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Lifelong Learning Resources

Career Experts Group
www.careerexpertsgroup.com
info@careerexpertsgroup.com

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Introduction

There are plentiful learning resources if you are a continuous learner or have a skills gap, with some programs leading to certifications.

Micro-credentials are mini-qualifications that demonstrate skills, knowledge, or experience in a subject area or capability. Also known as nano degrees, micro-credentials tend to be narrower than formal qualifications like diplomas or degrees.

Professional credentials improve access to opportunities, addressing skills gaps for in-demand jobs.

Hiring in 2023 and beyond is about having the right skills, practical experience, and a positive mindset to add value to the company's mission. You can gain knowledge and skills for in-demand jobs through the programs and best practices listed here.



ALISON

ALISON is an Irish online education platform for teaching workplace skills. It was founded in 2007 in Galway, Ireland, and partners with universities, foundations, and individuals across the globe to bring free, flexible, and fun courses.

Register for a complimentary Alison account and access thousands of free courses. Options include specialist certificate programs that provide job-role training and formal workplace skills; and online diploma programs that provide comprehensive training across various industries, fields, and careers.

Employers value these programs because they impart specialist knowledge and skills. They are

self-paced and flexible enough to manage family commitments and work obligations.

Learn more here: <https://alison.com/>

IT | Health | Language
Business | Management
Personal Development
Sales & Marketing
Engineering & Construction
Teaching & Academics

COURSERA

Engineering | Data Science
Machine Learning
Mathematics | Business
Computer Science
Digital Marketing
Humanities | Medicine
Biology | Social Science

Coursera Inc. is a U.S.-based massive open online course provider founded in 2012 by Stanford University computer science professors Andrew Ng and Daphne Koller. Coursera works with universities and other organizations to offer online courses, certifications, and degrees in a variety of subjects.

Start, switch, or advance your career with more than 5,800 courses, Professional Certificates, and degrees from world-class universities and companies.

Learn more here: <https://www.coursera.org/>

edX ONLINE LEARNING

edX was founded by Harvard and MIT and is home to more than 20 million learners, most world-ranked universities, and industry-leading companies.

As a global nonprofit, edX is transforming traditional education, removing the barriers of cost, location, and access. It provides the highest-quality, stackable learning experiences, including the groundbreaking MicroMasters® program, a condensed online graduate course from top universities such as MIT, Boston University, University of California, Berkeley, University of Michigan, and many more.

Learn more here: <http://www.edx.org>

Architecture | Business | Management
Computer Science | Data Science
Education | Teacher Training
Engineering | Food & Nutrition
Law | Math | Medicine

GCF GLOBAL LEARNING

Whether you're new to Microsoft Office (Word, Excel, PowerPoint, and Access) or want to refresh your skills, GCF is a FREE online learning resource to advance your Microsoft Office computer skills.

Lessons offer a mix of text, video, interactives, and challenges to practice what you learn.

Learn more here: <https://edu.gcfglobal.org/en/subjects/microsoft-office/>



GROW WITH GOOGLE

The "Grow with Google" initiative was built in 2017 to prepare people without a degree to fill the gap of 1,500,000 in-demand technical jobs.

No experience is necessary; learn at your own pace (up to six months) and get the opportunity to connect with employers post-completion.

Over the last five years, eight million people have earned certifications, with 75% of graduates stating improvement in their career within six months, earning a median starting salary of \$66,000.

Google researched the market and built in-demand certifications designed and taught by Google Experts.

IT Support
Digital Marketing & E-Commerce
Data Analytics
Project Management
UX Design

Learn more at: <https://grow.google>

Or listen to this podcast wherever you listen to your podcasts: Dr. Dawn Graham, Grow with Google, Featured Speaker, Lisa Geverlber, Head of Grow with Google, October 23, 2020



IBM NEW COLLAR LEARNING

IBM has a "new collar" initiative to help address the in-demand tech skills gap. The program's philosophy is to help people without a diploma learn the right skills and gain practical experience to earn qualifications for tech jobs. The program has four tracks:

Apprenticeship: "Earn while you learn."

Tech Re-Entry: Paid returnships for technical professionals who took a break from the workforce for one or more years.

P-Tech: Education reform initiative for K-12 students to learn academic, technical, and professional skills.

Neurodiversity: Includes neurodivergent-friendly hiring and development opportunities.

Learn more at: <https://www.ibm.com/us-en/employment/newcollar/>

Or listen to this podcast wherever you listen to your podcasts: Dr. Dawn Graham, New Collar Workers at IBM, October 9, 2020



SALESFORCE UPSKILLING

The Salesforce tool brings companies together, uniting marketing, sales, eCommerce, service, and IT teams from anywhere with Customers 360—the world's #1 integrated CRM platform that powers an entire suite of connected apps.

Grow your resume with Salesforce skill-based credentials. Collect badges and points while you learn Salesforce to celebrate your hard-earned skills.

When you are ready, put your skills to the test by earning super badges and Salesforce certifications to prove you have what it takes to tackle complex, real-world challenges – all while gaining valuable credentials that employers know and trust.

Learn more here: <https://www.salesforce.com/services/learn/overview/>

UDEMY

Udemy is the leading global marketplace for teaching and learning, connecting millions of students to the skills they need to succeed. The faculty includes 57,000 instructors, teaching 150,000 courses. Udemy courses are created, owned, and managed by the instructor(s).

Udemy is not considered an accredited institution, which means courses will not count toward college credit or continuing education units (CEUs).

Udemy is an option if you want access to a massive range of professional and fun courses, and it is a more inexpensive option, with classes averaging under \$100.

Learn more here: <https://www.udemy.com/>



LINKEDIN'S REACH APPRENTICESHIP PROGRAM

REACH is a technical apprenticeship program at LinkedIn that bridges the opportunity gap for individuals with non-traditional backgrounds.

LinkedIn has designed this program to give those with non-traditional backgrounds an opportunity to get their foot in the door in the tech industry and begin or continue their technical career!

Who is REACH for?

LinkedIn is most interested in finding candidates who are passionate about the work, have a strong interest in continuing to independently learn and grow, and are willing to put in the work to achieve their goals and better their community. A REACH apprenticeship might be the opportunity you are looking for if you:

- Want a career change
- Attended a tech bootcamp
- Are self-taught
- Don't have a traditional degree for the role
- Took a break from work, and are trying to re-enter the workforce

How is REACH Structured?

REACH is a multi-year program where individuals with a passion for the job will work in technical roles to build their skill set and gain experience in the field. Apprenticeships can take a minimum of one year and no longer than five years. The time each apprentice spends in this program will be based on their skills and performance in the role.

As a REACH apprentice, you will:

- Be a full-time employee with benefits and perks
- Get 20% of your time allocated for self-development
- Be part of a cohort that meets frequently to share information and ideas
- Have a team and dedicated mentor that will support your growth
- Own real business-need projects that will push your skills

For more information, visit <https://careers.linkedin.com/reach>

LINKEDIN LEARNING

Enjoy an educational platform offered by LinkedIn, which features over 18,000 courses in seven different languages, all taught over video by industry experts to help users advance in their chosen fields.

Fee: You can get a monthly subscription to LinkedIn Learning for \$29.99, with the first month free as a trial period, or an annual subscription for \$19.99 per month, with the first month free. Those who pay monthly for LinkedIn Premium are automatically granted access to LinkedIn Learning.

Sample courses include:

Data Analytics for Business Professionals
Mastering Video and Advancing Your Career
Six Sigma Green Belt
Social Media Marketing Strategy, TikTok and Instagram
Switching Your Career

Learn more here: <https://www.linkedin.com/learning/>

MICROSOFT CERTIFICATIONS

Microsoft certifications have learning paths for many technical job roles. Certificates are offered in five areas, each with specialization tracks, and require passing exams to earn certifications.

Whether you are an application developer, system engineer, technical consultant, or network administrator, you will find valuable micro-credential offerings.

Learn more here: <https://docs.microsoft.com/en-us/learn/certifications/>



AMAZON UPSKILLING

You must be employed by Amazon to access these programs

Amazon has pledged \$1.2B to provide its employees with education and skills training, including college tuition for front-line employees to learn in-demand, high-paying technical or non-technical roles within Amazon or in the community. Samples of in-demand jobs include medical assistants, statisticians, software developers, nurse practitioners, and turbine service technicians.

AWS Grow Our Own Talent: The program develops skills for landing an Amazon data center role, engaging employees with non-traditional experience and no college degree. Six months of on-the-job training develops staff as data center technicians, engineers, or operations technicians.

Surge2IT: Aids entry-level IT employees to pursue careers in higher-paying technical roles through self-paced learning, making an average of an extra \$10,000 per year.

The UXDR Apprenticeship Program: A one-year program offering employees a chance to learn skills in research and design focused on Amazon brands: Prime video, Alexa, AWS, and Amazon fashion. Graduates land jobs that help improve the experience of Amazon customers.

Career Choice: Pre-paid associate's or bachelor's degree college tuition at hundreds of education partners across the US. The program also funds high school completion, GED, and ESL education.

Additional technical paths include Amazon Technical Academy and Technical Apprenticeship. AWS Training and Certification, Mechatronics and Robotics Apprenticeship, and Machine Learning University.

To learn more: <https://www.aboutamazon.com/news/workplace/our-upskilling-2025-programs>

Or listen to this podcast wherever you listen to your podcasts: Dr. Dawn Graham, Great Ready for the Future of Work! Amazon's VP of Workforce Development

HUMAN RESOURCE CERTIFICATIONS

A micro-certification is valuable if you aspire to land a job in human resources or corporate training and development. Certification programs improve your knowledge and skills, boost your job performance, demonstrate your commitment to lifelong learning, and increase your market value.

ACADEMY TO INNOVATE HR (AIHR)

The academy is an accredited course library of HR programs, including nine certifications. Each track takes 30 to 40 hours to complete via self-paced instruction, and courses must be finished within 12 months.

To learn more: <https://www.aihr.com>

Organizational Development | Strategic HR Leadership
Diversity and Inclusion | People/HR Analytics | Digital HR
HR Business Partner | HR Metrics and Dashboarding
Learning and Development | Talent Acquisition

ASSOCIATE HR PROFESSIONAL (aPHR®) AND PROFESSIONAL HR (PHR®) HR CERTIFICATION INSTITUTE (HRCI®)

This certificate will fuel the knowledge and skills of professionals just beginning their HR careers. Most students study for 6-9 months before completing the certificate.

HRCI® is recognized as the premier credentialing and learning organization for HR professionals. You can select from eight global certifications to help master the competencies needed to drive business results.

Eligibility requirements: For a PHR, you must have at least a year's experience in HR and a master's degree or two years of experience in HR and a bachelor's degree. You must participate in an HRCI-approved training course, followed by acceptance via an application.

To learn more: <https://www.hrci.org/>

HUMAN RESOURCE CERTIFICATIONS (Continued)

SHRM CERTIFIED PROFESSIONAL (SHRM-CP) AND SHRM SENIOR CERTIFIED PROFESSIONAL (SHRM-SCP)

The Society of Human Resources Management (SHRM) now offers HR certification programs developed using the SHRM Body Competency and Knowledge™ (SHRM BoCK), an industry best practice model, recognizing expertise in HR with capabilities in competencies and knowledge. The curriculum focuses on leadership competencies and organizational strategy.

HR generalists find this program helpful because it covers all components of HR work. On average, the study time is six months.

To learn more: <https://www.shrm.org>

PROFESSIONAL IN LEARNING AND PERFORMANCE (CPLP) ASSOCIATION OF TALENT DEVELOPMENT (ATD)

ATD offers access to a vast array of specialized classes and certifications for those specializing in adult learning. Education programs can be taken in-person, online, through weekend workshops, or through self-study.

Study requirements average between six and nine months.

For this prestigious certification, you must have five years of related work experience, expansive knowledge of employee talent development principles, and 60 hours of professional development.

To learn more: <https://www.td.org>



Artificial Intelligence - Education Industry

EDUCATION						
Platform	Name	Description	URL	Cost	Experience Level	Duration
Grow with Google	Generative AI for Educators	Learn how to use generative AI tools to help you save time on everyday tasks, personalize instruction, enhance lessons and activities in creative ways, and more.	https://grow.google/ai-for-educators	Free	Beginner	2 hours
AI for Education	An Essential Guide to AI for Educators	Hands-on course is designed to help educators get started using ChatGPT to save time, engage students, and implement AI responsibly.	https://www.aiforeducation.io/ai-course	Free	Beginner	2 hours
ISTE	Artificial Intelligence Explorations for Educators	Learn to identify the various types of AI, hear about AI technologies on the horizon and build some of your own tools to make AI concrete and accessible for you and your students.	https://iste.org/courses/artificial-intelligence-explorations-for-educators	\$249	Beginner	15 hours
Code.org	AI 101 for Teachers	Discover the groundbreaking world of AI and its transformative potential in education with our foundational online learning series for teachers.	https://code.org/ai/pl/101	Free	Beginner	2.5 hours

Artificial Intelligence - Finance Industry

FINANCE						
Platform	Name	Description	URL	Cost	Experience Level	Duration
DeepLearning.AI (Coursera)	AI for Everyone	Overview of AI for non-technical business professionals.	https://www.coursera.org/learn/ai-for-everyone	Free (with optional paid certificate)	Beginner	6 hours
Babson (edX)	AI for Leaders	Learn how to leverage today's AI capabilities to improve your organization	https://www.edx.org/learn/artificial-intelligence/babson-college-ai-for-leaders	Free (with optional paid certificate)	Beginner	24 hours
University of Texas Austin (edX)	Fintech: AI & Machine Learning in the Financial Industry	Course provides an overview of machine learning applications in finance.	https://www.udacity.com/course/artificial-intelligence-nanodegree--nd898	\$795	Beginner	24 hours
University of Michigan (Coursera)	Innovations in Investment Technology: Artificial Intelligence	Build job-ready skills in AI technologies, generative AI models, and programming. Learn to build AI-powered chatbots and apps.	https://www.coursera.org/learn/invest-tech	Course is free (\$49 for verified certificate)	Beginner	10 hours
University of Pennsylvania Wharton School of Business (Coursera)	AI Applications in Marketing and Finance	The course covers AI applications for customer engagement, marketing, fraud detection, and consumer behavior analysis in business.	https://www.coursera.org/learn/wharton-ai-applications-marketing-finance	\$99	Beginner	10 hours
LinkedIn Learning	Leveraging Generative AI in Finance and Accounting	Learn fundamentals of generative AI, with a focus on financial forecasting and analysis	https://www.linkedin.com/learning/leveraging-generative-ai-in-finance-and-accounting	Free (Must have at least LinkedIn Career level or higher)	Beginner	46 minutes

Artificial Intelligence - Healthcare

HEALTHCARE						
Platform	Name	Description	URL	Cost	Experience Level	Duration
Stanford University (Coursera)	AI in Healthcare Specialization (5 courses)	These courses examines AI's impact on healthcare, covering problem-solving, patient care, medical practice, and innovation.	https://www.coursera.org/specializations/ai-healthcare	Free (with optional paid certificate)	Beginner	57 hours
DeepLearning.AI (Coursera)	AI for Medicine Specialization (3 courses)	Learn to use AI for medical image diagnosis, patient outcome prediction, and clinical data processing.	https://www.coursera.org/specializations/ai-for-medicine	Free (with optional paid certificate)	Intermediate	71 hours
Massachusetts Institute of Technology (edX)	Machine Learning for Healthcare	An introduction to machine learning for healthcare through hands-on Python projects using real healthcare data.	https://www.edx.org/learn/machine-learning/massachusetts-institute-of-technology-machine-learning-for-healthcare	\$49	Beginner	150 hours
LinkedIn Learning	An Introduction to How Generative AI Will Transform Healthcare	Explore generative AI applications making a revolutionary impact on patient care, data management, and clinical operations.	https://www.linkedin.com/learning/an-introduction-to-how-generative-ai-will-transform-healthcare	Free (Must have at least LinkedIn Career level or higher)	Beginner	50 minutes
Fred Hutch Cancer Center (Coursera)	AI for Decision Makers	Explore the growing use of AI across disciplines and its potential benefits and challenges.	https://www.coursera.org/learn/ai-for-decision-makers	Free (with optional paid certificate)	Beginner	14 hours

Artificial Intelligence - Human Resources Industry

HUMAN RESOURCES						
Platform	Name	Description	URL	Cost	Experience Level	Duration
DeepLearning.AI (Coursera)	AI for Everyone	Overview of AI for non-technical business professionals.	https://www.coursera.org/learn/ai-for-everyone	Free (with optional paid certificate)	Beginner	6 hours
LinkedIn Learning	Generative AI, Recruiting, and Talent Acquisition	Generative AI will have profound effects on fields like recruiting and talent acquisition. What can you do to prepare?	https://www.linkedin.com/learning/generative-ai-recruiting-and-talent-acquisition	Free (Must have at least LinkedIn Career level or higher)	Beginner	30 minutes
Udemy	AI Strategies for Recruitment in Your Organization	Master AI in Recruitment: Streamline hiring, enhance candidate experience, and optimize processes	https://www.udemy.com/course/ai-strategies-for-recruitment-in-your-organization/?couponCode=LET_SLEARNNOWPP	\$44.99	Beginner	43 minutes
University of Pennsylvania Wharton School of Business (Coursera)	AI Applications in People Management (4 courses)	In this course, you will learn about Artificial Intelligence and Machine Learning as it applies to HR Management.	https://www.coursera.org/learn/wharton-ai-applications-people-management	Free (with optional paid certificate)	Beginner	9 hours
Udemy	Master of AI in HR & Recruitment	Artificial Intelligence in HR and recruitment, generative AI and learning AI applied to HR and recruitment	https://www.udemy.com/course/ai-in-hr-recruitment/?couponCode=LET_SLEARNNOWPP	\$44.99	Beginner	58.5 hours
Board Infinity (Coursera)	Generative AI in HR - Impact and Application of Gen AI	This course explores generative AI's applications, benefits, challenges, and future trends in HR functions.	https://www.coursera.org/learn/generative-ai-in-hr	Free (with optional paid certificate)	Beginner	3 hours

Artificial Intelligence - Marketing Industry

MARKETING						
Platform	Name	Description	URL	Cost	Experience Level	Duration
Udemy	Artificial Intelligence AI Marketing to Grow your Business	Use ChatGPT and the best Artificial Intelligence tools to boost your marketing and sales	https://www.coursera.org/learn/ai-for-everyone	\$84.99	Beginner	4 hours
The University of Adelaide (FutureLearn)	Harnessing AI in Marketing and Communication	Learn how to harness AI for your marketing and communication, from brainstorming ideas to crafting compelling content	https://www.futurelearn.com/courses/harnessing-ai-in-marketing-and-communication	\$134	Beginner	8 hours
Udemy	AI in Marketing	An overview on how to use AI tools and ChatGPT in marketing	https://www.udemy.com/course/ai-chatgpt-in-marketing/	\$64.99	Beginner	1 hour, 33 minutes
LinkedIn Learning	Generative AI for Digital Marketers	Learn about generative AI breakthroughs, opportunities and risks for marketers, and strategies digital marketers can use to integrate AI tools into creative workflows.	https://www.linkedin.com/learning/generative-ai-for-digital-marketers	Free (Must have at least LinkedIn Career level or higher)	Beginner	33 minutes
University of Virginia (Coursera)	Artificial Intelligence in Marketing	Examine three key forces that enable AI in marketing strategies: Algorithms, Networks, and Data.	https://www.coursera.org/learn/uva-darden-artificial-intelligence-marketing	\$79	Beginner	10 hours

Artificial Intelligence - Technology Industry

TECHNOLOGY						
Platform	Name	Description	URL	Cost	Experience Level	Duration
DeepLearning.AI (Coursera)	AI for Everyone	Overview of AI for non-technical business professionals.	https://www.coursera.org/learn/ai-for-everyone	Free (with optional paid certificate)	Beginner	6 hours
Stanford University (Coursera)	Machine Learning	Comprehensive course on machine learning techniques.	https://www.coursera.org/learn/machine-learning	Free (with optional paid certificate)	Intermediate	33 hours
Udacity	Artificial Intelligence Nanodegree Program	Become an expert in the core concepts of artificial intelligence and learn how to apply them to real-life problems.	https://www.udacity.com/course/ai-artificial-intelligence-nanodegree--nd898	\$846	Advanced	3-4 months
IBM (Coursera)	IBM AI Developer Professional Certificate (10 courses)	Build job-ready skills in AI technologies, generative AI models, and programming. Learn to build AI-powered chatbots and apps.	https://www.coursera.org/professional-certificates/applied-artificial-intelligence-ibm-watson-ai?aid=true	Coursera subscription required at \$59/month or \$399 a year	Beginner	6 months
Google (Coursera)	Google AI Essentials	Learn to use generative AI to develop ideas, make decisions, and speed up tasks; write clear prompts for desired outputs.	https://www.coursera.org/google-learn/ai-essentials	\$49	Beginner	10 hours
LinkedIn Learning	Advance Your Skills in AI and Machine Learning (16 courses)	Augment your skills related to AI, ML, and data science by exploring the fields of MLOps and Responsible AI	https://www.linkedin.com/learning/guides/advance-your-skills-in-deep-learning-and-neural-networks	Free (Must have at least LinkedIn Career level or higher)	Beginner	21 hours, 46 minutes

This informative document is presented by The Career Experts Group which is a select group of Master Career Practitioners and Personal Branding Strategists. We share one mission: to guide and support individuals at all stages of their career journeys, from new college graduates to C-Suite executives.

Our clients include neurodiverse workers, professionals of color, older workers, early-career professionals, career changers, and those returning to the workforce. Our own professional backgrounds are just as diverse: high-tech, education, counseling, marketing, human resources, recruiting, and entrepreneurship, to name a few.

Each member of the Career Experts Group is passionate about helping you get to work on your career. We've got you covered, no matter where you are in your career journey.

For a wealth of career-focused information, insights, and inspiration, visit the Career Experts Group website.

Check out our monthly "Your Career>Your Future" newsletter. Subscribe to get the latest information on hot career topics and trends in your email every month.

Do you have questions about career industry news and trends, job-finding strategies, career exploration, building your brand, or any other career-related areas? Just Ask the Experts!

CAREER EXPERTS GROUP



LET'S GET TO WORK ON YOUR CAREER!