Transform your organisation with FutureLearn

Future Learn

Future Learn

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Introduction to FutureLearn

We are a leading, career-focused global learning platform that is accessible to anyone, anywhere in the world. We're focused on accelerating professional growth – and that's why we're working with the world's leading universities and brands to deliver online stackable learning.

1900+ courses from short course to degrees

200+ partners (universities and brands)

20m+ global registered learners
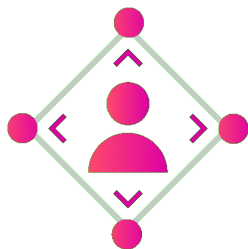
UK based with a global presence
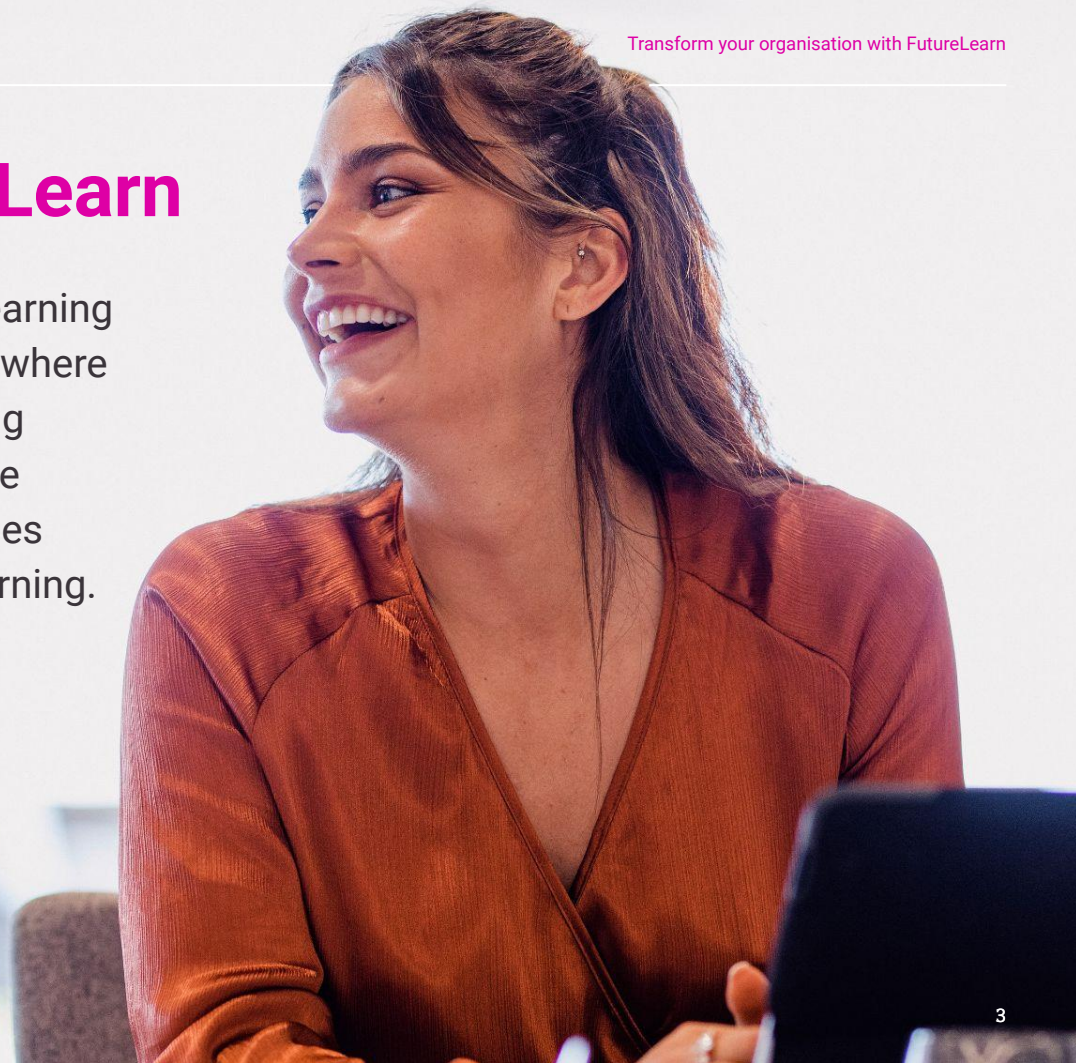
Our strategy

Our aim: FutureLearn is a leading global destination for career-based online and blended learning.
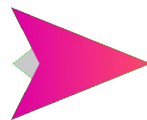
The **four key pillars** we are working towards are:

1.
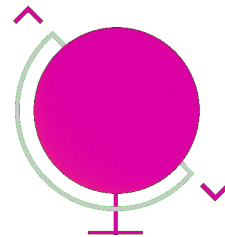**Growing our high quality, stackable career-focused learning catalogue**

2.
Delivering value via additional services for our course creating partners

3.
Distributing our content to businesses and governments for upskilling staff and citizens

4.
Increasing global reach for our partners, businesses and learners

4

Industry challenges

Industry challenges

Talent acquisition and employee engagement

Having access to credible and relevant courses

Technology integration and impact

Limited resources

To stay competitive, these challenges must be addressed.

Lifelong learning

Attitudes to work are changing and a job-for-life is a thing of the past.

52%

of CEOs anticipate labor and skills shortages to impact profitability over the next decade*

1 in 16

workers will switch occupations by 2030**

26%

of workers say they plan to quit their job in the next 12 months, up from 19% last year***

*PWC 26th Annual Global CEO Survey
**McKinsey's What is the Future of Work | January 2023
***Global Workforce Hopes and Fears Survey | PwC -June2023

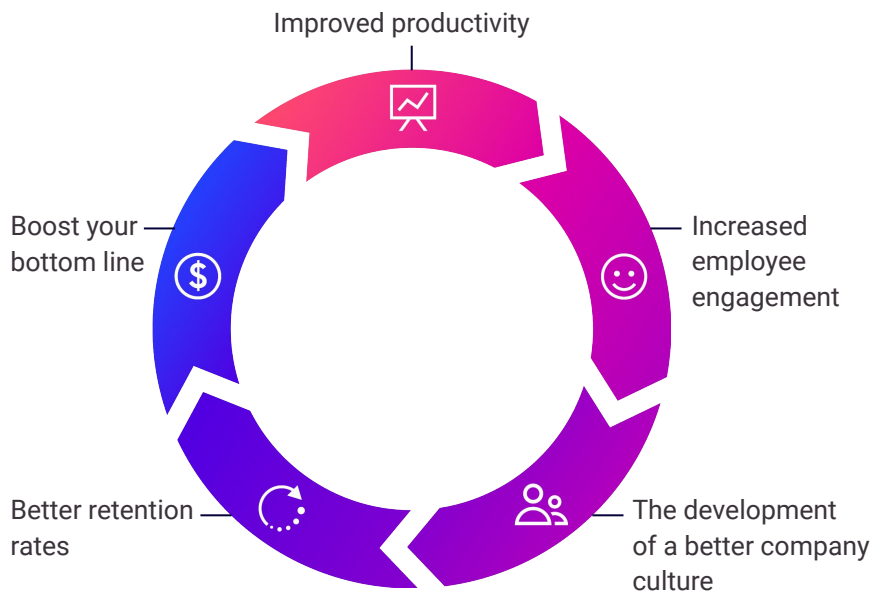# Addressing these challenges with online courses

Employers need to invest in upskilling their workforce if they want to **increase employee engagement**, **motivation and productivity** and **stay ahead of rapidly-changing skills needs.**

"The only thing worse than training your employees and having them leave is not training them and having them stay."

Henry Ford, Founder of Ford Motor Company

Benefits of investing in learning

Improved productivity

Increased employee engagement

The development of a better company culture

Better retention rates

Boost your bottom line

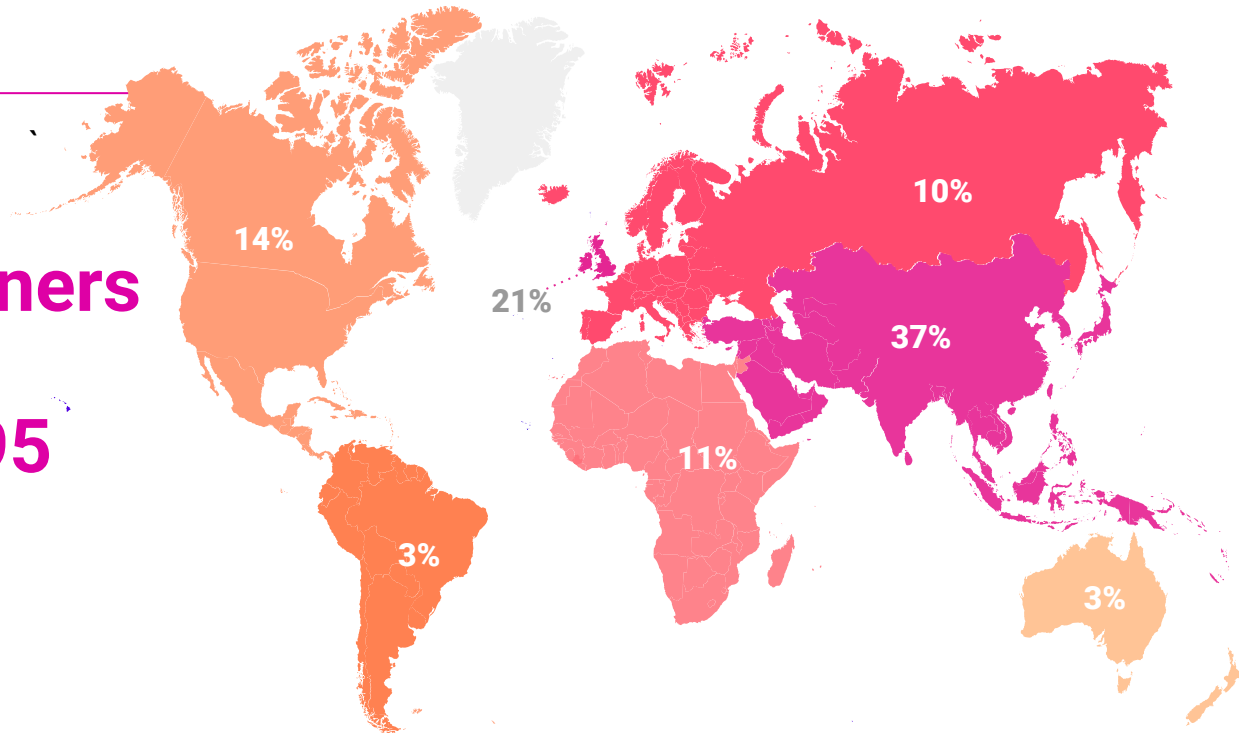Investing in employee training and development

1 Improved productivity

2 Increased employee engagement

3 Enhanced innovation

4 Reduced employee turnover

5 Improved customer satisfaction

The FutureLearn platform

20 million registered learners and visits from people in all 195 countries

14%

10%

21%

37%

11%

3%

3%

Region	2023 Total Visits
Asia	10.7m
Europe	8.7m
Americas	5m
Africa	3.3m
Australia	1m
46m unique visits	
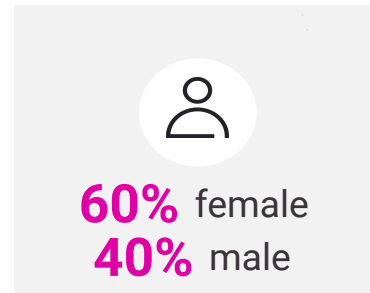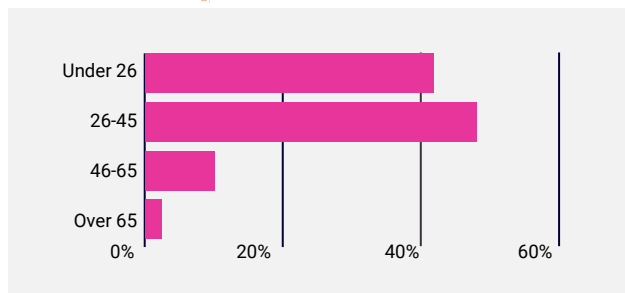
Under 26

26-45

46-65

Over 65

0%   20%   40%   60%

60% female
40% male

Our course creating partners

FutureLearn is a trusted platform and partner for leading universities and companies to create and deliver the best-in-class courses from short courses to professional certificates and degrees.

Industry partners

accenture

aws

BBC

BLOOMSBURY

CloudSwyft

Microsoft

NHS England

tableau

The LEGO Foundation

Future Learn

Our course creating partners

FutureLearn is a trusted platform and partner for leading universities and companies to create and deliver the best-in-class courses from short courses to professional certificates and degrees.

University partners

Our course creating partners

FutureLearn is a trusted platform and partner for leading universities and companies to create and deliver the best-in-class courses from short courses to professional certificates and degrees.

Professional bodies
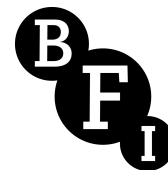
Breadth of subject areas

Explore the full suite of subjects on the platform

- Business & Management
- Creative Arts & Media
- Healthcare & Medicine
- History
- IT & Computer Science
- Language
- Law
- Literature
- Nature & Environment
- Politics & Society
- Psychology & Mental Health
- Science, Engineering & Maths
- Study Skills
- Teaching
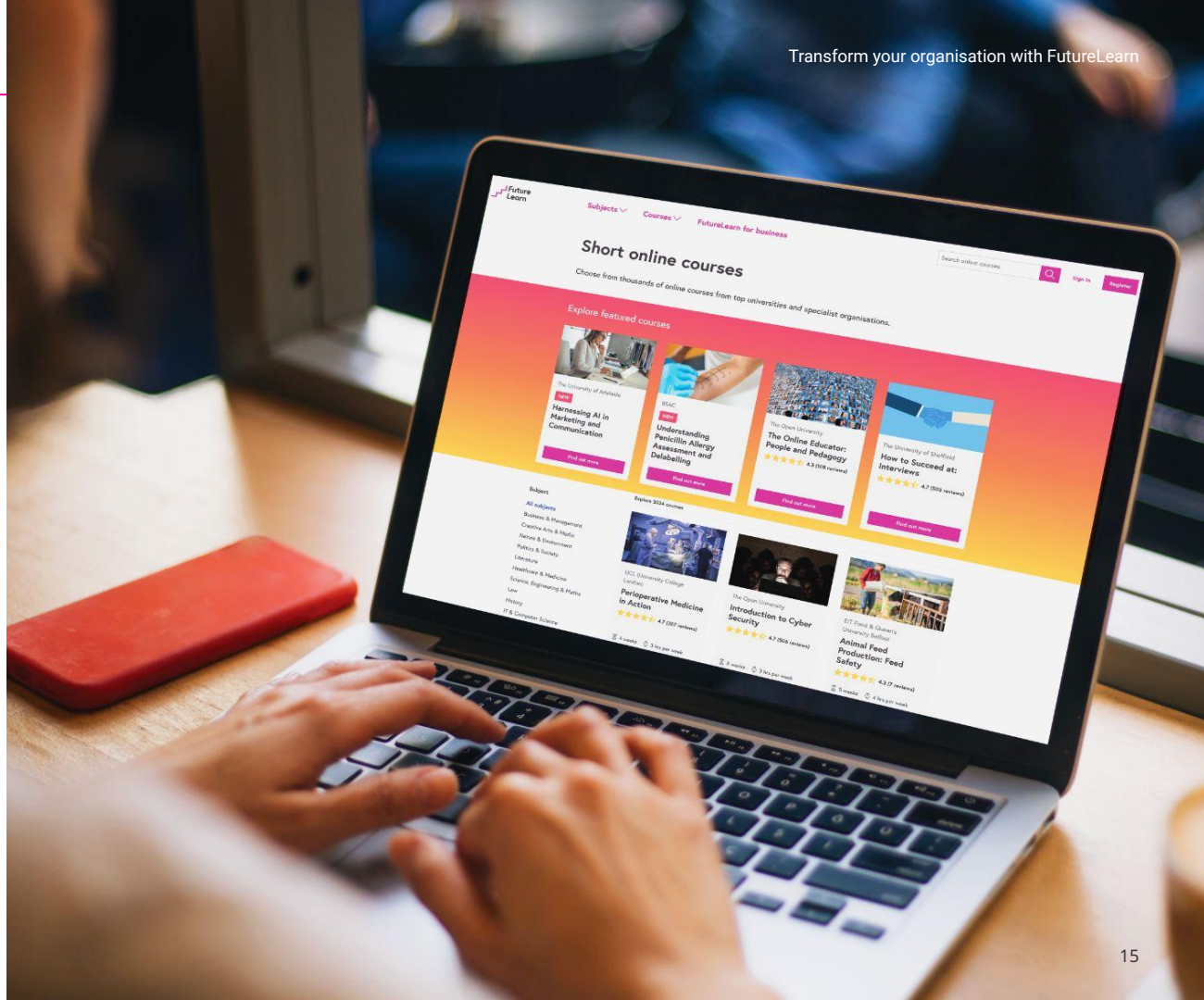
CPD Accreditation Service

FutureLearn offers the CPD Certification Service to partners who want to add a CPD certification to their courses.

This means that more and more of our online courses can be used for CPD.

Renewed Product Strategy
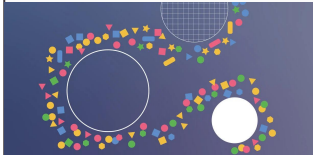
Short courses (on platform)	Certifications (on & off platform)	Degrees (on & off platform)
2 hours - 12 weeks	**2-6 months**	**1-2 years**
Features:	**Features:**	**Features:**
Short Courses > Specialisations	Academic and Professional Certifications (Exec Ed > Microcredentials > Professional Certifications > Bootcamps)	Advanced academic study
Practical and applicable		Leading to progression to senior professional roles
Contextual skill awareness		Regular cohorts
Curated specialisations earning partner & FutureLearn certificate	Delivered with leading University and industry partners	
	Job ready - (re/up)skill	
Free / Paid / Subscribe	Paid	Paid

STACKABLE

What types of courses do we offer?

Projects (on platform)	Short Courses (on platform)	Specialisations (on platform)	Certifications (on & off platform)	Degrees (on & off platform)
2-5 hours	2-4 weeks	6-12 weeks	2-6 months	1-2 years
Features:	**Features:**	**Features:**	**Features:**	**Features:**
Hands-on, practical learning	Practical and applicable learning	Grouping of discipline-related courses	Formal Academic and Professional Certifications	Advanced academic study
In-demand skills	Situated in contextual understanding of skill application	Broader and deeper knowledge and skills	Delivered with leading University and industry partners	Leading to progression to senior professional roles
Bitesize content	In-demand skills		Careers-focussed development	
Focus on immediate application				
Free	Free / Paid Subscribe	Subscribe	Paid / Subscribe	Paid

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Example career learning pathway
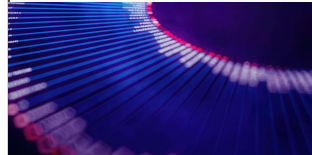
Data Analyst	Data Scientist	Head of Analytics & BI
Introductory	**Intermediate**	**Advanced / Microcredential**
4-24 learning hours	**3-5 short courses**	**20-150 learning hours**
Bite-sized learning	Ready made short course pathways	In-depth courses with academic credit and/or industry endorsement
Example course	Example course	Example course
Introduction to Business Intelligence and Data Analytics BoxPlay & FutureLearn	**Applied Data Analysis** CloudSwyft & Microsoft	**Data Science: From Data to Insight** University of Aberdeen

Certificate of Achievement

Incentivise learning and demonstrate new skills with a badged Certificate of Achievement.

Future
Learn

IDENTITY
VERIFIED

Issued 26th January 2024, futurelearn.com/certificates/abcdef

Certificate of Achievement

Susanna Rodriguez

has completed the following course:

INTRODUCTION TO THE LEARNING THROUGH PLAY EXPERIENCE TOOL
THE LEGO FOUNDATION

This online course explored how children learn and develop through play.

3 weeks, 1 hour per week

Søren Holm
Head of Experiences
The LEGO Foundation

Jan Christensen
Facilitation Specialist
The LEGO Foundation

The **LEGO** Foundation

In association with

CPD
CERTIFIED
The CPD Certification
Service

The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

This certificate represents proof of learning. It is not a formal qualification, degree, or part of a degree.

Future Learn

Ease of access

You can purchase and consume our courses in a variety of ways to suit your business needs

| FL Unlimited Subscription	Short Course Enrolments	Accredited Learning	Voucher Codes
Seats can be allocated or re-allocated to staff as required using Learning Manager providing access to our entire **short course Unlimited course catalogue.**	Courses invitations to specific short courses on FutureLearn. Enrolment on a per learner, per courses basis. Track progress via Learning Manager.	Purchase Microcredential places for accredited professional development in a range of subjects. Track progress via Learning Manager.	Buy vouchers codes for Short Course upgrades to use as a reward for your staff. They choose which short course they want to take.

What makes FutureLearn different?
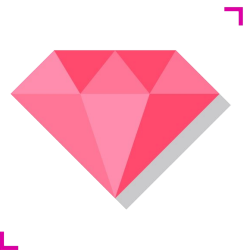
We pride ourselves on FutureLearn's **best-in-class social learning pedagogy**.

Our courses follow standardised, high quality and completely measurable structure with interactive social learning features endorsed by top Russell Group universities in the UK.
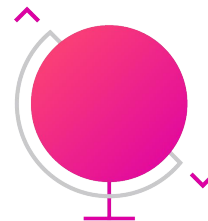
We offer **better learning experience**, illustrated by our high Trustpilot score and higher than average completion rate.

FutureLearn: 4.7 /5.0
Coursera: 2
EdX: 2.5
Udemy: 2

We offer enterprise partners **bespoke learning solutions,** meaning learning will always be tailored to your organisation's needs, and never "off-the-shelf".

A truly **global lifelong learning platform**, boasting many world leading universities including the majority of the UK's elite institutions and leading businesses as our content creators.

The courses I completed on FutureLearn have significantly enhanced my skills in data science and digital marketing. The knowledge gained has opened up new opportunities in my career and allowed me to contribute more effectively in my current professional role.

Peddisetty Venkat Satvik, FutureLearner

Our learning solutions

Skills Academies

For a more tailored approach, we offer **bespoke course bundles** that target the skills development needs within your organisation.

Example introductory Leadership Skills Academy

Leadership:
How to Build
High Performing
Teams and
Culture

The University of Lincoln

Leadership
Styles: How to
Find your Style
and Adapt to
Others

Federation University

Manage
Virtual and
Hybrid Teams

The University of Adelaide

How to Build
Leadership
Resilience

Nottingham Trent University

People
Management
Skills

CIPD

Leadership
Skills and
Change
Management
in Uncertain
Times

Ducere

Transitioning
From Friend
To Leader

University of Southern
Queensland

Business
Management
and Leadership

University of Kent

Influencing
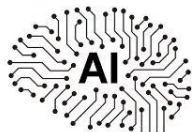and
Communication
Skills for
Managers

The University of Law

Example Digital Skills Academy

Understanding the GDPR

University of Groningen

Using AI to Gain a Competitive Edge for your Customer Experience (CX)

Critical Mass / BIMA

Introduction to Business Intelligence and Data Analytics

BoxPlay / FutureLearn

Introduction to Forecasting in Business

Deakin University

Learn about Current Digital Workplace Trends

University of Leeds

Mastering Excel Pivot Tables

University of Adelaide

Data Analytics for Managers

University of Adelaide

Introduction to Digital Transformation

Media Design School

Digital Skills: Embracing Digital Technology

King's College London

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Example HR Skills Academy

Human Resource Analytics

National Tsing Hua University (NTHU)

Workforce Planning: Research and Implementation the Basics

Learning Lounge / FutureLearn

Human Resources: Hiring and Managing Talent in the 21st Century

UCR

Grow Your Workforce: How to Teach Adult Learners

Te Pūkenga – New Zealand Institute of Skills and Technology.

Online Recruitment and Onboarding

FutureLearn

The Future of Human Resource Management (HRM)
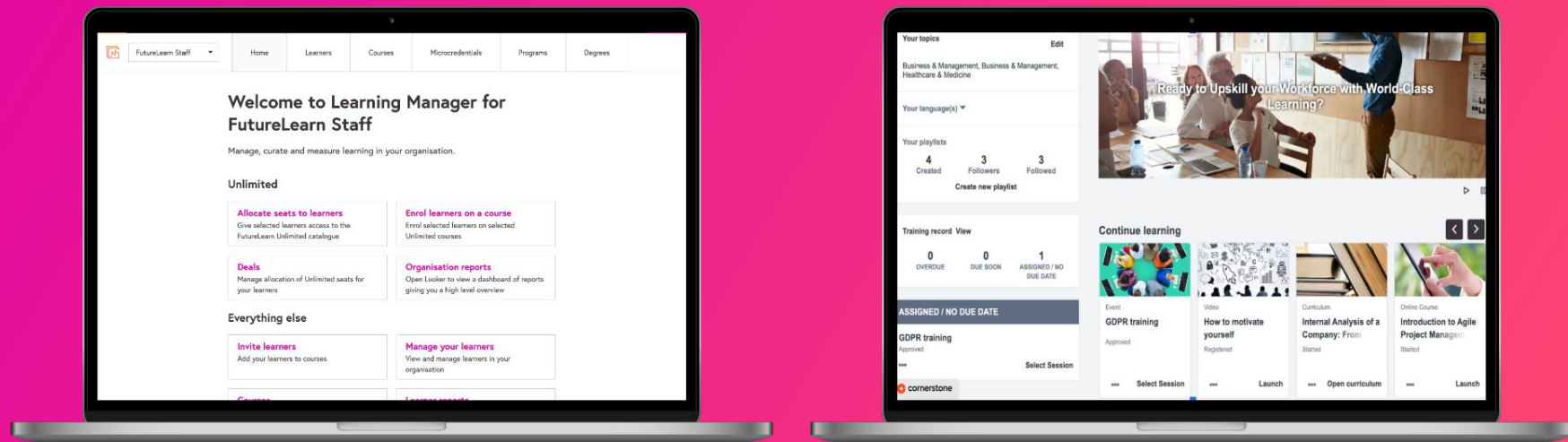
University of Twente

HR Fundamentals - Online Management Course

CIPD

Learning Management Systems (LMS)

Manage your learners, drive engagement and report on progress. Whether you're a big or small organisation, we offer two LMS options to suit your needs: **Learning Manager** and **Cornerstone.**

We have a solution to help you hit any business goal

"I'm a big enterprise with multiple systems in place and I want to bring FutureLearn content onto our existing learning management system."

Learning Manager + Single Sign On (SSO) + Learning Tools Interoperability (LTI)

"I'm a mid-sized company with no learning management system. I want access to FutureLearn content and upload some of my own."

Cornerstone for FutureLearn + SSO

"I'm an SME and want to train my small team."

Unlimited for small teams + Learning Manager to track their progress

Future Learn

Why choose FutureLearn?

What is the opportunity?

From custom courses to upskilling thousands of employees, FutureLearn can help organisations:

Create a culture of lifelong learning

Support the personal and professional development of employees and citizens.

Transform the organisation

Upskill or reskill, addressing skill and knowledge gaps. Use learning analytics to track progress.

Reward employees

Add the perk of online courses to a benefits portfolio, shaping it to be more rewarding and competitive.

# Businesses and their employees are already upskilling with FutureLearn

Case Studies
HCA Healthcare

HCA is the largest private healthcare provider in the world, and one of the leading private healthcare providers in the UK.

They purchased 7697 seats on our NHS Safeguarding courses, giving their employees access to the professional development they need.

HCA✛ Healthcare
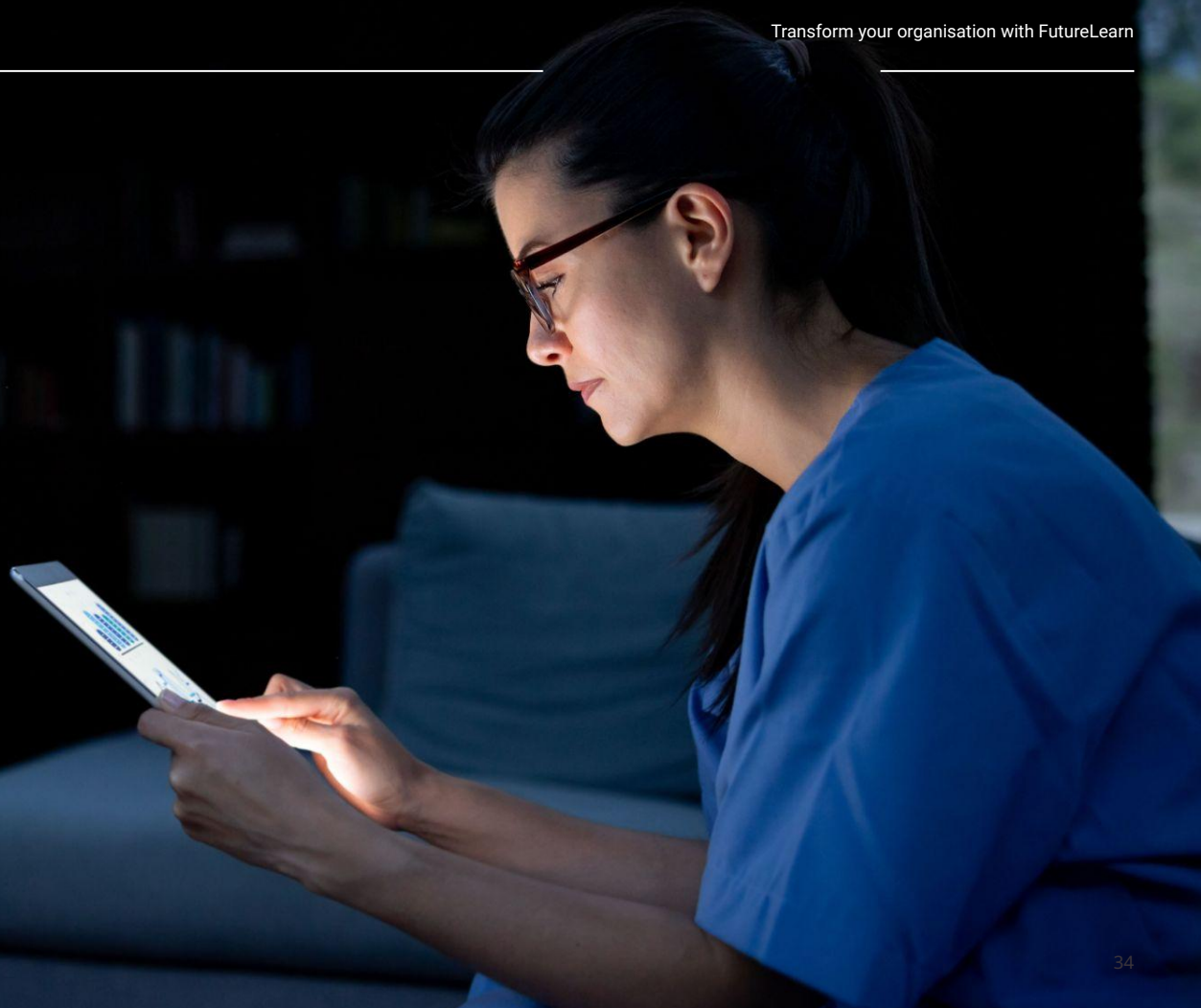
Case Studies
Nationwide

Nationwide has been a FutureLearn customer since 2019.

They've purchased hundreds of voucher codes as part of their loyalty recognition program for employees who have reached five years of service.

Case Studies
Cardiff & Vale College

Cardiff and Vale College have Invested £35k in FL Microcredentials for their staffs' professional development in a range of subjects such as:

- Agile Leadership & Management
- Coaching and Mentoring
- Embedding Mental Health in the Curriculum
- Developing Educational Leadership in Practice.

Cardiff and Vale College
Coleg Caerdydd a'r Fro

Case Studies
Nesta

Nesta purchased 280 Unlimited Licences
for their employees.

*'FutureLearn gave flexibility for our staff to pursue
the learning of interest to them. It was especially
helpful to members of our team that wanted a
deeper dive into a topic and it allowed our L&D
team to give them access to courses that were
relevant to them'.*

Matthew Smith, Group Lead – Knowledge,
Learning and Development, Nesta

nesta | THE
BEHAVIOURAL
INSIGHTS
TEAM

Why choose FutureLearn?

We can help to solve the challenges faced by businesses today

Superior product-driving engagement and change

- **4.7 excellent** Trustpilot score, 2+ points above competitors
- **Higher completion rates** than industry standard
- **World-class LMS** to track your team's progress
- **Flexible and social learning capabilities** allowing team communication within courses

Diverse, high-quality content to align with any business goal

- **1900+** career-based courses
- Covering **14** career-focussed subjects
- From **200+** world-leading institutions and industry partners
- **Unlimited, on-demand learning** that engages and develops a skilled workforce

Cost-effective access to best-in-class courses and LMS solutions

- **Upskill at scale** with FutureLearn to stay competitive and avoid skills gaps
- **Integration** with your existing systems, saving you time and money

Trusted business advisors and support services

Our team is **on hand to support your business** in all timezones

- UK&I
- Europe
- India
- Middle East
- SEA
- China
- APAC
- US

Q&A

Thank you
for joining

futurelearn.com

Future
Learn