

A Guide to Skills Planning

Coursera collaborated with Burning Glass Institute on the [Skills Compass Report 2023](#) to help organizations develop skill development plans for their teams.

Our conversations with learning leaders, coupled with data-backed insights from over a million learners and job listings across the globe, revealed that identifying which skills to prioritize starts with three key dimensions: time-to-skill, skill value, and skill longevity.



Time-to-skill

How long it takes to acquire a skill



Skill value

How much wage a skill attracts in the market



Skill Longevity

How long a skill is expected to last

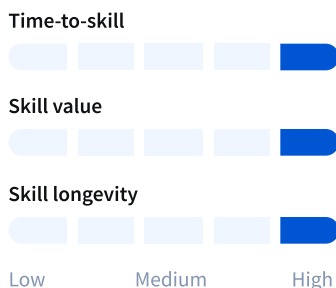
Organizations can gain clarity in their skills planning process while also considering cost by bringing the three dimensions together. At the intersection of these dimensions, skills fall into five distinct groups: Solid Investment, Quick Dividend, Enduring, Adaptive, and Commodity. These groups give learning leaders a framework to prioritize, invest in, and deploy key skills in their organization.

Skill groups

1. Solid Investment

Skills for anyone from individual contributors to mid-career leaders that take time to acquire, are expensive to hire for, and last a long time

Skill examples: Big Data, Project Management, Risk Management, Python (Programming Language), Algorithms



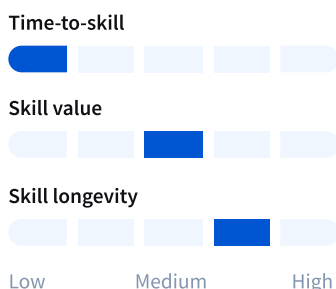
Recommended courses

- Foundations of Project Management
- Introduction to Risk Management

2. Quick Dividends

Skills for mid-career or senior individual contributors or managers that can be acquired quickly, are less expensive to learn than to hire for, and last a long time

Skill examples: Negotiation, Budgeting, Organizational Development, Salesforce, Data Analysis



Recommended courses

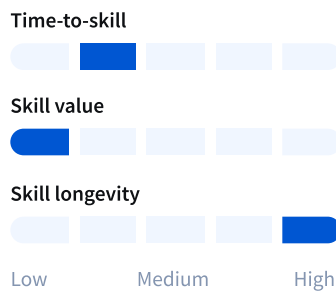
- Successful Negotiation: Essential Strategies and Skills
- Microsoft Power BI Data Analyst Professional Certificate



3. Enduring

Skills for everyone that can be acquired quickly, are inexpensive to hire for, and last a long time

Skill examples: Teamwork, Critical Thinking, Search Engine Optimization (SEO), Graphic Design, Brand Management



Recommended courses



Collaborate Effectively for Professional Success

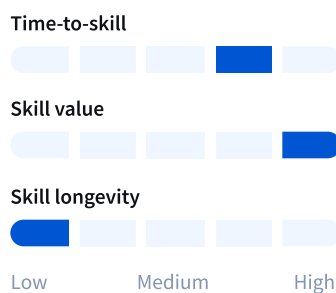


The Power of Team Culture

4. Adaptive

Skills for specialized roles that are costly to acquire and hire for, but don't last a long time

Skill examples: Econometrics, Machine Learning, Network Security, Cryptography, Marketing Analytics



Recommended courses



Enjoyable Econometrics

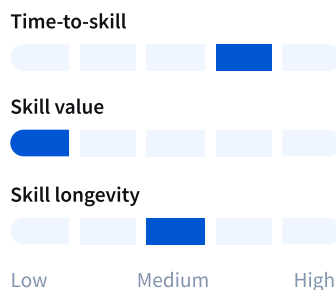


Natural Language Processing in TensorFlow

5. Commodity

Skills for entry-level roles that take time to acquire, are inexpensive to hire for, and have moderate longevity

Skill examples: Financial Forecasting, Web Development, HTML5, Stata, Tableau (Business Intelligence Software)



Recommended courses



Business Intelligence and Competitive Analysis



HTML and CSS in Depth

Coursera offers courses in partnership with:



...and more!



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