AT&T PARTNERS WITH UDACITY TO TRANSFORM THE SKILLS OF ITS WORKFORCE

> "Originally, AT&T was a telephone company that morphed into a telecom company. Now, we are a technology company and as we enter into new businesses, we have to transform the skills of our people to support a new software- driven network."
>
> **- SCOTT SMITH** | AT&T SENIOR VP OF HR OPERATIONS

The American Telephone and Telegraph company (AT&T) is expanding its reputation beyond the world's leading telecommunications company into the next generation of new technology businesses. The transition to a software-driven network requires an enormous investment from all areas of the company, but AT&T believes the key to its success is its people - transforming the skills of thousands of employees to prepare them for new and bigger roles in cutting-edge fields within the company.

TRANSFORM SKILLS TO SUPPORT NEW BUSINESS

As AT&T strengthens its commitment to innovation, speed and connectivity, it is developing new products and services. "We're getting into new business," says Scott Smith, Senior Vice President of HR Operations. "AT&T is a wireless company, but we're also a home automation company, a connected car company, a video and high-speed Internet company."

Today, there are over 160,000 employees with roles that require evolving and changing skills to support the technology provider. Smith knows it is critical to prioritize company-wide training with the help of collaborative education partners who can adapt quickly to training needs.

CHALLENGE:

- Build the next generation of new technology businesses by leading a strategic shift to software-driven networks

- Transform the outdated skills of thousands of employees to prepare them for new and bigger roles in cutting-edge fields within AT&T

SOLUTION:

- Partner with Udacity to develop curriculum that bridges existing skill gaps and supports emerging business needs

- Leverage Udacity's Nanodegrees to train employees online through real-world projects and with the support of coaches and peers

- Deliver AT&T employees new skills in the latest mobile, web and data science technology.

RESULTS:

- AT&T is reskilling thousands of employees to be technology-ready with Udacity's Nanodegrees

- AT&T is investing in its workforce, transforming the lives of thousands of employees and growing productivity, innovation and morale to build the AT&T of the future

NANODEGREES BRIDGE THE SKILLS GAP

To reskill employees who lack the training necessary for future business demands at scale, AT&T needs a partner who can work with the company to identify skill gaps and develop curriculum in the latest technologies specific to AT&T's needs.

AT&T became the first industry partner to collaborate with Udacity to create Nanodegrees, project-based credentials where employees learn online through the completion of real-world projects and with the support of coaches and peers. Udacity's Nanodegrees, tailored to the learning needs of AT&T's employees, enable them to master the distinct skills necessary to support the company's software-driven network.

"We need a learning partner that is looking constantly to the future. Udacity is so fast-moving and in touch with the marketplace that we're able to provide cutting-edge training really quickly." Edwards notes.

INCREASING ENGAGEMENT

Nate Edwards, Vice President of AT&T University, agrees that Udacity brings a groundbreaking approach to training. As technology alters traditional work roles, "there is a greater need for people who not only understand concepts, but can put them into immediate practice to move the business," says Edwards.

Unlike passive video lectures or presentations, Udacity's Nanodegrees harness the power of bite-sized videos, interactive exercises, real-world projects and coaching to keep busy employees engaged and mastering the latest skills. "Project-based learning is really critical because it shows employees how the theory and concepts of learning directly relate to what they do on the job," says Edwards.

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Adds Smith, "The coaching provided is great because it is ongoing and very important to keeping students motivated in the program." Udacity's Nanodegrees empower AT&T employees to keep pace with the accelerating learning cycle of new software and apply those skills to advance the business.

A MORE CONNECTED WORLD

As AT&T continues to enter into new businesses that improve the way technology connects its customers, businesses and industry, there will be a constant need for new learning and skills. "Ultimately," notes Smith, "We need a program that will grow with us."

Udacity's Nanodegrees are serving thousands of AT&T employees today, and Smith hopes to see this number increase over time. "The Nanodegree program is quick, industry-driven and accessible," says Smith, making it an exciting choice to implement across a wide range of offices, platforms, job descriptions and people.

AT&T is building a future where everything and everyone works together, and its partnership with Udacity is helping prepare the company's workforce to clear that path.