



Enterprise Skills Initiative Overview

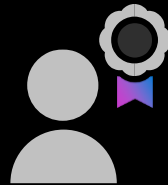
Inside Training Program Manager (ITPM) : Julio Cespedes

Digital transformation requires new skills



Innovate more

Fifty-eight percent (of IT managers) say that IT certifications significantly or very significantly impact employee innovativeness.¹



Be more competitive

Fifty-four percent of all professional services employees will require significant reskilling by 2022.²



Grow your business

Sixty-nine percent of IT managers feel that [certification] significantly increases productivity / an employee's overall contribution.¹

The importance of training

Building a culture committed to learning

Embracing a growth mindset can help IT professionals feel more committed and empowered to put the organization's vision into practice.^[1]



Invest in upskilling / training your teams.



Reward employees who invest in learning.



Prioritize certification in hiring

¹IDC white paper, sponsored by Microsoft, [Business Value of Digital Transformation and the Contribution of a Growth Mindset in IT \(microsoft.com\)](#) #US46245620, May 2020

Enterprise Skills Initiative (ESI)

Simplified talent identification and recruiting

Fifty-one percent of IT hiring managers felt that IT certification positively impacts the ease of the interviewing process.

Drive success by boosting your team's technical skills

The Enterprise Skills Initiative helps **boost your team's technical skills** so they can help move your organization forward.

Empower team members to sharpen their technical skills, learning at their own pace, in whichever format suits them, and gaining recognition for their accomplishments.



ESI LEARNING BENEFITS



Self-directed training

Free, interactive, self-paced learning paths exploring cloud computing, AI, business applications, and other topics



Microsoft Virtual Training Days

Digital events covering fundamentals and advanced topics for Azure, Dynamics 365, security, and more



Exam preparation

Resources to help learners get ready for Microsoft Certification exams



Practice tests

Engaging experiences that emulate real-world exam questions and question types, helping to identify further areas of study

Get trained



Self-directed training



Microsoft Virtual Training Days



Productivity workshops

Apply skills



Microsoft Learn Cloud Games

The 360° ESI skilling experience

Build confidence



Exam preparation resources

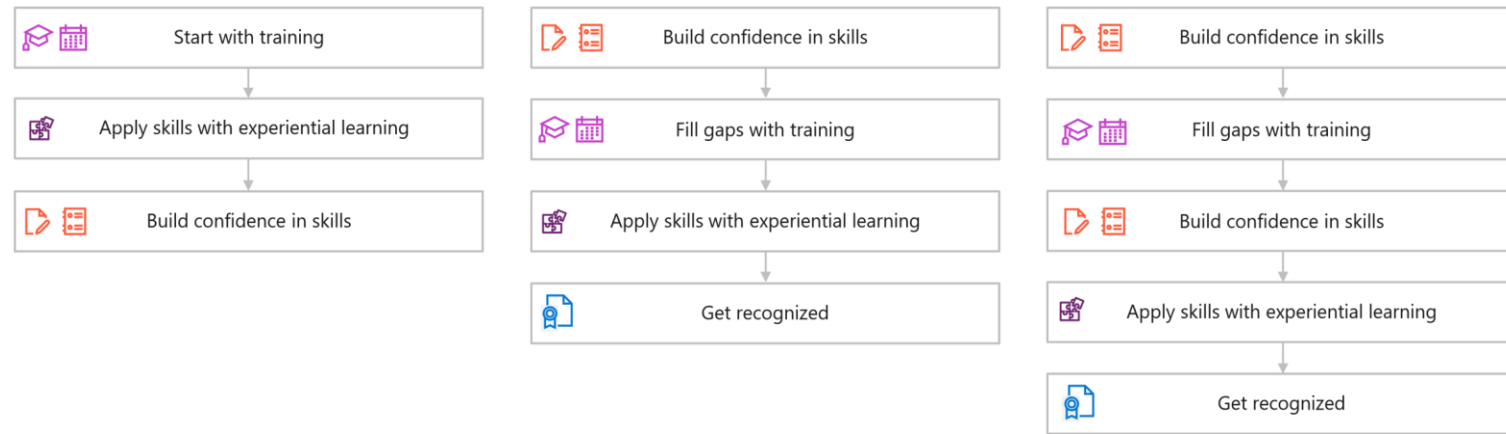


Microsoft Official Practice Test

Get recognized



Microsoft Certifications



Key

Get trained

- Self-directed training
- Microsoft Virtual Training Days

Build confidence

- Exam preparation resources
- Microsoft Official Practice Test

Get recognized

- Microsoft Certifications

Apply skills

- Microsoft Learn Cloud Games

COMBINING ESI BENEFITS TO CREATE CUSTOMIZED PATHS

The ESI Marketing Kit

Easily launch and promote the program internally, with ready-to-use, customizable digital assets

- Get the message across to your organization about your learning culture and the benefits available in ESI—without having to create the communications.
- The ESI Marketing Kit provides a host of materials that you can customize or use as they are.



Download the [ESI Marketing Kit](#)



Last updated July 2022

Introduction

Welcome to the **Microsoft Enterprise Skills Initiative (ESI)**, a program that can help your team members boost their technical skills, drive success, and move your business forward. ESI offers your employees the opportunity to sharpen their technical expertise on Microsoft platforms and solutions through training and certification. To help your organization achieve truly transformative goals, your employees need to be able to harness technology, and ESI gives them the resources to learn how.

When you encourage your learners to make the most of the program by using the learning offerings available to them, you help them develop the technical skills and knowledge they need to thrive. And, when your learners are excited about ESI, your entire organization can reap the rewards.

To help you promote ESI, we created the [ESI Marketing Kit](#), which contains a variety of digital assets you can use in your internal communications about the program. And, in this rollout guide, we include instructions on how to effectively use those digital assets. Although you can use the assets in any order, we recommend the order listed in the ESI Marketing Kit assets section of this guide.

Please note that ESI should only be promoted internally with your employees and should not be promoted externally.