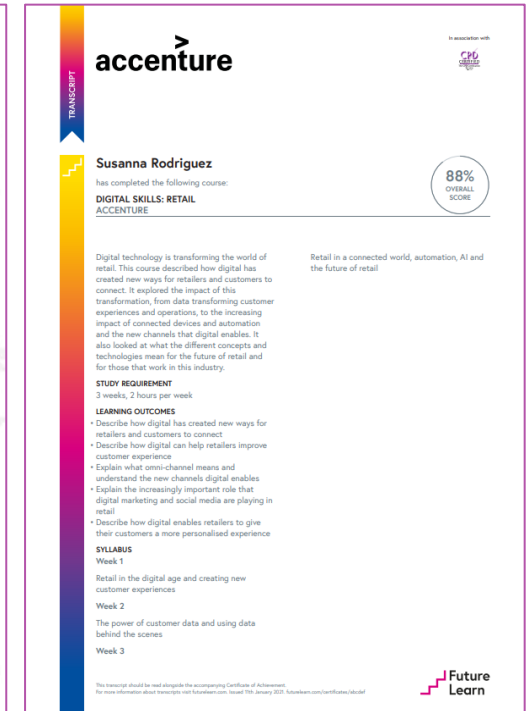
How do I get a Digital Skills Certificate?

To receive a Digital Skills Certificate, you must have **'fully completed' a course**. This means that **90% or more of the steps on a course are marked as complete** and an **average test score of 70% or more is achieved**. The certificate is a great way to show employers that you have the Digital Skills to succeed in any employment.

Accenture Digital Skills courses are **accredited CPD training** (Continuing Professional Development), with the [CPD Certified](#) stamp on learner certificates.

To add a digital certificate to LinkedIn, Facebook or Twitter:

- **Log on** to LinkedIn, Facebook or Twitter
- **Log on** to FutureLearn
- On FutureLearn, **click on your profile picture** in the top right-hand corner and select **'Your profile'**
- Scroll down to **'Achievements'**
- Click on the pink **'Share'** link below the relevant certificate
- Click on the blue LinkedIn Facebook or Twitter **'Add to profile'** box
- You should then see **a blue box at the top of the screen** prompting you to add the certificate
- Select **'Save'** and it should be added to your LinkedIn, Facebook or Twitter profile



Feedback about Accenture Digital Skills

What do other learners think?

“The course helped me feel more confident about the digital skills I have and to feel more positive and excited about developing them.”

**Learner,
Digital Skills for Work and Life
course**

“This course is great for anyone who is at the entry level of their social media career. It is perfect for the business owner who is looking to learn more about using social media in their business. It's also a great refresher course for the more experienced.”

**Learner,
Social Media course**

“This was a great course for anyone who wants to learn more about AI in the workplace and how you can skill up or use existing skills to work with it rather than fear it.”

**Learner,
Artificial Intelligence course**

“I've always viewed Web Analytics as quite tedious and boring but this course actually proved me wrong. It's broken down into small videos, uses terminology everyone can understand and quizzes you at regular intervals to summarise what you've just learnt. It's great to have a job description broken down too, and have real people's experience/job titles at the end so you have an idea of what you can do in this field.”

**Learner,
Web Analytics course**

Course Reviews

Figures: As of August 2022

[Digital Skills for Work and Life](#)

4.7 (874 reviews)

[Reimagine Your Career](#)

4.9 (85 reviews)

[Social Media](#)

4.7 (1260 reviews)

[Digital Marketing](#)

4.7 (2285 reviews)



[Mobile](#)

4.6 (228 reviews)

[Artificial Intelligence](#)

4.7 (1553 reviews)

[User Experience](#)

4.7 (1119 reviews)

[Web Analytics](#)

4.7 (606 reviews)



Accenture Digital Skills case study

Case study - Claire's story

Watch the video below and see how Accenture Digital Skills helped Claire to leverage the power of digital and take her jewellery business to the next level. You can also view the video [here](#).



Thank you!

accenture