Digital is reshaping the workforce of tomorrow

and changing the nature of jobs that need to be done.

We all must anticipate and prepare for this future of work

in order to stay relevant and valuable.

And that starts by acquiring the right skills.

But which are going to be the most in-demand, most valuable digital skills of the future?

What should you invest your time in learning?

Let's find out!

Here's seven of the top digital skills for the future workforce.

Plus, our team's favourite resources and favourite courses to help you learn them.

Hey guys! My name is Luke and I work as the Head of Digital here at Growth Tribe.

Just a heads up, that you can download all of the resources, books and courses that we

mention in this video by following the link in the description below.

Top digital skill of the future number 1. Artificial intelligence.

We live in an increasingly artificially intelligent world, so leverage it before it leverages you.

Now that's not meant to sound all doom and gloom, but in a world full of AI

it's really important that we understand the tech.

According to this report from LinkedIn, AI skills are amongst the fastest growing skills

on the platform with 190% increase in AI skills on LinkedIn from 2015 to 2017.

The good news? You don't need to deep dive into Python or become

a hardcore coder to empower yourself to leverage AI.

So where should you go for your fix of AI knowledge? I asked Growth Tribe's

resident Data Chief, Bernardo, for his tips, and this is what he recommends...

On the book front: For an in-depth into AI,

check out Artificial Intelligence: A Modern Approach.

Want to know what AI means for your business?

Read Prediction Machines: The Simple Economics of Artificial Intelligence.

And get started with machine learning with the 100 Page Machine Learning Book.

Looking to take a course? For a non-technical intro you could try Coursera's AI for Everyone,

and of course, we at Growth Tribe, also run a 2-Day AI for Marketing

and a 2-Day AI for Business Crash Course and you don't need to code.

How about blogs and people to follow?

We highly recommend Dataiku. I'd also recommend following Bernardo himself on Twitter.

There's also Kirk Borne as recommended by Bernardo, Jan Teichmann,

who's currently the head of Data Science at Zoopla,

Andriy Burkov who actually was the author of the 100 Page Machine Learning book,

and Google's Chief Decision Scientist, Cassie Kozyrkov.

Top digital skill number 2: UX design.

UX designers lay the highways and put up the signposts of our digital world.

Great UX design requires meticulous research into user personas,

user goals and customer journey mapping. This ensures products meet customer

needs in the most satisfying and enjoyable way. If a product has great UX

design you probably won't even notice it. But you sure will if a product or

program feels cumbersome or confusing. And therefore, businesses are

increasingly recognising the importance of great UX design. Not just to the user

experience itself, but actually to its ability to improve brand equity and

ultimately, profitability. Therefore, there's a growing demand and

organisations are paying well.

So where should you go for learning and development?

Well, for books, there's the classic Don't Make Me Think by Steve Krug

about human-computer interaction and web usability.

I'd also highly recommend checking out Lean UX, and of course,

The Design of Everyday Things by Don Norman, who actually coined the phrase "UX design".

How about courses?

One of my favourites is from Conversion XL on Data-Driven UX. You could also check out

Hack Design. They have a great weekly email lesson and they also have a

learning hub full of short and concise readable lessons.

What about blogs and influencers?

Definitely go check out Invision's blog, Inside Design

There's also UX Planet. I'd also recommend following Scott Belsky

who's the Chief Product Officer at Adobe. You could also check out the UX Collective,

Paul Boag, the author of User Experience Revolution, and Laura Klein

the author of Build Better Products and UX for Lean Startups.

Top digital skill number 3: Digital Marketing.

According to this report from McKinley, nearly 60% of marketing hires

will be digital and demand for digital marketing talent sits at 59%,

while active supply sits at 19%.

The most in-demand marketing skills of the future are of course digital

And mastering them can lead to an abundance of career opportunities.

Why? These marketing skills capitalise on new digital technologies

To help sell products and build brands. All businesses crave this expertise.

However, digital marketing's domain is very broad and there's a ton of specialisations.

Think PPC, social media, search engine optimisation, data analysis,

conversion rate optimisation, marketing automation, I could go on.

I'm happy to make another video that looks at the specifics of digital marketing skills.

If you'd like to see that, leave a comment below.

Just a quick tip, if you want to be in the top 1% of digital marketing talent

it's important to become T-Shaped. The T-Shaped Marketer is the ultimate

all-rounder. They possess a broad width of knowledge that's complemented by deep

level of understanding in several expert areas. You can find out all about what it takes

to become a T-Shaped Marketer by taking our T-shaped marketing quiz over at the

Growth Tribe blog.

So then, looking to get started or level up? Here's my recommendation for some books.

It's a classic and I think anyone in marketing or sales should read it:

Influence: The Psychology of Persuasion.

I'd also recommend you check out Contagious: Why Things Catch on by Jonah Berger.

I'd also recommend Russell Brunson's Dotcom Secrets, which is coined as "the underground guide

to growing your business online". Also have a look at Blink by

Malcolm Gladwell, and Top of Mind by John Hall.

Looking to take some courses? Well on the free side of things,

I definitely recommend checking out the Digital Garage by Google

and you could also take a look at Hubspot's Inbound Academy.

How about blogs and influencers?

Well some of my favourites would be Brian Dean who has a great blog and YouTube channel,

there's also Seth Godin, I'd check out his blog...

And on the content side maybe check out the Content Marketing Institute and

Social Media Examiner.

Quick bonus on digital marketing. Digital marketing is actually

transitioning into a new age. One where marketers are taking ownership of more

than just acquiring new customers. This is known as growth marketing or growth hacking.

And digital marketers can actually transition into this to take a

more data-driven approach to their trade. It looks at the whole funnel, not just

customer acquisition but retention and beyond. It's about building a growth engine

and this is really valuable for businesses.

Some of the books we recommend?

Well there's Lean Analytics by Alistair Croll and Benjamin Yoskovitz.

I'd also check out Traction and Hooked.

Some courses to take? We might be a bit biased,

but this is actually one of our areas of expertise. I recommend checking out our

2-Day Growth Hacking Crash Course. We also do a 6-Week evening option,

and of course we do in-house growth hacking training for teams.

Looking for some online resources? Go check out GrowthHackers.com,

founded by the father of growth hacking, Sean Ellis.

You could also look at some other videos on our YouTube channel,

and perhaps follow some of the Growth Tribe trainers on LinkedIn.

Top digital skill number 4: Analytical Reasoning.

In a world full of data, businesses require people that can make sense of it and

turn it into actionable and smart decisions. Analytical reasoning is the

ability to inspect information and from it, discern patterns and trends that lead

to actionable decisions. And demand for this is about to blow up. Why?

Well data science is actually suffering from a last mile problem. Businesses are

really struggling with this. There's a gap between a business's tech expertise

and their operational expertise. There's such a need for this that we recently

launched a new Data Traineeship to help fill the gap. Here, we're going to help

organisations to develop what we call Analytics Translators.

Analytics translators bridge the gap between an organisation's technical expertise and

their operational expertise. They help to convey business goals to data

professionals while ensuring data solutions provide insights that the

businesses can use to inform decision making.

So where to go and learn?

Well I turned to Bernardo again for his recommendations. On the book front,

he recommends Practical Statistics for Data Scientists from Andrew and Peter Bruce.

Some courses to take?

If you're looking for something you can do in your own time,

the Microsoft Academy actually has a course on data analysis, and of course,

there's a Data Traineeship we've recently released here at Growth Tribe.

How about blogs and people to follow? Well Bernardo actually recommends the

Field Guide to Data Science by Booz Allen. We'd also recommend you go and

check out KD nuggets.

Top digital skill number 5: Design Thinking.

According to CIO, Design Thinking is becoming a key pillar in digital transformations.

In fact, Microsoft calls it a "key skill of the future". All the world's leading brands

are rapidly adopting the design thinking approach. What is it, and why is

it a top digital skill? well in a digital world it's sometimes really easy to

overlook the one thing that really matters: us, the humans.

We're the end point of any product or service, digital or not.

Design Thinking is an iterative process in which we try to understand the user

which leads to better products, services and internal processes.

So how about some books to read?

With a focus on human behaviour and the systems that drive the way we think,

we highly recommend Thinking Fast and Slow. There's also Creative Confidence

from the founders of Ideo. This is on unleashing creativity that lies within

each and every one of us.

Tim Brown also wrote Changed by Design. This is on why design belongs at

every level of business.

How about some courses to take?

If you want a bit of an introduction to design thinking, go check out

Thinking for innovation by Coursera.

Blogs, people to follow?

The one I'd recommend is the Design Thinking blog by Ideo themselves.

Digital skill number 6: Cloud Computing.

Our world is moving into the clouds. And as it does, businesses are

looking more and more for the people that have the skills to take them there.

In basic terms cloud computing is about storing and accessing data over the

internet rather than on your local hard drive or computer. This means

businesses, especially large enterprises really need the expertise, especially in

cloud security. This report from OpsRamp found 94% of IT organisations are

actually struggling to find the right talent to build dynamic, flexible and

cost-effective cloud services. In fact, the report is named "From a Cloud Native

Skills Gap to a Full-Blown Crisis". This means if you can master cloud computing

skills you're gonna be in real high demand.

So how about some books to read?

Well the data team here at Growth Tribe recommends the Data Engineering Cookbook

by Andreas Kretz.

What about courses?

Well as it's so widely used, we recommend the AWS Cloud Practitioner exam.

This is a certified exam to help gain a deep understanding of the AWS cloud.

How about some blogs?

Well you could go check out Cloud Computing News

and there's also the Amazon Web Server blog itself.

Digital skill number 7: Digital Project Management.

The world is digitising rapidly. This means more of the work that we do

and more of the projects that we run are digital.

Businesses need project managers specialised in delivering

digital projects. So this means to become one you're going to need a firm grasp of

digital technologies. Software engineering teams, digital marketing

teams, ecommerce businesses, all demand digital project managers. They make sure

shit gets done in a digital world.

So where to go to learn? We asked our digital project management and

operations team here at Growth Tribe for their recommendations.

How about some books?

Emma recommends Principles: Life and Work by Ray Dalio.

Here he shares his unconventional principles, management techniques

and methods of making business decisions to drive results in life and business.

Also check out Inspired: How to Create Tech Products Customers Love by

Marty Cagan. While it has more of a focus on product development and product

marketing, all good digital project managers should think of the end user so

it's definitely worth checking this out. You could also check out

Product Leadership: How Top Product Managers Launch Awesome Products and Build Successful Teams.

And for a more actionable guide you might want to have a look at

Digital Project Management: A Step- By-Step Guide to a Successful Launch.

by Taylor Olson.

What about courses?

Anna Dia recommends Introduction to Project Management by UCI on Coursera.

Blogs, people to follow?

Maybe head over to checkout Toggl's blog, and this is not a blog per se, but Emma does

recommend checking out this Medium article for more book recommendations.

In the future of work it's important that we take our learning into our own hands.

It's our responsibility to anticipate and to prepare for this future of work.

By doing so, you'll ensure you stay relevant and ensure you stay valuable.

We all need a grasp of the complexity of digital so start to gain an understanding

of some of the skills we've mentioned in this video in order to future-proof your own career.

And remember, you can grab the list of all the resources we mentioned in this video

in the description below.

Got any questions? Let me know in the comments.

Happy learning!