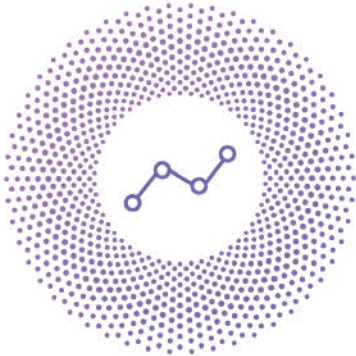


ioaglobal.org



The Institute of Analytics

# **BUILDING CAREERS FOR THE FUTURE OF WORK**

**Why Hiring IoA Members is Good for  
Business**

As seen in

**Forbes** ADVISOR

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# The Changing Workplace



## AI Disruption

The automation of routine tasks due to easy access to new technologies such as AI and robotics has caused – and will continue to cause – widespread disruption across roles and sectors



## New Roles Rapidly Emerging

New roles such as AI and Machine Learning Specialists, Decision Scientist, AI Auditor and Digital Transformation Specialists have emerged to meet the growing demand for digital expertise with additional jobs still to emerge that don't currently exist





## The Skills Gap

Upskilling and reskilling are now the expectations of industry and have become imperative to remain competitive in the digital workplace



## Continuous Learning & Agile Mindsets

Overall, digital transformation has spurred a dynamic job market demanding adaptability, continuous learning and innovation from both individuals and organisations


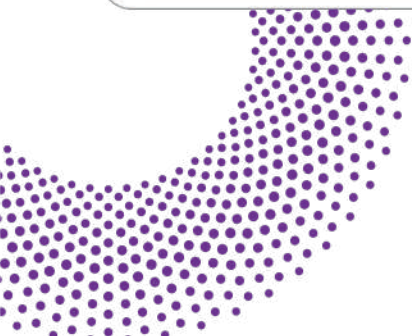


**44% of workers' core skills are expected to change in the next 5 years** due to the pace of technological developments that are happening

*Source: World Economic Forum Future of Jobs Report 2023*

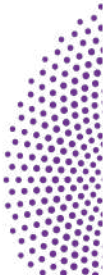
**87% of companies around the world have a skills gap** or expect to experience one in the next few years

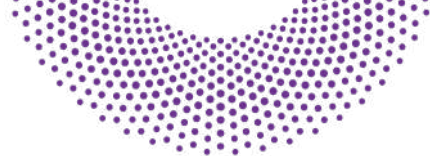
*[Source: McKinsey](#)*



**69% of business leaders believe that data analytics will be crucial** for future business growth

*[Source: PwC](#)*





# How the IoA Can Help

With the advancement in technologies, there's a pressing need for people capable of overseeing, guiding and shaping the development and use of these new tools for the benefit of society as a whole.



## Global Experts In The Field

The Institute of Analytics (IoA) is a global, not-for-profit professional membership body created for the analytics & data science community



## Bridge Between Industry and Education

We bridge the gap between what industry needs and making those skills known and available to learn. We share knowledge to upskill and reskill graduates and professionals from all sectors and levels of experience



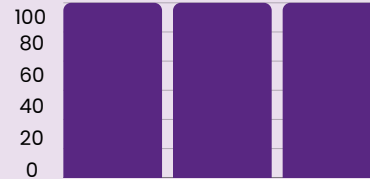
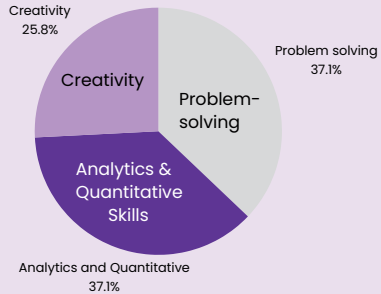
## Industry-Standard Training

Our comprehensive training empowers members from diverse backgrounds at all skill levels, providing accessible and high-quality education in cutting-edge technologies to excel in today's data-driven world

**We support *employability* for the future workplace, helping companies and teams stay relevant by maximising the potential of these technologies.**

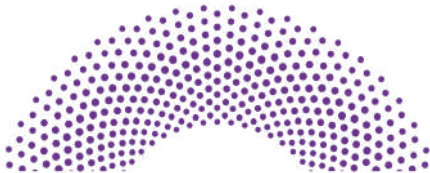
# Bridging the Skills Gap

Skills needed to work with Artificial Intelligence tools



Hard Skills Most in demand by employers\*

\*QS Global Employer Survey 2024, Sample Size 16,000



# Five Tips for Building Your Teams' Data & AI Literacy

**Expand existing programs to include AI literacy:** Broaden data upskilling initiatives to encompass AI literacy, treating it as an integral extension of data skills

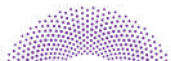
**Widen the reach of upskilling initiatives:** Extend the scope of training to include non-technical roles, enhancing organisational-wide AI & data literacy

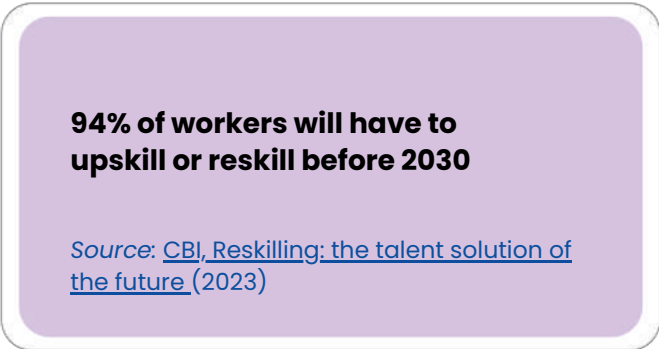
**Focus on interactivity and personalisation:** Center learning programs around interactive and personalised training to foster more engaging and effective skill development, self-paced

**Leverage AI as a force multiplier:** Utilise AI to enhance and accelerate the application of data skills across the organisation

**Proactive change management:** Emphasise positive reinforcement and change management to address potential workforce concerns about new technologies

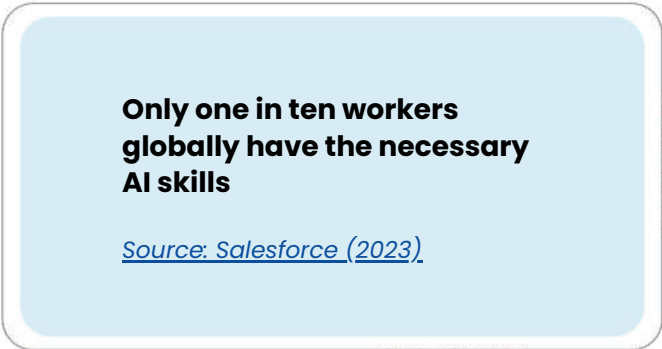
Adapted from Datacamp's **"The State of Data & AI Literacy Report 2024"**






**94% of workers will have to  
upskill or reskill before 2030**

*Source: [CBI, Reskilling: the talent solution of the future](#) (2023)*



**Only one in ten workers  
globally have the necessary  
AI skills**

*Source: [Salesforce](#) (2023).*



**66% of leaders would not hire  
someone without AI skills**

*Source: 2024 Work Trend Index Annual Report,  
Microsoft and LinkedIn*



# Benefits of Employing IoA Members

As companies of all sizes and across all industries increasingly rely on data-driven decision making, and as more and more roles require data skills, employers will need to prepare for the new digital workplace.

## Graduates of IoA Accredited Courses



Hiring graduates from IoA Accredited business or data analytics degrees means that employers are assured that their course content has been reviewed by us and meets the highest global industry standards and best practices

## The IoA Graduate Advantage



Graduates from IoA Accredited programs are more industry-ready with enhanced digital skills and key soft skills, such as communication and leadership and real-world application of tools

## The IoA Members' Advantage



IoA Members are committed to their ongoing learning and can easily keep their skills up-to-date, with unparalleled access to a diverse range of sector-relevant training and microcredentials for the latest licensed tools and changes in regulations

## IoA's Triple Learning Platform Bundle

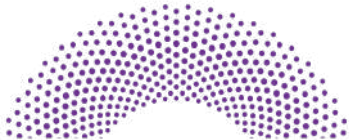


Employers, Education Partners and Members alike benefit from huge savings with IoA's triple bundle subscription to DataCamp, Dataquest and IoA's Learning Hub provides. No need for expensive bootcamps. Members have access to 750+ supportive, on-demand training courses

## Upskilling Your Workforce - IoA Corporate Partnership



We offer comprehensive hands-on data training for Corporate Teams at a special discounted rate. We have complete career training tracks and tailored pathways with certifications, including Business Analyst with R, Data Analyst with Python, AI Toolkit and Analytics for Accountancy and Finance Toolkit plus many more!



# IoA Education Partnerships – Upskilling The Next Generation

We work directly with Education Providers, such as universities, business schools and executive training organisations around the globe. We offer competitive supportive packages for your data and generalist students and faculty to be industry-ready and up-to-date in their real world analytics and data science skills.



## Certifications for Real-World Application of Hard and Soft Skills

Your students can gain in-demand certificates for soft skills, digital skills, technologies and application of knowledge to bolster evidence of their work-force-ready skillset



## Demonstrate an Agile, Continuous Learning Mindset to Employers

Students with Professional Membership demonstrate their continuous learning mindset and commitment to maintain their professional standards



## Practical Career and Interview Guidance

Guidance to know how to land that dream job, which skills need to be articulated to be shortlisted, how to ace a data interview and then how to build a successful analytics career



## Improve Student Success & Completion Rates

Access to our interactive, flexible and supportive training and friendly community provides another layer of hands-on, bite-size support for all students

Professional bodies like the Institute of Analytics (IoA) play an important role in supporting employability and professional development by setting the levels of professionalism, knowledge and skills for their sector.

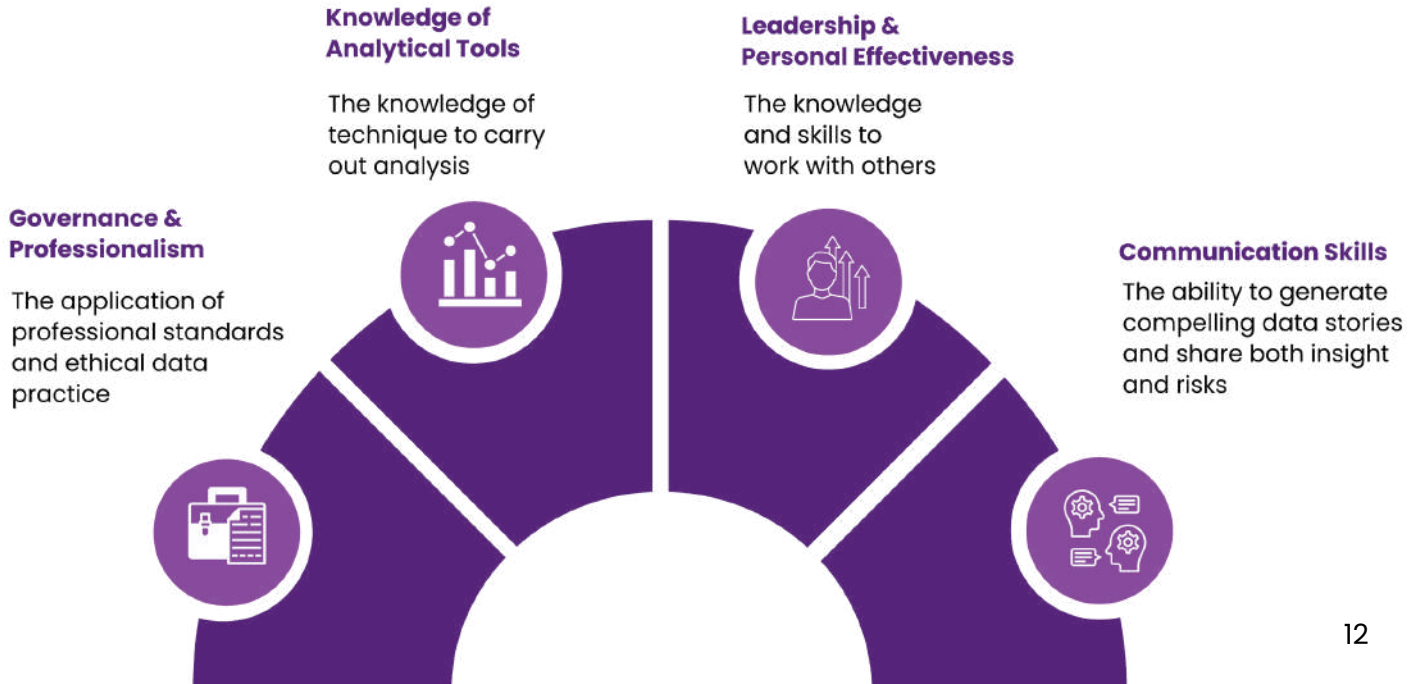


*“In data science, Continuing Professional Development is the key to achieving salary increases and promotions”*

*Source: US Bureau of Labor Statistics report 2023*

# IoA Analyst Competency Framework

All of our training is aligned to the IoA Analyst Competency Framework which encompasses four broad skill areas to help our members handle, interpret and safeguard data regardless of role and to structure their career progression.



# How We Help Companies of All Sizes Transform Their Business

Join the IoA through:

## Corporate Partnership

- Add the IoA Corporate Badge to your website to showcase your data-first approach
- Support your workforce's easy access to flexible, on-the-job data training
- Start your organisation's digital transformation to improve business performance
- Benefit from Corporate Pricing to support ROI on upskilling and reskilling

## Individual Membership

- IoA members are seen as a data professional with recognised levels of expertise
- Gather the skills and evidence in your e-portfolio to gain Chartered Data Scientist status
- Access structured career progression with custom training tracks, including Business Analyst with R and Data Engineering
- Stay-up-to-date with the many global changes happening in the field

# Become an IoA Education Partner

'We have found the Institute's expert guidance and resources to be invaluable in preparing our students for success in the dynamic field of data and analytics.'

**Professor Shreshta FloA (IoA Fellow)**  
**Head of Academic Strategy**  
**Softwarica College of IT and E-Commerce, Nepal**

## Education Partnership

- Student Members can easily add top skills required to be ready for employment in a rapidly changing jobs market with our on-demand courses for key technologies and soft skills
- IoA course accreditation is the benchmark for industry excellence. Add the IoA Accredited Logo to your website and marketing materials to stand out
- Faculty receive complimentary IoA membership at Affiliate grade and 20% discount on upgrades
- Get guidance for analytics and data science careers, webinars, blogs and events to support student employability

# IoA Membership is for *everybody*



# Benefits of IoA Membership



Access to 2500+hours of training to help you stay relevant and support your professional development



Thought leadership and important updates about the latest developments that could create opportunities for you/your business



The opportunity to propel your career in new directions via our Business Analyst and Data Analyst learning tracks and specialist tool kits



Training in professional practice, ethics, communication and leadership - the full package of fundamental skills to set your career apart




The IoA Analyst Competency Framework to help you structure your learning in line with industry expectations



Status and recognition within the data analytics community to showcase your commitment to ethical data practice and career progression





**"IoA Membership has provided me with access to great resources to learn and improve my skills, including their webinars"**

**"The IoA offers me a supportive community of people who face similar challenges which makes it a great place to find answers. The training is the ideal way to keep up to speed with the ever-changing dynamics of our industry"**



**Harrison Bullock MIoA**  
*Lead Data Scientist*  
*Digital Services*  
**National Highways, UK**  
**IoA CORPORATE PARTNER**



**Kat Dixon MIoA**  
*Group Environmental Data & Reporting*  
*Manager, Corporate Services*  
**Babcock International, UK**

# About the IoA

The Institute of Analytics (IoA) is a not-for-profit professional body for the analytics & data science community. Our mission is to develop and promote the highest professional and ethical standards, create awareness of the value of data analytics and its uses in society and inspire the next generation of analysts & data scientists through education.

We help our members stay ahead of the curve of digital transformation through access to benefits including training and upskilling, updates about advancements in technology and regulation, masterclasses and thought leadership.



The Global Body for Analytics



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The Global Body for Analytics

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