



What's the Half-Life of Skills?

#HalfLifeofSkills



Meet the Panelists



Yami Joshi

The Trade Desk



Lindsey Bruner

Cornerstone on Demand



Dr. Susan Manning
Chief Success
Strategist

Credly



Are skills evergreen?

- ✓ Emotional intelligence
- ✓ Technical skills
- ✓ Changing employment landscape



Very Few Jobs Are Created for Longevity



- Switchboard operators
- Door-to-door sales people
- Elevator operators

- Social Media Managers
- App Developers
- Cloud computing
- Drone operators

- Wind turbine service technicians
- Solar panel installers
- Genetic counselors

An Old Method of Hiring

You've done it – you know it



- ✓ Spiffy up the resume
- ✓ Create a “profile”



- ✓ Send out randomly
- ✓ Use networking skills



- ✓ Hope someone reads the resume
- ✓ But not too carefully!



- ✓ What verification is there?

Verified Skills & Knowledge

Digital credentials that can be validated on-the-job



- ✓ Portable credentials means real-time verification
- ✓ Validation for future jobs



- ✓ Proof of knowledge means that a qualified person is doing the job
- ✓ Digital credentials are verifiable and up-to-date



- ✓ Can be used to validate emotional as well as tactical skills
- ✓ Easily sharable between departments and offices



Lindsey Bruner
Senior Consultant,
Global Services Enablement

6 years with Cornerstone

**15 years working in the Talent
Management space**

**Decades as a perpetual student & skill
seeker**



We believe everyone can rise to be extraordinary and has the potential to change the world.

 **cornerstone**
realize your potential

Develop



Learning



Development



Content
Anytime

Retain



Performance



Careers

Find



Recruiting



HR



7K+
clients

75M+
users

180+
countries



Partner Ecosystem

2,500

Partners in
our global
ecosystem

120

Monthly
product
certifications

80

Monthly
integration
certifications

100

New
partners
joining
each month

Product Training & Certification

Product Training & Certification

The image displays a laptop and a smartphone showing the Cornerstone Product Training interface. The laptop screen shows a curriculum progress of 17% and a list of training modules. The smartphone screen shows a notification for a 'Cornerstone OnDemand' badge.

Cornerstone Product Training - Learning

General Administration » Course Catalog
28% Completed: 3 Min Required: 11 Total Items: 11

- Course Catalog Thumbnails - Quick Reference Card**
Status: Completed Due: No Due Date Training Hours: 5 min [Launch]
- Welcome to Course Catalog and Course Console**
Status: Completed Due: No Due Date Training Hours: 4 min
In this video you'll be introduced to the course catalog and the course console. [Launch]
- Tour of Course Catalog**
Status: Registered Due: No Due Date Training Hours: 4 min
This video highlights the various functionality within the Course Catalog. [Launch]
- Key Components of Course Catalog**
Status: In Progress Due: No Due Date Training Hours: 2 min
This video highlights the various functionality within the Course Catalog. [Launch]
- Setting Availability in the Course Catalog - Learn It Now**
Status: Registered Due: No Due Date Training Hours: 6 min
Course Catalog Availability governs what users find when searching for training in Global Search, Browse for Training, Learner Home, and Learning Search. In [Launch]

You've earned a badge from Cornerstone OnDemand

You've told us to always accept badges from Cornerstone OnDemand

You can use the following URL to manage your profile:
<https://www.youracclaim.com/earner/settings>.

Cornerstone CERTIFIED CLP

Cornerstone Custom Login Page Certified
Issuer: Cornerstone OnDemand

[View Details](#)

Release cohort

- Release notes
- Release matrix
- Overview videos

Skill checks

- Partners & Employees

Digital badge

- Renewals & expirations

PRODUCT RELEASE AUGUST 2020
Be where your people are

2020 August Release Cohorts - The Inside Scoop: Everything You Need to Know

Options ▾

Main Topics Learning Instructor Members

34%
OVERALL PROGRESS

2020 August Release Cohorts - The Inside Scoop: Everything You Need to Know

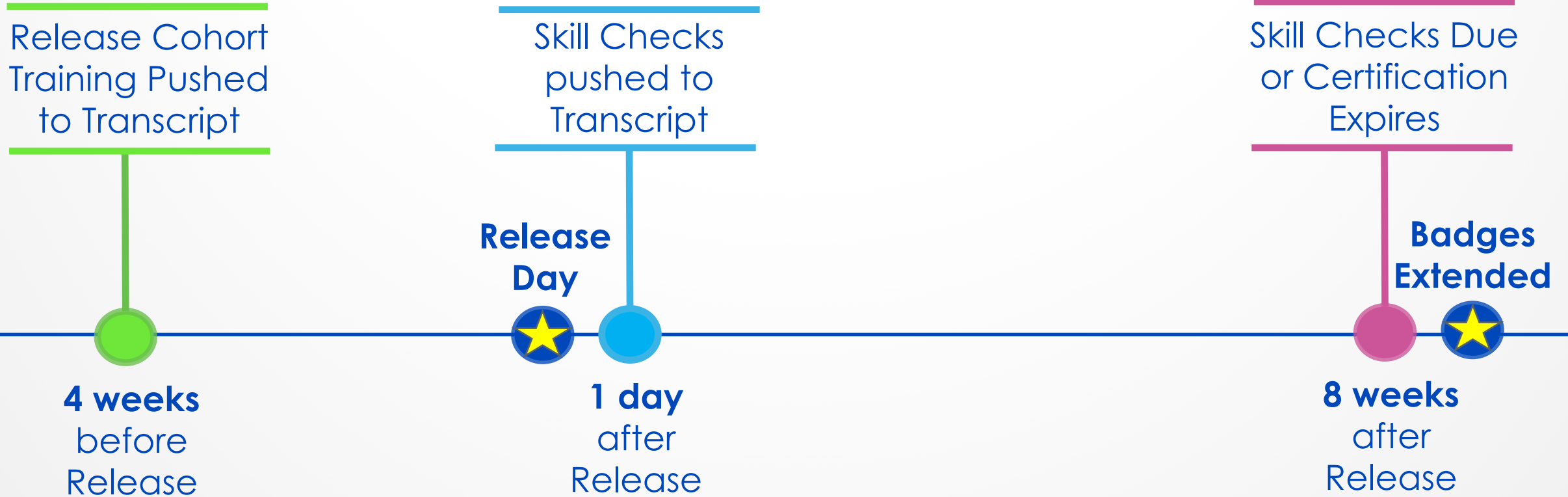
- LET'S GET STARTED
- RELEASE ENHANCEMENT OVERVIEWS & ENABLEMENT GUIDES ▾

8% **Release Enhancement Overviews & Enablement Guides** >> Learning Solution Overviews
Completed: 2 Min Required: 26 Total Items: 26

	2020 August Release - LMS - Release Market Overview Status: Completed Due: No Due Date Training Hours: 7min	Launch ▾
	2020 August Release - LMS - Learning Details Enhancements GA Status: Completed Due: No Due Date Training Hours: 10min	Launch ▾
	Learning Details Redesign Enablement Guide ⓘ Status: Not Started Due: No Due Date	Launch ▾
	2020 August Release - LMS - Legacy Learning Details Deprecation Status: Registered Due: No Due Date Training Hours: 2min	Launch ▾

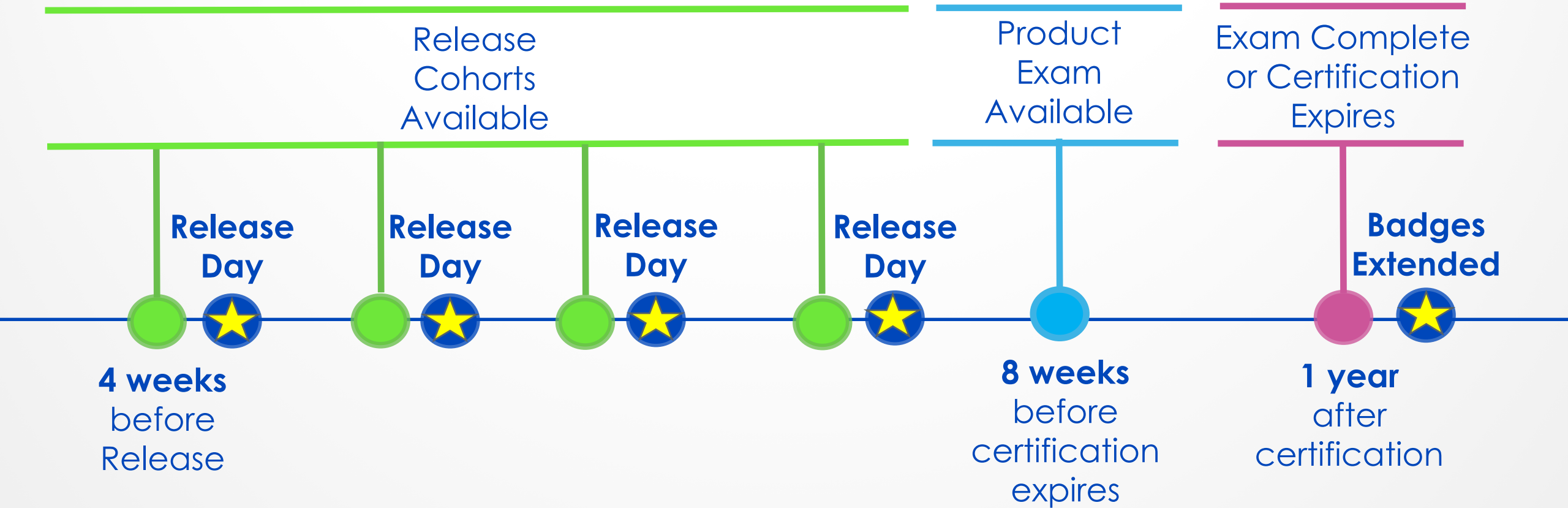
Maintaining Product Certifications

Partners and Employees



Maintaining Product Certifications

Clients



Feedback

Clients

- Direct feedback
- Client listening sessions
- Data & metrics

Partners

- Direct feedback
- Partner listening sessions
- Surveys
- Data & metrics

Cornerstone

- Mission & vision
- Corporate objectives
- Industry Trends
- Innovation

Feedback

The quarterly skills checks require me to stay up to date on releases, which allows me to present more relevant options to my customers.

I am provided the right amount of training and information to do my job well.

I like the way the release materials and cohort are structured.

Beyond Product Training

Consultant Workshops



- Implementation methodology
- Cornerstone teams
- Tools and resources
- Practice implementation

Additional Training

- New processes
- Ad hoc training
- Soft skill development
- Advanced training

The image displays a grid of 12 training cards from the Cornerstone Learning platform. The cards are arranged in a 3x4 grid. The top row contains two 'GSE: Consulting Skills' playlists and two 'Cornerstone Skills FAQ' materials. The middle row contains 'Basic Business Skills: Strengthen Job Requirements', 'Coaching Skills: Contributor', 'Customer Service Skills for Techies', and 'Study Skills: Studying in Groups'. The bottom row contains three cards with 'Study Skills' icons and labels: 'Location', 'Time', and another 'Study Skills' card. Each card includes a title, creator information, duration, and a 'Follow' or 'Launch' button.

Card Title	Type	Creator	Duration	Action
GSE: Consulting Skills II	Playlist	Services Enablement Team	17 Followers	Follow
GSE: Consulting Skills	Playlist	Services Enablement Team	29 Followers	Follow
Cornerstone Skills FAQ	Material		Completed	Launch
Navigating the Skills Economy	Material		Registered	Launch
Basic Business Skills: Strengthen Job Requirements	Online Class			
Coaching Skills: Contributor	Online Class		3 minutes	
Customer Service Skills for Techies	Online Content		10 hours, 29 minutes	
Study Skills: Studying in Groups	Online Class		5 minutes	
Study Skills: Location				
Study Skills: Time				
Study Skills				

Imagine if every employee in your company were given the opportunity and the means to reach their potential. For Cornerstone, it's more than a compelling idea — it's the very foundation of our company.

Adam Miller, Founder



cornerstone cares



COVID
19



Remote
Work/School



Job
Changes



DEI & Bias



Mental
Health



 theTradeDesk®

EDGE

What is the Half-Life of Skills?

Introduction



Jami Joshi

- Marketing Associate,
Learning & Development
- 3 years
- Edge Academy

Mission

Launched by The Trade Desk in 2013, the Edge was born out of a vision to create an open, more relevant advertising ecosystem by providing digital marketers with the concepts, language, and skills needed to navigate the complex programmatic landscape.

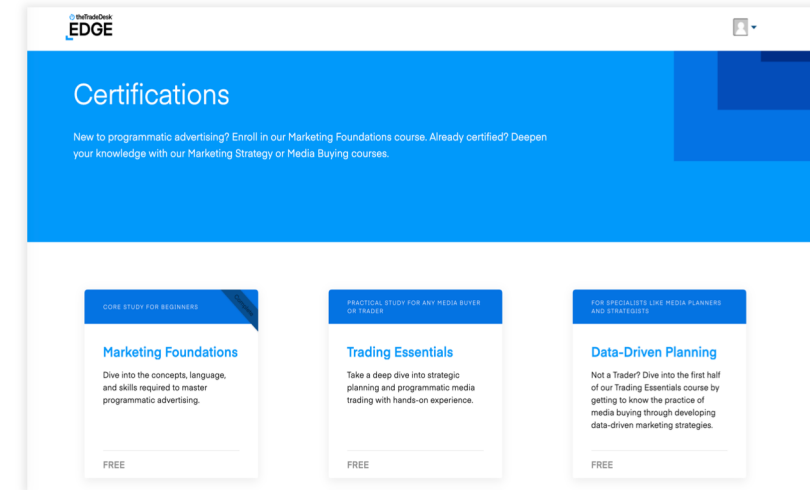
With The Trade Desk Edge's latest iteration of the industry's leading programmatic education platform, we're on a mission to demystify programmatic advertising and improve the careers of digital marketers everywhere. With a results-driven online curriculum, Edge provides you with the skills you need to build professional confidence, drive real business outcomes, and advance your career in data-driven marketing.

- **Open to every level:** Whether you're an official partner or still learning the ropes, you can start your education in digital marketing today.
- **Certified and unbiased:** Get education that builds the skills and the credentials you need to excel — on any media buying platform.
- **Exclusive Content:** Get access to case studies, thought leadership, and exclusive interviews with the pioneers of programmatic.


Certification Lifecycle

Trading Academy

Edge Academy



Engagement Promotional Efforts




theTradeDesk
EDGE

**Congrats on your
Edge Academy
certification!**

You've earned it.

TIM BUNGTER
MediaCom, Germany
Senior Programmatic Activation Manager



Display your new **Edge Academy** certification with digital badges from Credly's Acclaim platform. Digital badges let you easily showcase your professional expertise online to potential employers, academic institutions, colleagues, and peers in a way that's trusted and instantly verifiable. Stand out on platforms like LinkedIn, Facebook, and Twitter, or add your badges to your email signature or online portfolio.

You'll be notified by email within one business week with instructions on how to claim your digital badge. Just be sure to whitelist noreply@certifications.thetradedesk.com and refer to the details below.

To find out more about Edge Academy digital badges, [click here](#) or visit our [FAQ](#).

How it works

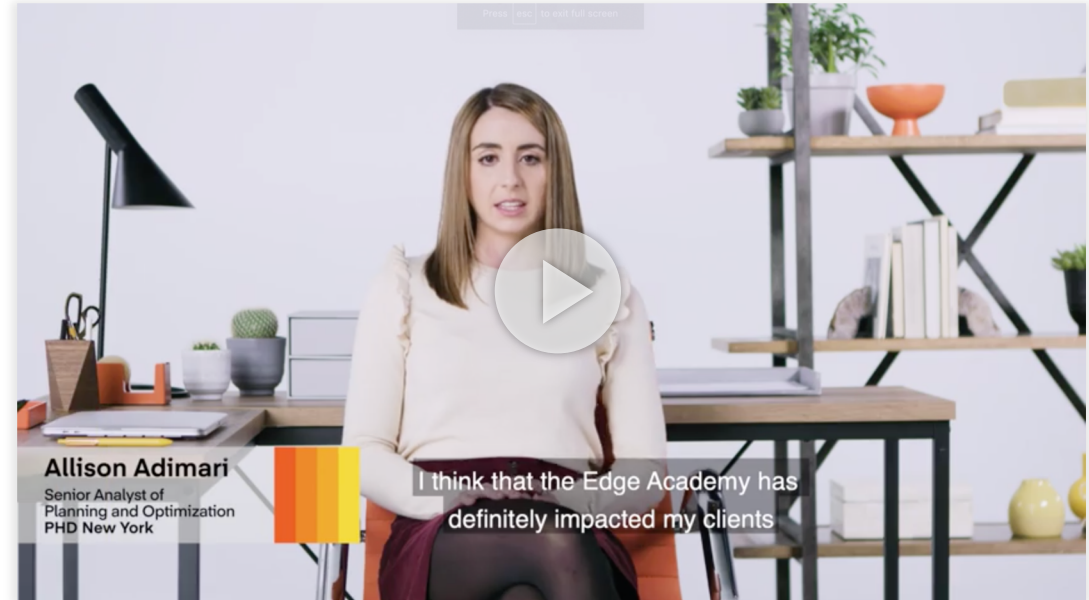
- You will receive an email notifying you to claim your badge
- Click the link to create an account on our partner Credly's Acclaim site
- Claim your badge
- Start sharing

Still have questions?
Visit Acclaim's Help Center for more information about your digital badge, including:

- What do I do after I claim my badge?
- How do I embed a badge in my email signature?

Haven't received your badge yet?
Contact our support team at academy@thetradedesk.com
Follow us at [BIT.LY URL](https://bit.ly/TradeDeskEdge) and tag us with [#TheTradeDeskEdge](https://twitter.com/TheTradeDeskEdge) to share your story.

theTradeDesk



Allison Adimari
Senior Analyst of
Planning and Optimization
PHD New York

I think that the Edge Academy has definitely impacted my clients

It's a fact — professional profiles with digital credentials are viewed six times more than those without.

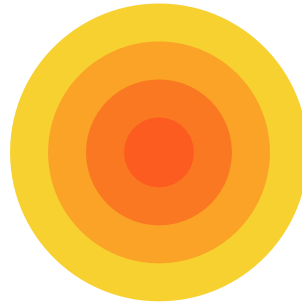
Comprehensive Learning Tracks

Certificates



Ready to give your career a boost? Choose from one of three curriculums — Marketing Foundations, Data-Driven Planning, and Trading Essentials — for a comprehensive look at the most important concepts in digital marketing.

Spotlight



Whether you're looking to stay current with new industry trends and emerging media channels, or just need tough concepts explained, these courses provide deep-dives into specific topics to help you broaden your expertise.

Trader's Toolkit



Real tips from real traders. These ongoing courses are designed to give hands-on-keyboard traders help troubleshooting campaigns, provide best practices, and introduce new solutions to keep traders up-to-date and at the top of their game.

Content Snapshot



Discussion setup: wide shot and closeups

Predictive Clearing Price

Row Name	Box	Department	SKU	Price	Category	Sub-Category	Brand	Material	Color	Size	Weight	Volume	Lead Time	Availability
Apple Product 1	1234	Electronics	APL1234	500	Smartphones	Smartphones	Apple	Aluminum	Space Gray	6.1"	193g	149.7cm³	1-2 weeks	In Stock
Apple Product 2	5678	Electronics	APL5678	800	Smartphones	Smartphones	Apple	Aluminum	Gold	6.1"	203g	159.7cm³	1-2 weeks	In Stock
Apple Product 3	9012	Electronics	APL9012	1200	Smartphones	Smartphones	Apple	Aluminum	Space Gray	6.7"	221g	205.7cm³	1-2 weeks	In Stock
Apple Product 4	3456	Electronics	APL3456	1500	Smartphones	Smartphones	Apple	Aluminum	Gold	6.7"	231g	215.7cm³	1-2 weeks	In Stock
Apple Product 5	7890	Electronics	APL7890	2000	Smartphones	Smartphones	Apple	Aluminum	Space Gray	6.7"	241g	225.7cm³	1-2 weeks	In Stock
Apple Product 6	1122	Electronics	APL1122	2500	Smartphones	Smartphones	Apple	Aluminum	Gold	6.7"	251g	235.7cm³	1-2 weeks	In Stock
Apple Product 7	3344	Electronics	APL3344	3000	Smartphones	Smartphones	Apple	Aluminum	Space Gray	6.7"	261g	245.7cm³	1-2 weeks	In Stock
Apple Product 8	5566	Electronics	APL5566	3500	Smartphones	Smartphones	Apple	Aluminum	Gold	6.7"	271g	255.7cm³	1-2 weeks	In Stock

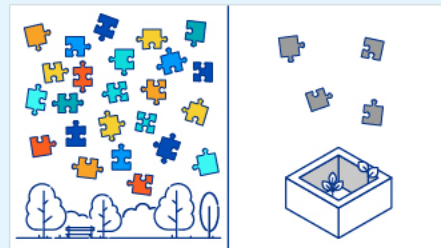
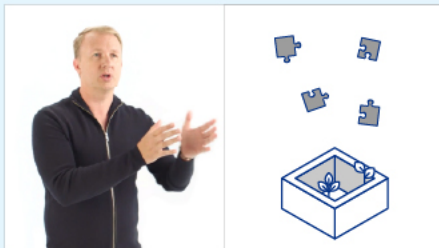
Table



Photography + text



Photography + iconography



Half- to full-screen sequence

Color scheme A

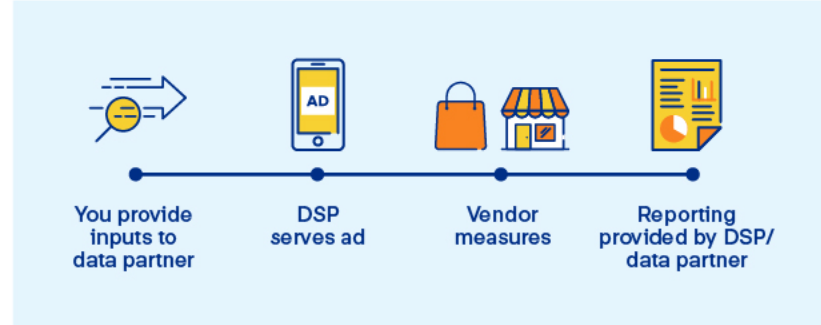
- Sunshine: R:247 G:208 B:49 #FFD931
- Sunset: R:249 G:151 B:53 #F99933
- Deepwater (stroke): R:647 G:135 B:100 #404077

Color scheme B

- Sunlight: R:147 G:219 B:255 #99CCFF
- TID Blue: R:135 G:170 B:250 #80BFFF
- Deepwater (stroke): R:647 G:135 B:100 #404077

Color scheme C

- Waterfront: R:14 G:215 B:215 #00CCCC
- Deep Reef: R:135 G:170 B:250 #80BFFF
- Deepwater (stroke): R:647 G:135 B:100 #404077



Loyalty Card
Advertiser data segments

Advertiser pixels

Cookie-matched IP addresses

Graphics



Internal and External Skill Building



Edge activities (Client-facing Training And Education)



Certifications

Ready to give your career a boost? Choose from one of three curriculums — or combine two for advanced study — for a comprehensive look at the most important concepts in digital marketing.



Spotlight

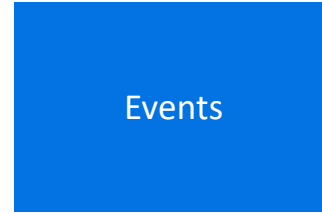
Whether you're looking to stay current with new industry trends or just need tough concepts explained, these courses provide deep dives into specific topics to broaden your expertise.



Trader's Toolkit

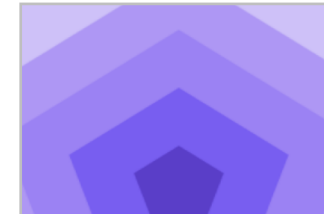
Expert media buyers from across the industry share their tips and best practices for managing campaigns, and provide new solutions to help you get the most out of your digital strategy.

Thought leadership events (e.g., Programmatic Summit)



Events

Internal



Inside Edge

New to The Trade Desk? Just need a refresher? Get up to speed with training modules by department. Great for new hires and seasoned veterans alike.

Content platform



Industry
Education

Programmatic 101
Series

Webinars

Infographics

Academic Partnerships

Institutions

Global Academic Partnerships & Programs

Candidate Generation

Academic Portfolio Management

Collegiate Association Engagement

The Trade Desk Internship Programs

Advocates & Ambassadors

Curriculum Enhancement

Alma Mater Engagement

Faculty Partner Community



Skills Metadata



Create Account

Sign In



Type: Certification

Level: Foundational

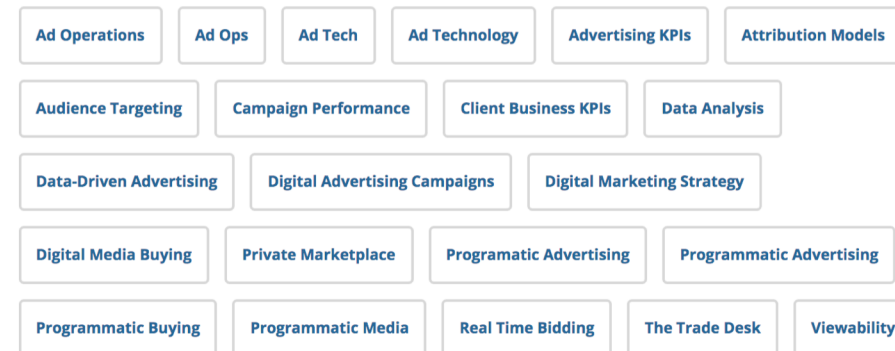
[Additional Details](#)

Edge Academy Certified: Marketing Foundations

Issued by [The Trade Desk, Inc.](#)

Earners of the Marketing Foundations certification have a fundamental understanding for the language and skills required to effectively operate programmatic advertising campaigns. Earners are competent in skills such as RTB (Real Time Bidding), basic ad operations such as setting up tracking tags, managing private marketplace contracts, data collection across 1st and 3rd party data, marketplace quality, and more.

Skills



Feedback Evaluation

Quantity

- Referral Visits
-
- Registrations / Sign-Ups
-
- Enrollments
-
- Completions
-
- Certifications
-
- Registration-to-Completion Rate

Quality

- Unique Users (via email address)
-
- Courses Completed per User
-
- Time Spent with Content
-
- Global Region Reach
-
- Client vs. Prospect Reach
-
- Job Level / Seniority Reach

Impact

- Student Satisfaction
-
- Students' Usefulness to Job
-
- Students' Mastery of Topic
-
- Reason for Taking Course & if Course Achieved Objective
-
- Social Media Shares of Certificates
-
- Case Studies / Success Stories

Feedback Evaluation (continued)



How would you like to stay engaged with The Edge Academy?

Recommendations

- Webinars
- Events
- Live trainings
- Community Engagement Events
- Research & Infographics



If someone asked you about the effectiveness of the course learning experience, would you recommend the learning to them?

Choices

- The learning was too ineffective to recommend
- The learning was ineffective enough that I would be hesitant to recommend it
- The learning was not fully effective, but I would still recommend it even if no changes were made to the learning
- The learning was not fully effective, but I would still recommend it even if no changes were made to the learning.
- The learning was very effective, so I would highly recommend it

Feedback Evaluation (continued)



In regards to the concepts taught in the course, how motivated will you be to utilize these skills in your work?

Choices

- I will not make this a priority when I get back to my day-to-day job
- I will make this a priority—but a low priority-when I get back to my day to day job
- I will make this a moderate priority when I get back to my day-to-day job
- I will make this a high priority when I get back to my day to day job
- I will make this one of my highest priorities when I get back to my day to day job



In regards to the course topics taught, how able are you to put what you've learned into practice on the job?

Choices

- I am not able to put the concepts into practice
- I have general awareness of the concepts taught, but I will need more hands-on experience to be fully competent in using the concepts taught
- I am able to perform actual job tasks at a fully competent level in using the concepts taught
- I am able to perform actual job tasks at an expert level in using the concepts taught



Select the answer that best describes what the course enabled you to do, if anything.

Choices

- It did not enable me to understand new concepts or use new skills
- It enabled me to understand some new concepts, but did not prepare me to use new skills on the job
- It enabled me to begin trying to use new skills on the job
- It enabled me to confidently use new skills on the job
- It enabled me to be thoroughly confident and practiced in using new skills on the job
- It enabled me to act like an expert in applying new skills on the job

'Clients only' course - Skills Assessment Survey

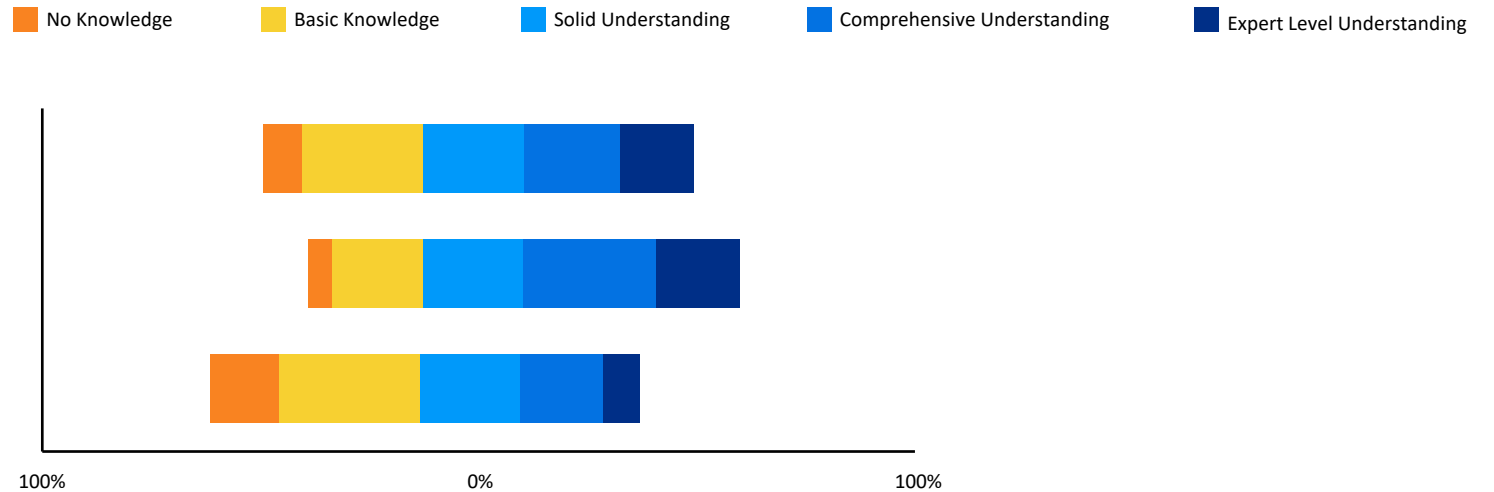
PRE-TEST

Goal Setting & Measurement

How well do you know the difference in use cases between cost-based metrics and rate-based metrics?

How comfortable are you with using reporting to optimize current and future campaigns?

How comfortable are you with tracking offline conversions?



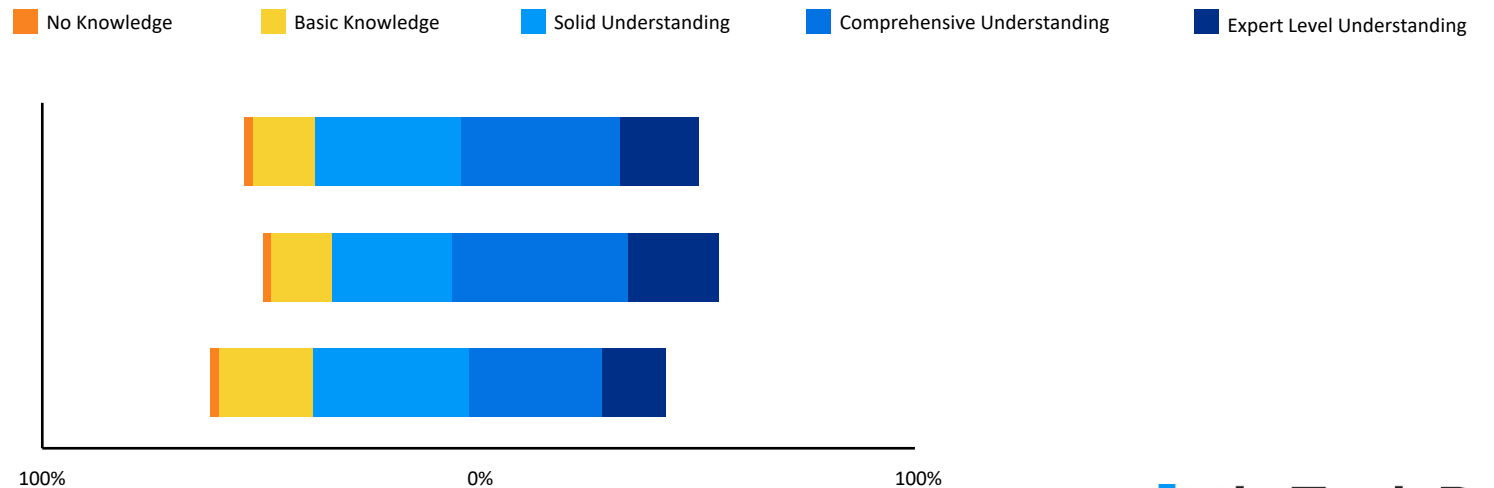
POST-TEST

Goal Setting & Measurement

How well do you know the difference in use cases between cost-based metrics and rate-based metrics?

How comfortable are you with using reporting to optimize current and future campaigns?

How comfortable are you with tracking offline conversions?



Thank you so much for being a part of this discussion!

Q&A



Yami Joshi

The Trade Desk



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