



Educating Leaders

A Deep Dive into Executive Education

Workplace trends

57%

of employees are pursuing training outside of work¹

213K

learners self-selected & paid for themselves to complete at least one edX executive education program²



A global learning platform & content producer

15
Years
experience

76M+
Learner
network

190
Countries with
registered
learners

36/50
Top-ranked
universities

4,200+
Digital
offerings

Partnering with 250+ of the world's leading learning institutions



UNIVERSITY OF
OXFORD

Stanford

Google



HARVARD
UNIVERSITY

Yale

Meta



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

aws

UNIVERSITY OF
CAMBRIDGE



HOWARD
UNIVERSITY

Caltech

IBM



Massachusetts
Institute of
Technology

ie
UNIVERSITY

The
Economist

DARTMOUTH

Penn
UNIVERSITY OF PENNSYLVANIA

Northwestern
University

Georgia
Tech | Professional
Education

IMD

NUS | Comp
National University
of Singapore

Chosen & trusted by enterprises across the globe

NETFLIX

P&G

Unilever



KPMG

SONY

HALCON



Goldman
Sachs

Cognizant

Whirlpool

accenture

Building a data-driven consumer business

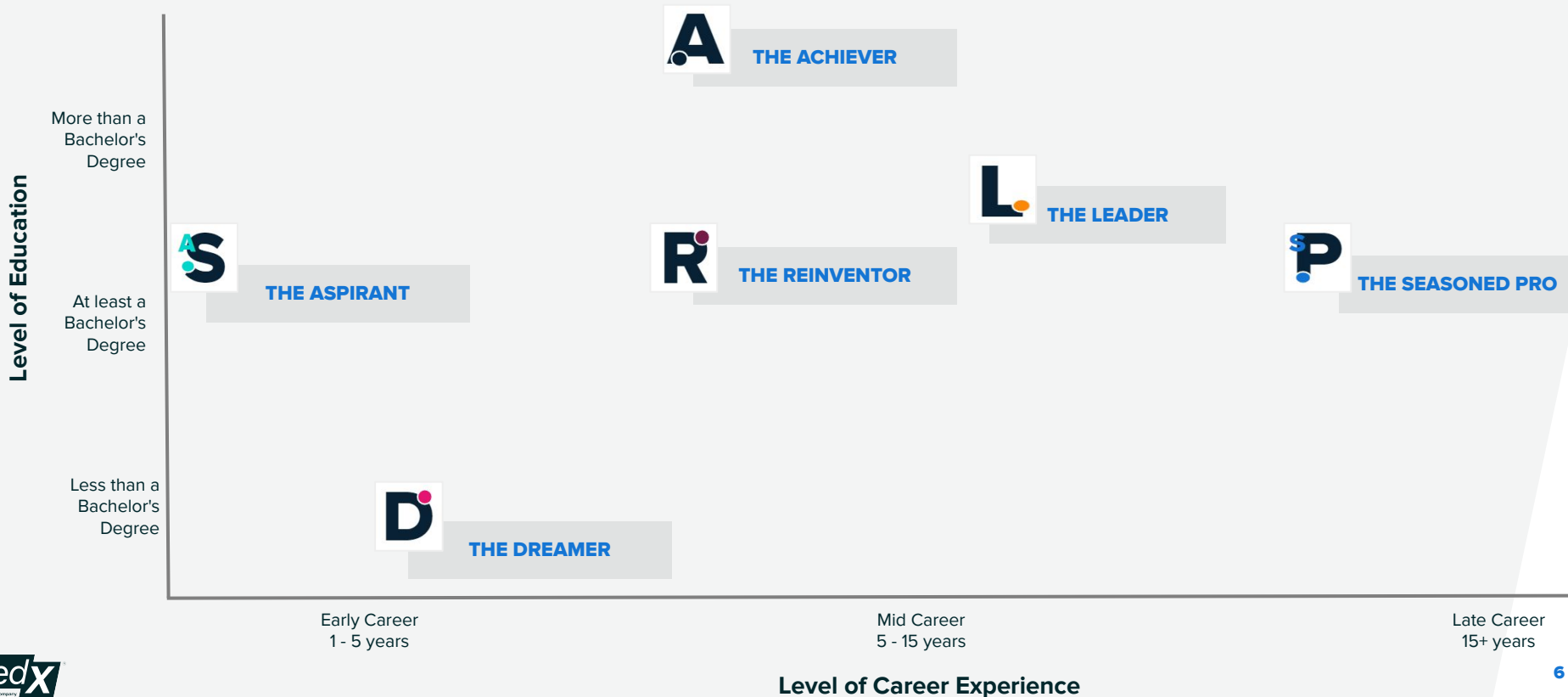
1. Who are our learners?
2. How do they want to learn?
3. What do they want to learn?



Who are

our learners?

Differing by career context



WHO ARE OUR LEARNERS?

...and motivation

Current role performance:

Improving in my current role

New business need:

Upgrading my skills in a changing industry

Future role growth:

Get a promotion in my current role or business

Change in career direction:

Moving into a new business area



They're career-focused working professionals

190

Countries including US, Singapore, India, United Kingdom, Hong Kong, Brazil, and Canada

25%

Leaders, directors, C-suite

43%

More than 15 years experience

38

Median age

57%

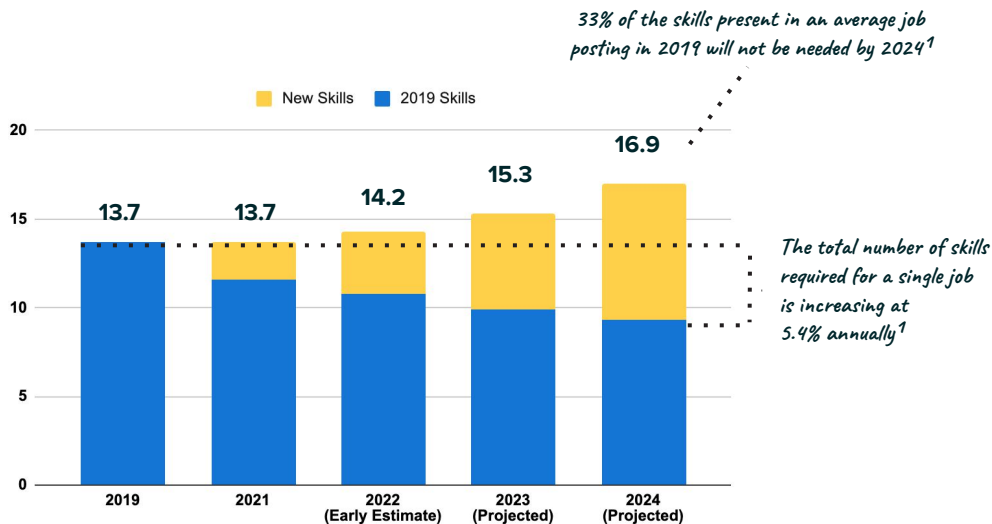
Masters Degree



Why focus on on leaders?

What it takes to be an effective leader

Skill shifts continue to accelerate



Leader & manager effectiveness is the #1 priority for HR in 2023

1. Leader & Manager Effectiveness
2. Organizational Design and Change Management
3. Learning and Development
4. Employee Experience
5. Recruiting
6. Future of Work
7. Diversity, Equity and Inclusion
8. HR Technology Strategy and Management
9. Performance Management
10. Talent Analytics

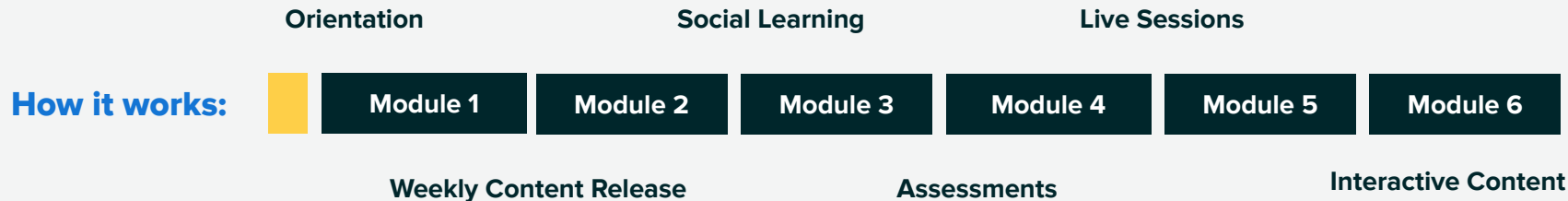
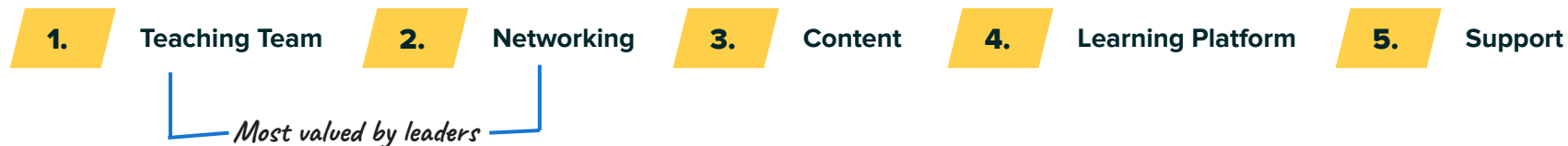


How leaders

want to learn

Assessing the learning experience

Learner feedback dimensions:



A human-centered learning experience

When we breakdown what “quality” means to consumers, it is access to people, a desire to be connected in community with fellow learners and subject matter experts.¹

Top Concerns about Pursuing An Online Education Program				
				
 Will take too much time to complete	23%	23%	16%	21%
 Potential employers may not see it as valuable	21%	20%	23%	23%
 I cannot afford the cost, too expensive	20%	14%	14%	18%
 The program is not accredited	19%	12%	14%	15%
 It's not viewed to be as credible as in-person education	18%	14%	21%	14%
 I am not sure I will be able to do the work since I've been out of school for awhile	17%	17%	17%	11%
 Does not have enough in-person learning	14%	23%	20%	20%

 Face-to-Face Interaction	 Professor Support	 Peer Collaboration
 "Not being able to ask lecturer on questions compared to face-to-face."	 "Not having the same help and guidance support that you would have if you were on campus."	 "I don't think it's a proper substitute for learning...and students could miss out on the interactions they could have with each other."
 "I would prefer face-to-face learning as I think it is more effective and allows better interactions with others."	 "My only concern is that I will not be able to see the teacher regularly."	 "It's not easy to mix with classmates to learn from one another or for networking purposes."
 "That I wouldn't learn as much as I would in a face-to-face course."	 "I have to push myself. Basically be my own teacher."	 "Lack of quality social interaction with other attendees. Such poor networking opportunities."

The **human-centered** model drives **accountability**, which in turn drives **completion**.

90%

executive education
course completion rate¹

95%

expectations
met/surpassed for executive
education courses²

89%

executive education
pass rate³

¹ Defined as the number of students across all executive education offerings who completed a course, regardless of grade received, as a percentage of the total number of students who enroll in a course from inception to May 2023.

² Internal data from Online Campus (LMS) surveys for executive education programs from inception to May 2023.

³ Defined as the number of students across all executive education offerings who passed the courses they completed with the minimum required grade to obtain a certificate from inception to May 2023.



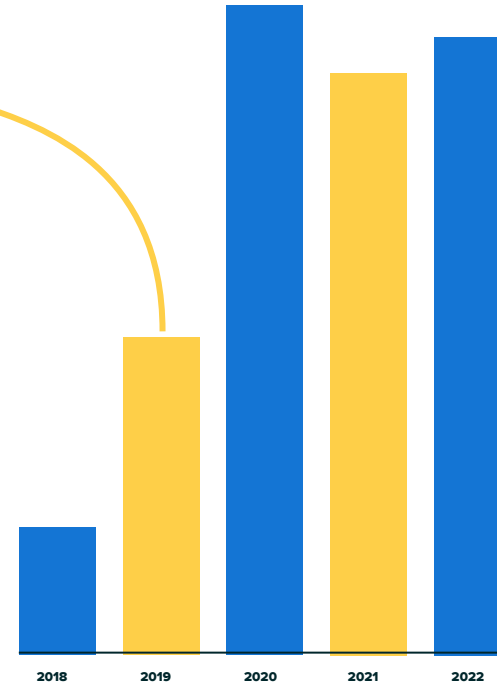
What do they

want to learn?

The rise and rise of sustainability and ESG

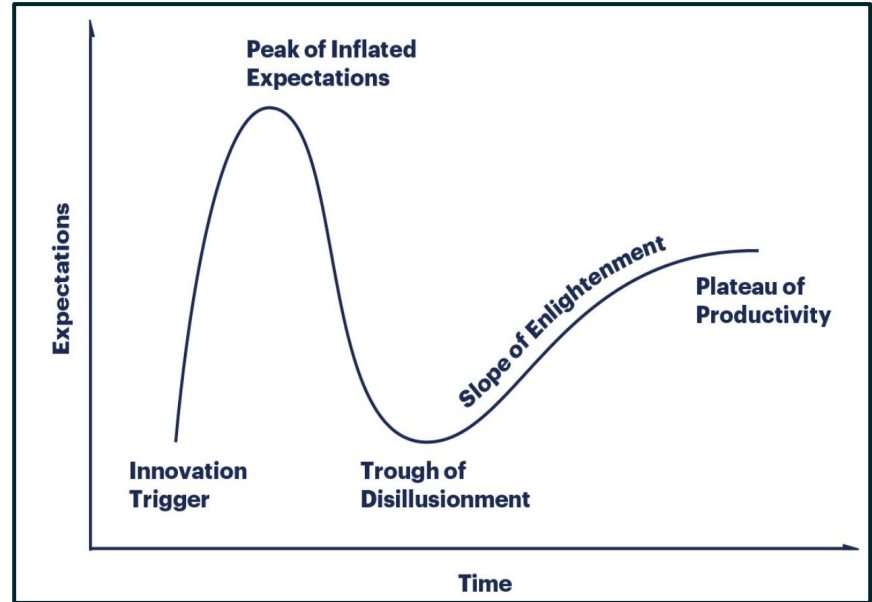
On December 13, 2019, 16-year-old Greta Thunberg was named TIME magazine's "Person of the Year." That same year, there was a 240% growth in YoY enrollment for executive education sustainability course offerings.

In a course of significantly higher cohort volumes the % of the Leadership segment in cohorts has grown 5X since 2018



Recognizing AI hype to application

The leadership segment seem quicker to respond to disruption than the enterprise segment—both at the “Innovation Trigger,” as well as the “Slope of Enlightenment.”



WHAT DO THEY WANT TO LEARN?

Top exec education courses by enrollment¹

Paid by leaders for themselves

Sustainability, ESG, Climate Change

Cambridge Business
Sustainability Management

Cambridge Sustainable
Finance

Cambridge Business and
Climate Change: Towards Net
Zero Emissions

Disruptive Technology

Oxford Artificial Intelligence
Programme

Harvard Cybersecurity:
Managing Risk in the
Information Age

Harvard VPAL FinTech

Leadership & Communication

The Economist Professional
Communication: Business
Writing and Storytelling

Oxford Executive Leadership
Programme

Oxford Women's Leadership
Development Programme

Commercial Acumen

London School of Economics
MBA Essentials

WHAT DO THEY WANT TO LEARN?

Top exec education courses by enrollment¹

Leaders through enterprise

Sustainability, ESG, Climate Change

Cambridge Business
Sustainability
Management

Yale SOM Executive
Education Corporate
Sustainability Management:
Risk, Profit, and Purpose

Cambridge Sustainable
Marketing, Media and
Creative

Cambridge
Sustainable Real
Estate

Cambridge Leading
Sustainability: High
Impact Leadership

Northwestern Leading
Diversity, Equity, and
Inclusion

The Economist Climate Change
and Business: Sustainability,
Risk and the Push for Net Zero

Disruptive Technology

Harvard
Cybersecurity:
Managing Risk
in the
Information Age

Leadership & Communication

Oxford Women's
Leadership
Development
Programme

Commercial Acumen

London
School of
Economics
Managerial
Finance

Lifelong learners

11%

of first time learners
take a second course

25%

of second time learners
take a third course

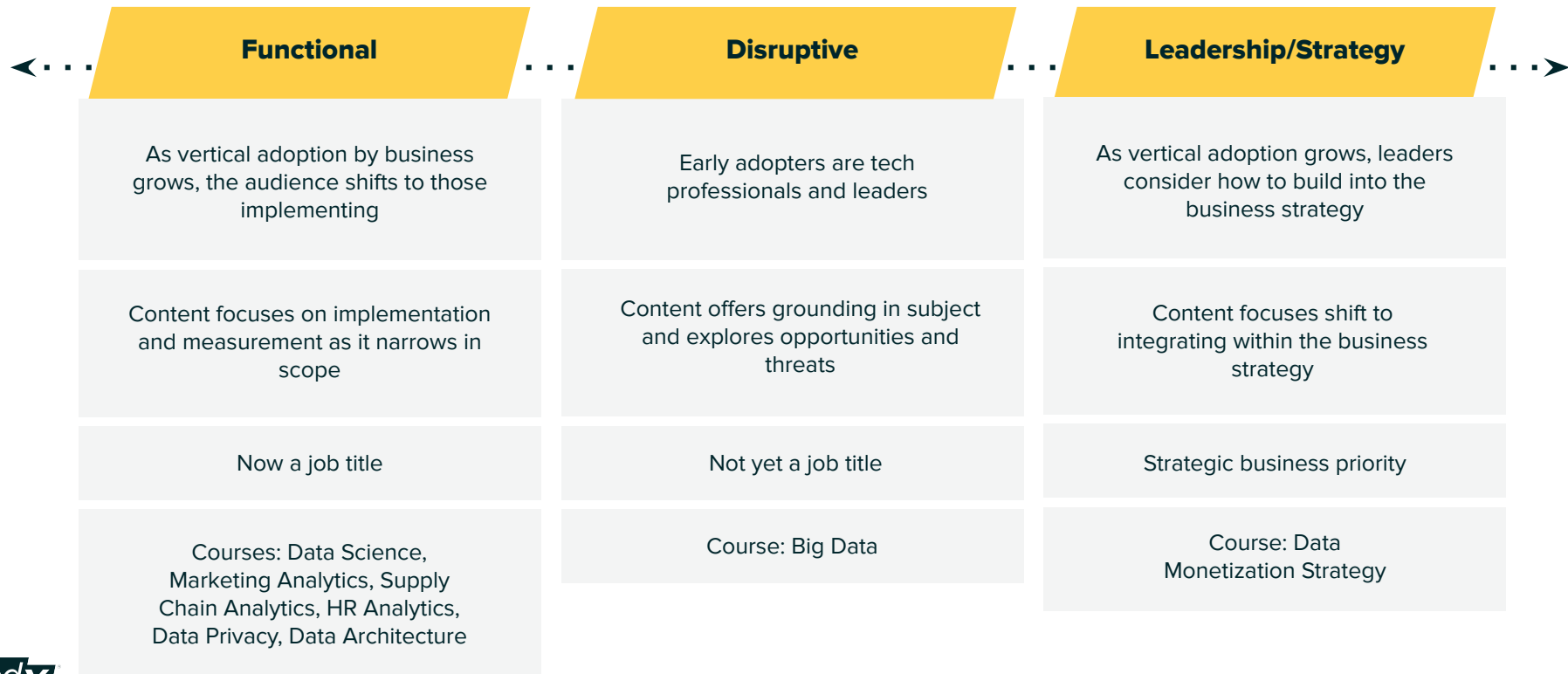
37%

of third time learners
take a fourth course

45%

of fourth time learners
take a fifth course

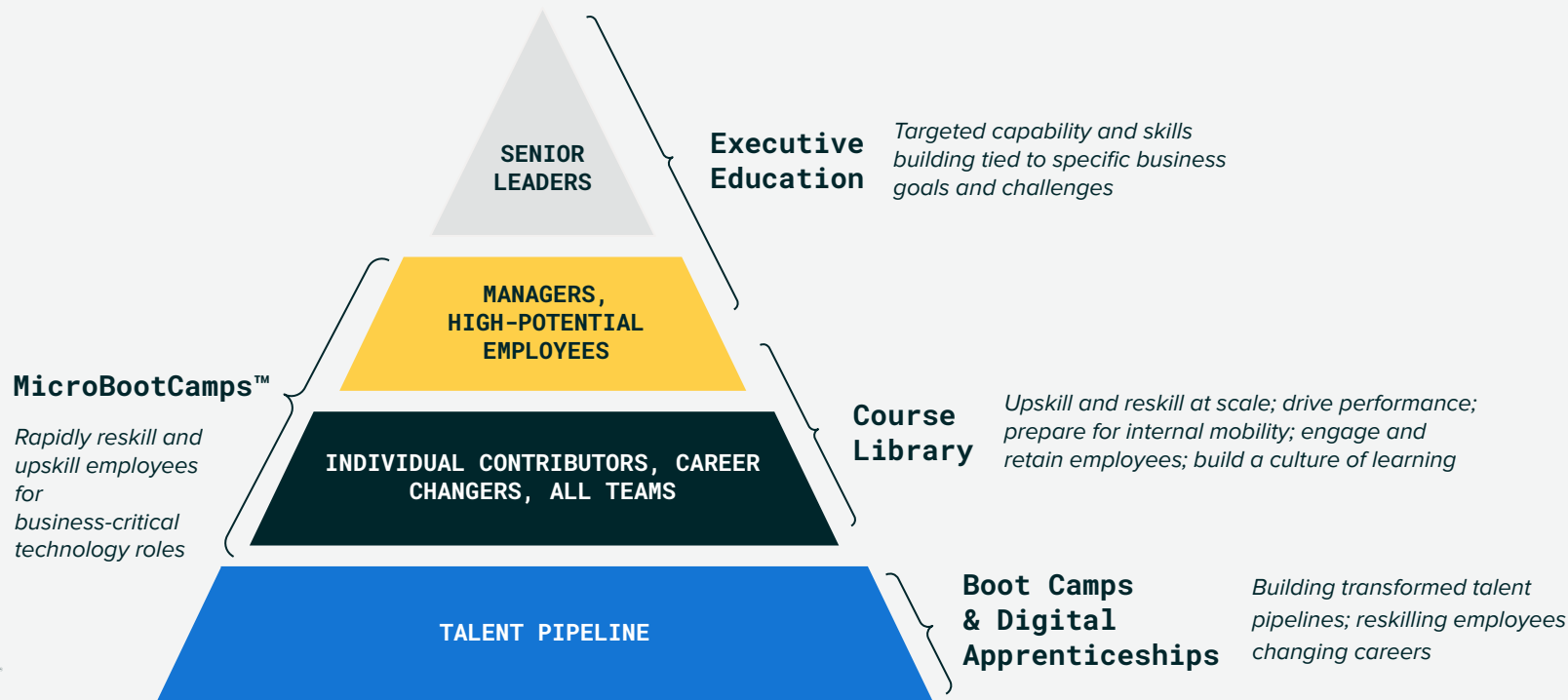
Building a balanced content portfolio strategy, centered around the shift from disruption to business and career



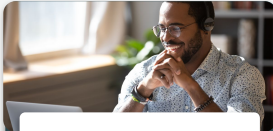
Q: How do we use what we have learned on the consumer side of the business in order to **best meet the needs of enterprise customers?**

A: A solution that builds out a **mapped portfolio view of content meeting the needs of different audiences across all levels of the organization.**

A learning content solution enabling training, upskilling, and retention across every level of your organization.



Academy Model: The top business challenges are also the top skills and capability areas.



Leadership

- Leadership development
- People management
- DE&I
- Employee wellness



Tech Skills

- Cloud computing
- Cybersecurity
- Coding
- Data Science



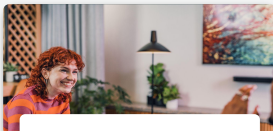
Sustainability

- Finance & Investing
- Real estate
- Supply chain
- Marketing



AI

- Artificial intelligence
- Machine learning
- Ethics
- Algorithmic Trading



Management

- Financial and
- Commercial acumen
- Data analysis
- Project management



Communication & Interpersonal

- Business Writing
- Communication
- Decision making



Digital Transformation

- Digital strategy
- Blockchain
- Change Management



Supply Chain

- Sustainability
- Analytics
- Digitization



Thank You

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