



ACCENTURE DIGITAL SKILLS  
**GETTING STARTED  
GUIDE**

CORPORATE CITIZENSHIP

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**If you have any questions or want to learn more, please contact us at [digitalskillsuki@accenture.com](mailto:digitalskillsuki@accenture.com)**

# ACCENTURE DIGITAL SKILLS IN A NUTSHELL...

## OVERVIEW



Accenture Digital Skills is a series of **collaborative social learning courses** developed to introduce learners to digital topics who may have limited to no digital experience.



The programme covers the **digital skills that are critical in the workplace today** through **eight digital courses**. These courses are aimed at equipping people with the digital knowledge and skills they need to thrive in an increasingly digital workplace.



The courses are designed to **help your learners make sense of the ever-evolving digital world**, from understanding the basics to more advanced concepts and how to apply these.

## WHO?

### All learners!

From students wanting to understand digital applications in the workforce, to those who have been working for decades and want an introduction to digital and its impact on different industries. The courses are suitable for all learners- designed for those with little or no understanding of digital topics.

*Please note learners under the age of 13 cannot sign up to the FutureLearn platform.*

## WHERE?

Accenture Digital Skills is hosted on [FutureLearn.com](https://www.futurelearn.com)

## HOW MUCH?

All Accenture Digital Skills courses are **FREE**.

## WHAT TOPICS?

Digital Skills for Work and Life, AI, Social Media, Digital Marketing, User Experience, Web Analytics, Mobile, Retail

## WHEN?

Learners can enrol to courses **at any time** and go through the modules at **their own pace**.

## IN NUMBERS...

**122,000** Digital Skills  
course certificates awarded

**103,000** learners have  
gained skills from the programme

# WHAT COURSES ARE IN ACCENTURE DIGITAL SKILLS?

Accenture Digital Skills is a series of **8 social learning courses** on different digital topics to help learners compete and stand out from the crowd in **today's digital workplace**.

**Start here!**



## Digital Skills for Work & Life

Learn how digital is changing our lives and work and develop the skills to thrive in the digital workplace and in life



## Social Media

Learn how to use Social Media for business, from creating a social media presence to measuring success



## User Experience

Learn about User Experience (UX) is important, the research and design basics, and the tools and testing techniques used in UX



## Web Analytics

Learn about the role of analytics in business, the types of analytics, and the techniques used and why they're important



## Retail

Discover the impact Digital is having on the Retail industry and what it means for you



## Mobile

Learn about Mobile design, development, and creating experiences, and bigger concepts relating to mobile technology



## Digital Marketing

Learn about some of the different Digital Marketing strategies and techniques that are available for businesses to use



## Artificial Intelligence

Learn more about the past, present and future of artificial intelligence and explore its potential in the workplace



# HOW CAN I DELIVER ACCENTURE DIGITAL SKILLS?

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

## SELF-STUDY



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

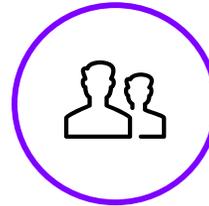
### Who is this for?

- Learners who are confident
- 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 Digital Skills courses to take
- Provide Digital Skills link on website

## ONE-ON-ONE



Learners **work with a mentor or advisor** and are guided through 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 (e.g. learners with special educational needs)
- 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

- Plan and host learning events
- Facilitate group discussions
- Tailor course to meet learners' needs

# WHAT OUR LEARNERS THINK

“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**

“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 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**

# ACCENTURE DIGITAL SKILLS CASE STUDY

## CLAIRE'S STORY

Watch the video below and see how using **Accenture Digital Skills** courses help Claire to **leverage the power of digital** and take her **jewellery business** to the next level. You can also [view the video on YouTube here](#).



# HOW DO I SIGN UP TO ACCENTURE DIGITAL SKILLS?

1. Go to [www.futurelearn.com](http://www.futurelearn.com) and click 'Register' to create an account.
2. Go to [www.futurelearn.com/accenture](http://www.futurelearn.com/accenture).
3. 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'.

## IS YOUR ORGANISATION INTERESTED IN TRACKING NUMBERS OF LEARNERS AND THEIR PROGRESSION?

If so, you might want to consider requesting organisation specific course links.

To set up organisation specific course links and find out about other support we can provide, contact us at [digitalskillsuki@accenture.com](mailto:digitalskillsuki@accenture.com).

Explore these free digital skills courses

Course Title	Rating	Reviews	Description	Duration	Upgrade
Digital Skills: Digital Skills for Work and Life	★★★★★	4.7 (230 reviews)	Learn how digital is changing our personal and professional lives and develop the skills to thrive in the digital world of work.	2 weeks, 1 hr per week	Free digital upgrade
Digital Skills: Artificial Intelligence	★★★★★	4.7 (381 reviews)	Discover the ability of artificial intelligence to transform your everyday life and reshape the way you work.	3 weeks, 2 hrs per week	Free digital upgrade
Digital Skills: Digital Marketing	★★★★★	4.7 (356 reviews)	Learn about some of the different digital marketing strategies and techniques that are available for businesses to use.	2 weeks, 2 hrs per week	Free digital upgrade
Digital Skills: Mobile	★★★★★	4.6 (46 reviews)	Learn about mobile design, development and creating mobile experiences, as well as bigger concepts related to mobile technology.	2 weeks, 2 hrs per week	Free digital upgrade

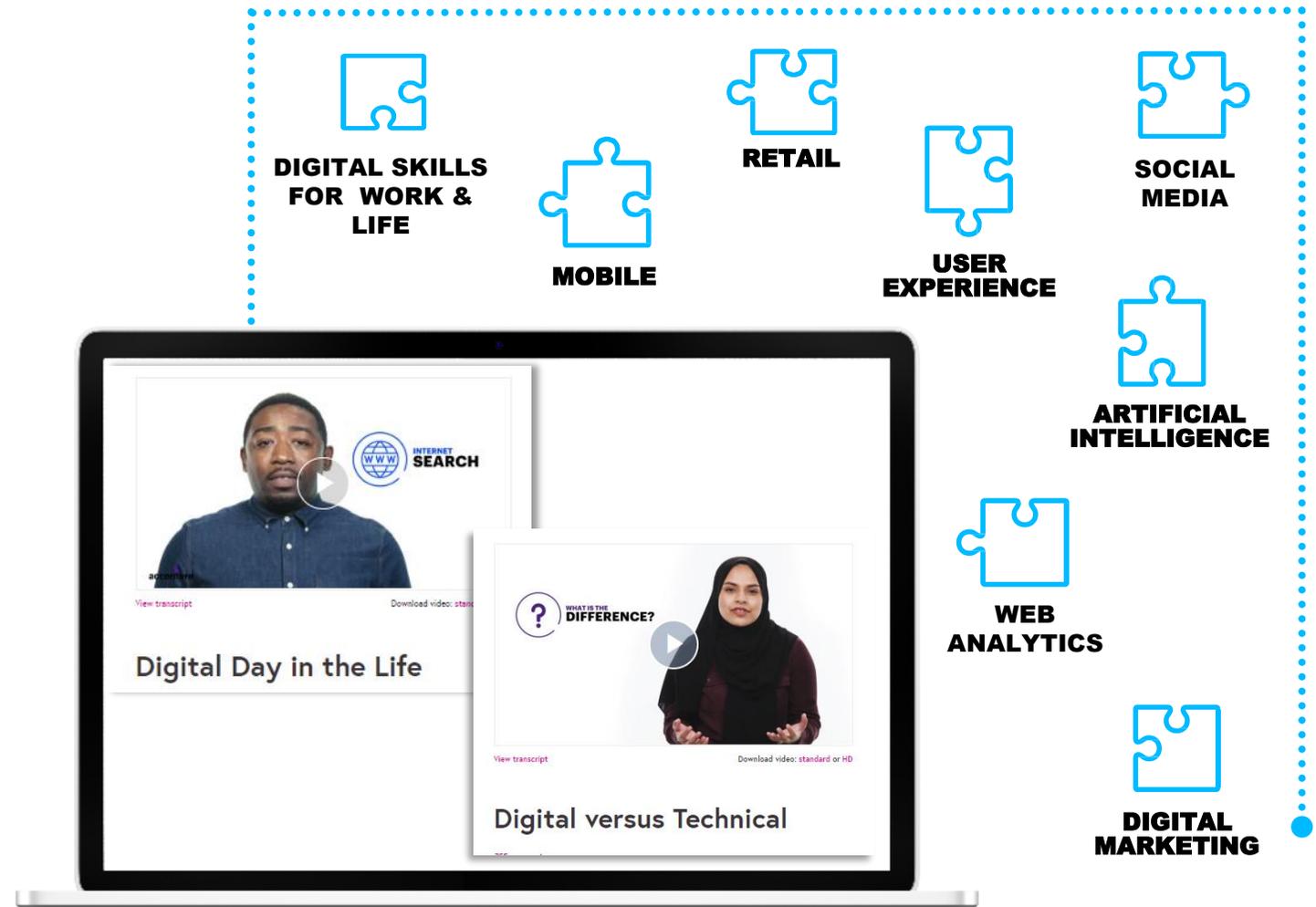
# WHAT ARE THE IT REQUIREMENTS AND IS IT ACCESSIBLE?

## 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** and can be found here: [www.futurelearn.com/accenture](http://www.futurelearn.com/accenture)
- Courses are **desktop** and **mobile friendly.**

## ACCESSIBILITY

- Accessibility is a top priority for FutureLearn, the platform that hosts Accenture Digital Skills. 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.



# WHAT OTHER EDUCATIONAL OPPORTUNITIES DOES ACCENTURE OFFER?

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



## **MOVEMENT TO WORK**

A strategic client collaboration partnership, working with high end enterprises to supply 100,000 + placements across industry.



## **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 work place. 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 PROGRAM**

A 3-4 year programme comprised of classroom and on-the-job learning to earn a professional qualification.



# THANK YOU!

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