

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

Organisation Quick Start Guide

Accenture Corporate Citizenship

This guide will...

Outline why **digital skills are critical in today's workplace** and how Accenture Digital Skills courses can **help learners build the skills they need**.

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

Give you an overview of how you can **deliver the courses, and the support materials available** to help run a session.



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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 learners make sense of the ever-evolving digital world** and aimed at equipping them with the digital knowledge and skills they need to thrive in an increasingly digital workplace.
- ✓ Accenture Digital Skills courses are **accredited CPD training** (Continuing Professional Development).

Who?

All learners!

Whether a learner is a student wanting to understand digital applications in the workplace or whether they 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 learners are under the age of 13, they 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**. Learners can enrol to the courses **at any time** and go through the courses at **their own pace**



4.7/5*

Average rating for the courses based on 7,918 reviews

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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 learners 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

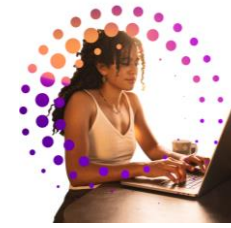
Find out more [here](#)



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.

The screenshot shows a course page for 'Social media and business' on FutureLearn. It features a navigation bar with 'Week 1' and 'Week 2'. The main content area includes a personalized greeting: 'Hi Alexander, here's the last step you visited:' followed by a 'Continue' button. Below this is a list of articles, with '1.1 Welcome to the course' selected. A 'Using FutureLearn' help section is also visible. At the bottom, there's a 'Getting started' section with a video thumbnail and a 'CPD CERTIFIED' logo.

This block highlights specific content elements from the course interface. It shows a list of articles: '1.7 What will I learn?', '1.8 Social media strategy', and '1.9 What is a target audience?'. Below the list is a video player for 'How to choose the right social media platform for your target audience' featuring a woman in a pink shirt. Underneath the video is a 'Social media platforms' section with an 'OTWIL PIUS' badge and the text 'clear, concise, eye catching', along with 'Like' and 'Reply' buttons. At the bottom is a 'Check your understanding' section with a progress indicator and 'Question 1' asking '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](#)

Signing up to Accenture Digital Skills

How do I sign up to Accenture Digital Skills?

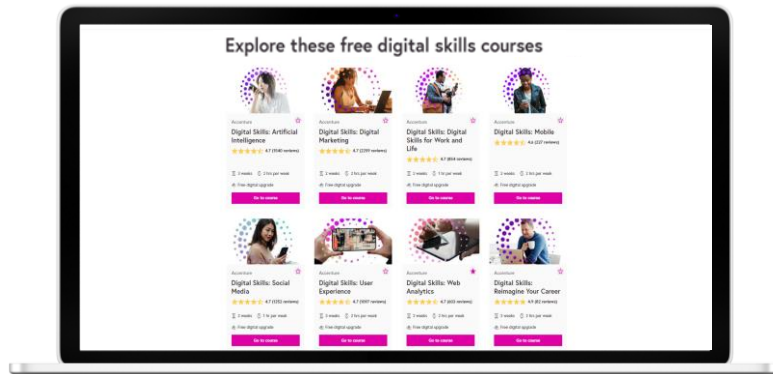
Learners can sign up to Accenture Digital Skills courses on **FutureLearn** in 2 ways:

1. Open access
2. Organisation specific links

If your organisation is interested in using Accenture Digital Skills and tracking the number and progression of learners, we recommend that you use organisation specific links. To set up these links, contact DigitalSkillsUKI@accenture.com.

1. Open access

1. Go to www.futurelearn.com/accenture and click '**Register**' to create an account.
2. You will see the 8 Accenture Digital Skills courses. Select one of these courses and **click to register for the course**. The course will now appear in '**Your courses**'.

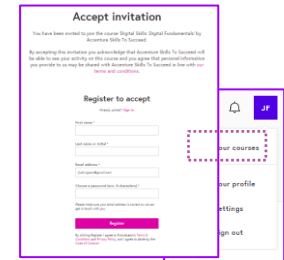


2. Organisation specific links

1

Send Invitation

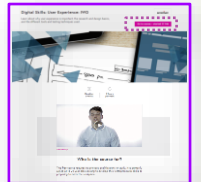
- Send learners an invitation(s) to join the course(s).
- Ask learners to click on the link(s) – **they must click on each link** to enrol on each course.
- Course(s) will appear in their '**Your courses**' section.



2

Review course information

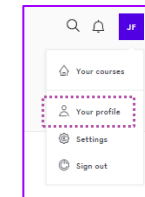
- Ask learners to review the course information page to see what they'll be learning.
- Ask them to click '**Go to course**' to get started.



3

Review your profile

- Ask learners to select '**Your profile**' to review and amend their profile settings.



Delivering the courses

How can I deliver Accenture Digital Skills?

There are three main ways to deliver Accenture Digital Skills: learner independent self-study, one-on-one or group delivery.

Self-study



Learners use Accenture Digital Skills courses, without any support from a mentor or advisor, **whenever and wherever suits them best.**

Who is this for?

- Confident learners
- Learners who want to work at their own pace
- Learners who aren't able to commit to specific learning schedules (e.g., parents or those with caring responsibilities)

Organisation / charity responsibilities

- Suggest which Accenture Digital Skills courses to take
- Provide Accenture Digital Skills link on website

One-on-one



Learners **work with a mentor or advisor** and are guided through Accenture Digital Skills courses. They get **help from their mentor or advisor as and when needed.**

Who is this for?

- Learners who need extra help staying on track
- Learners who may require additional support
- Learners who would benefit from one-on-one support with activities and discussion questions

Organisation / charity responsibilities

- Provide guidance on which courses learners should take
- Set up touchpoints to discuss learnings
- Provide support when requested

Group



Learners attend **an organised event** and are trained in a **structured way** by a course facilitator. Can be in-person or virtual and delivered individually or in a group.

Who is this for?

- Learners who enjoy collaborative learning
- Learners in a school or college
- Learners who enjoy structured course facilitation

Organisation / charity responsibilities

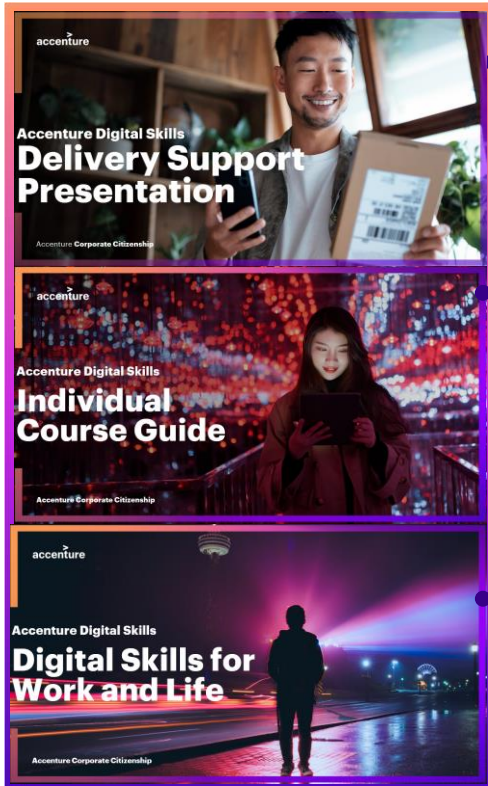
- Tailor course to meet learners' needs
- Facilitate group discussions
- Provide support when requested



Additional materials to support delivery

What materials are available to deliver the courses?

For our Digital Skills advisors and partners, we have designed a '**Partner Support**' site where you can find a variety of **support materials** i.e., training materials, marketing toolkits and other documents to help you deliver and promote the modules in an engaging, effective and efficient way.



Who

The Partner Support site is a **private space for advisors and partners** on FutureLearn where supporting documents on Digital Skills are held.

What

A variety of supporting documents and resources are available, ranging from **Individual Course Guides, Case Study Activities, Classroom Presentations to Marketing Toolkits** that can be used to enhance learning and promote Digital Skills.

Why

This area is designed **to ensure leveraged use of key relevant resources** in order to deliver the Digital Skills courses effectively.

How to gain access:

The Digital Skills support materials can be found on the [FutureLearn Partner Support site](#).

This is a private area therefore the Accenture Digital Skills team will **need to grant you access** to this site so you can access and utilise the resources available.

To request access or gain further information about the Partner Support site, **please contact DigitalSkillsUKI@accenture.com**.

Feedback about Accenture Digital Skills courses

What do our 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)



What are the IT requirements and is it accessible?

IT requirements

- Accenture Digital Skills courses are available online so **all you'll need is an internet connection.**
- Courses are hosted on the education platform **FutureLearn.**
- Courses are **desktop** and **mobile friendly.**

Accessibility

- Accessibility is a top priority for FutureLearn. A few examples of FutureLearn commitments include all videos having transcripts and all images having alt text. You can find out more in **FutureLearn's accessibility policy** [here](#).
- FutureLearn aims to reach compliance with [WCAG 2.0 AA](#) – a set of guidelines recommended by the World Wide Web Consortium (W3C), widely regarded as the leading authority on **accessible web content.**



**Digital Skills
For Work & Life**



**Reimagine
Your Career**



**Social
Media**




**Digital
Marketing**



Mobile



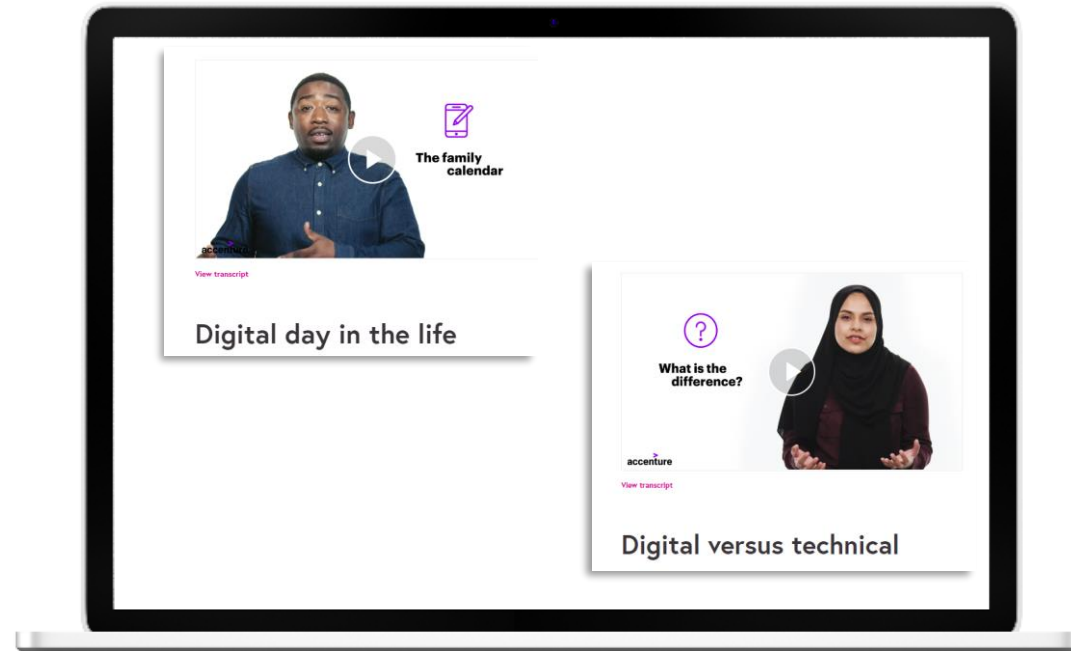
**Artificial
Intelligence**



**User
Experience**



**Web
Analytics**



Other Accenture opportunities

What other opportunities does Accenture offer?

Accenture have a number of other programmes you may be interested in:



Movement to Work

Movement to Work is a coalition of employers, civil society and government creating employment opportunities for young people from disadvantaged backgrounds. It offers young people from disadvantaged backgrounds access to work experience placements across 100+ employers in the UK.



Skills to Succeed Academy

The Academy offers free, online employability training. Modules prepare learners for the entire journey of choosing the right career, finding a job and succeeding in the workplace. Have a look [here](#).

Register as Staff and use code ACCESS4STF. Please do not share this code with learners as this gives access to all of our staff support materials.



Apprenticeship Programmes

Accenture offers multiple Apprenticeship Programmes, including the Technology and Consulting apprenticeship as well as the Master's degree apprenticeship. These apprenticeship programmes, offered across different locations, offer a perfect blend of training, mentorship, and provide people with a genuine head start to a career in technology or consulting.



Thank you!

If you have any questions or would like any further information,
please contact [**DigitalSkillsUKI@accenture.com**](mailto:DigitalSkillsUKI@accenture.com)

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