

Jack of All Trades Key to Job Sustainability



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Jack of All Trades
is a Master of none
Often better than
a Master of one

- ◆ Build and Connect Professionally
- ◆ Knowledge and Resources
- ◆ Achieve Professional Goals

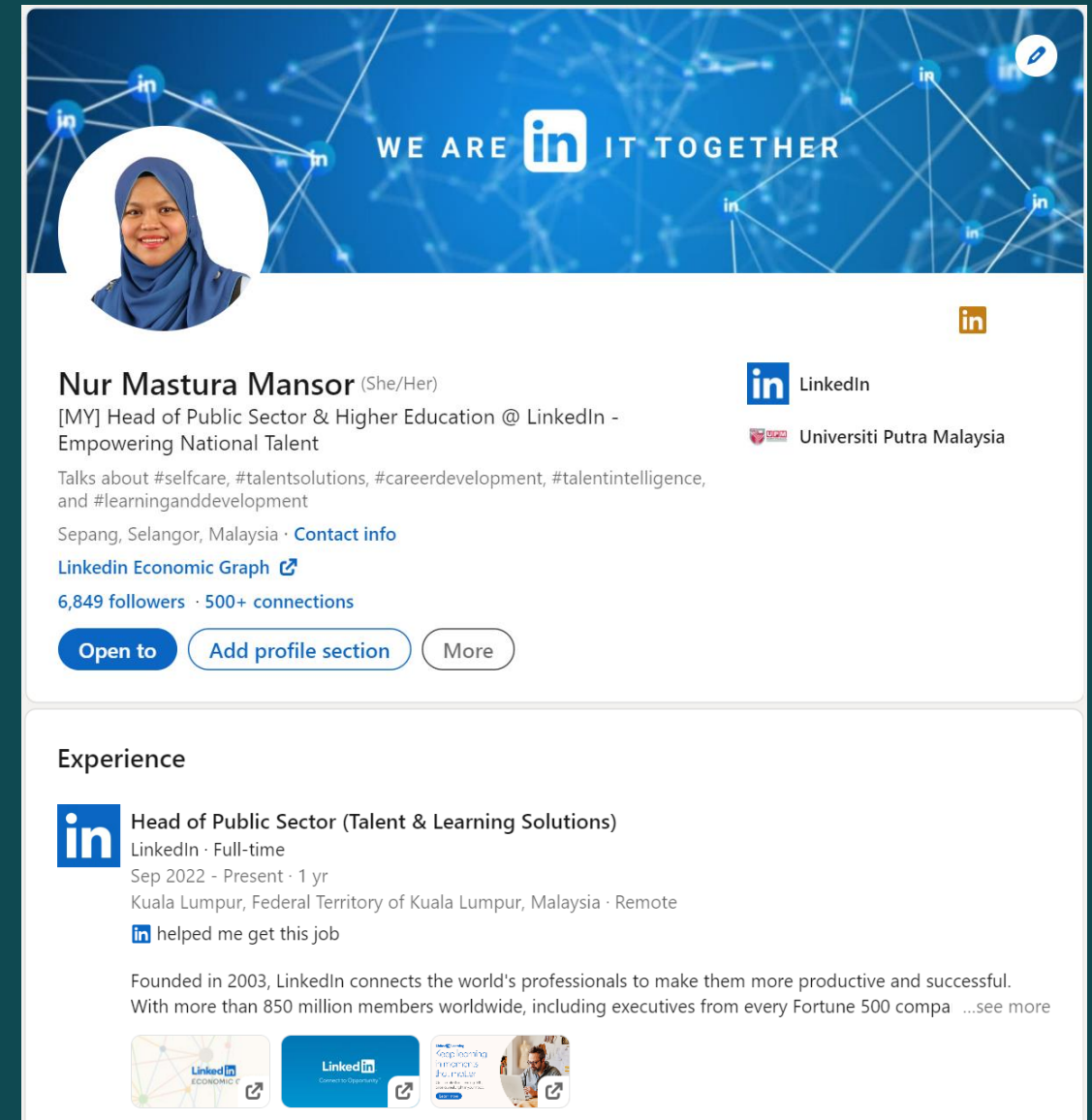
- **World largest professional social platform launched in 2003**


-  **Microsoft** acquired in 2016

- **Presence in 200 countries and territories, 33 global offices, 20,000 employees worldwide**

- **8 members hired every minute on LinkedIn**

- **Create economic opportunity for every member of the global workforce**



The image shows a LinkedIn profile for Nur Mastura Mansor. The header features a blue background with a network of white dots and lines, and the text "WE ARE  IT TOGETHER". The profile picture shows a woman wearing a blue hijab. The name "Nur Mastura Mansor" is followed by "(She/Her)". The current position is "[MY] Head of Public Sector & Higher Education @ LinkedIn - Empowering National Talent". The bio mentions topics like #selfcare, #talentsolutions, #careerdevelopment, #talentintelligence, and #learninganddevelopment. The location is "Sepang, Selangor, Malaysia" with a "Contact info" link. It also lists "Linkedin Economic Graph" and "6,849 followers · 500+ connections". Action buttons include "Open to", "Add profile section", and "More". The "Experience" section lists the current role at LinkedIn, starting in Sep 2022. At the bottom, there are three small promotional images for LinkedIn's economic graph and learning initiatives.

LinkedIn is a digital map of the global economy

This map is continually updated millions of times a day



LinkedIn Solutions can help companies navigate these economic pressures

Hire

Attract talent and recruit candidates from the world's largest talent pool.

Learn

Develop talent and keep skills current with online learning.

Market

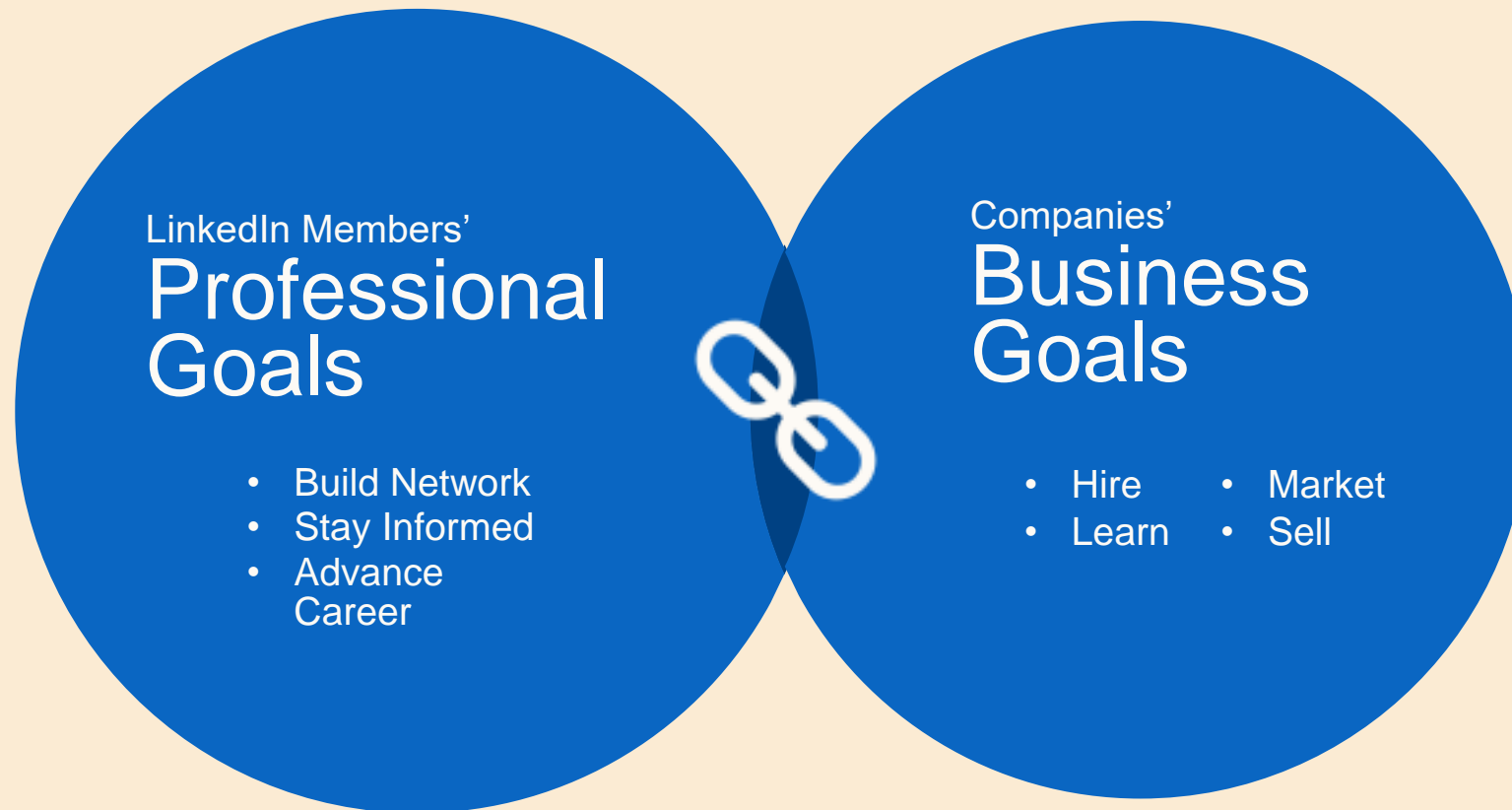
Market to the world's largest professional audience.

Sell

Power your social selling efforts with deep sales and relationship intelligence.

Why is the LinkedIn platform so **powerful**?

Because our members and companies **actively** and **voluntarily** update their info to achieve their goals



Our **member's professional needs** link and align with **companies' business goals**, thus creating supply and demand on a single platform.

What is happening to skills?

“

50% of all
employees will need
reskilling by 2025

”

*World Economic Forum's
Future of Jobs Survey Report 2020*

1

The Great Reshuffle has accelerated the re-definition of work and skills, and we see this reflected in the macro environment today

Suhaimi Ali: Future-proofing talent for a dynamic and resilient workforce

Opening remarks by Mr [Suhaimi Ali](#), Assistant Governor of the Central Bank of Malaysia (Bank Negara Malaysia), at the MyDigital and Tech Roundtable, Kuala Lumpur, 17 January 2023.



Central bank speech | 18 January 2023

by [Suhaimi Ali](#)

[PDF full text \(11kb\)](#) | 4 pages

Introduction

Distinguished guests, ladies and gentlemen. A very good morning and thank you to the organisers of this MyDigital and Tech Roundtable for inviting me to deliver the opening remarks.

We are here today to discuss issues and ideas to spur digital-ready talent and futureproof the workforce for Malaysia.

I believe this conversation is timely. As leaders in our fields, I'm sure all of us agree that staying relevant amid a shifting and competitive landscape is a top challenge for today's employees and employers.

The pandemic exposed deep-rooted labour market fragilities and structural inequalities. In Malaysia, as in other countries, vulnerable segments such as low-income workers, the youth, women, ethnic minorities, informal and fixed-term workers were among the hardest hit by the crisis. Some are still finding their footing.

More importantly, we are facing several structural shifts that continue to reconfigure our economy, with resulting implications on the future of work. Among the key ones that may resonate with us here today are:

- First, the digital and sustainability revolution. Increased adoption of technologies such as AI and IoT, coupled with rising urgency on the sustainability agenda will reshape industries. This will demand new skillsets and unlock

BIS: 18 Jan 23



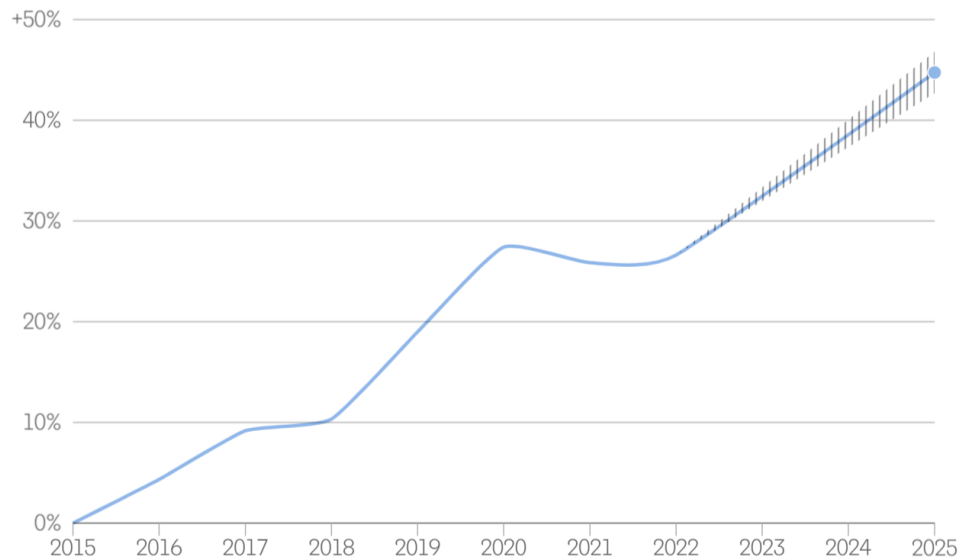
Jobs are changing and new skills are required

27% change in skill set for jobs since 2015, projected to hit 40% by 2025

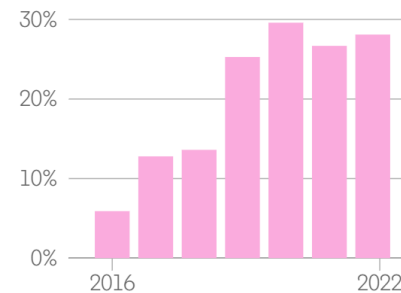
Skills in Malaysia's Marketing Executive job title has changed since 2015

Members are adapting their skills for a changing job market

Percentage change in members' skills for Malaysia



For Marketing Executive in Malaysia, skills have changed an average of **28.1%** since 2015



Top skills

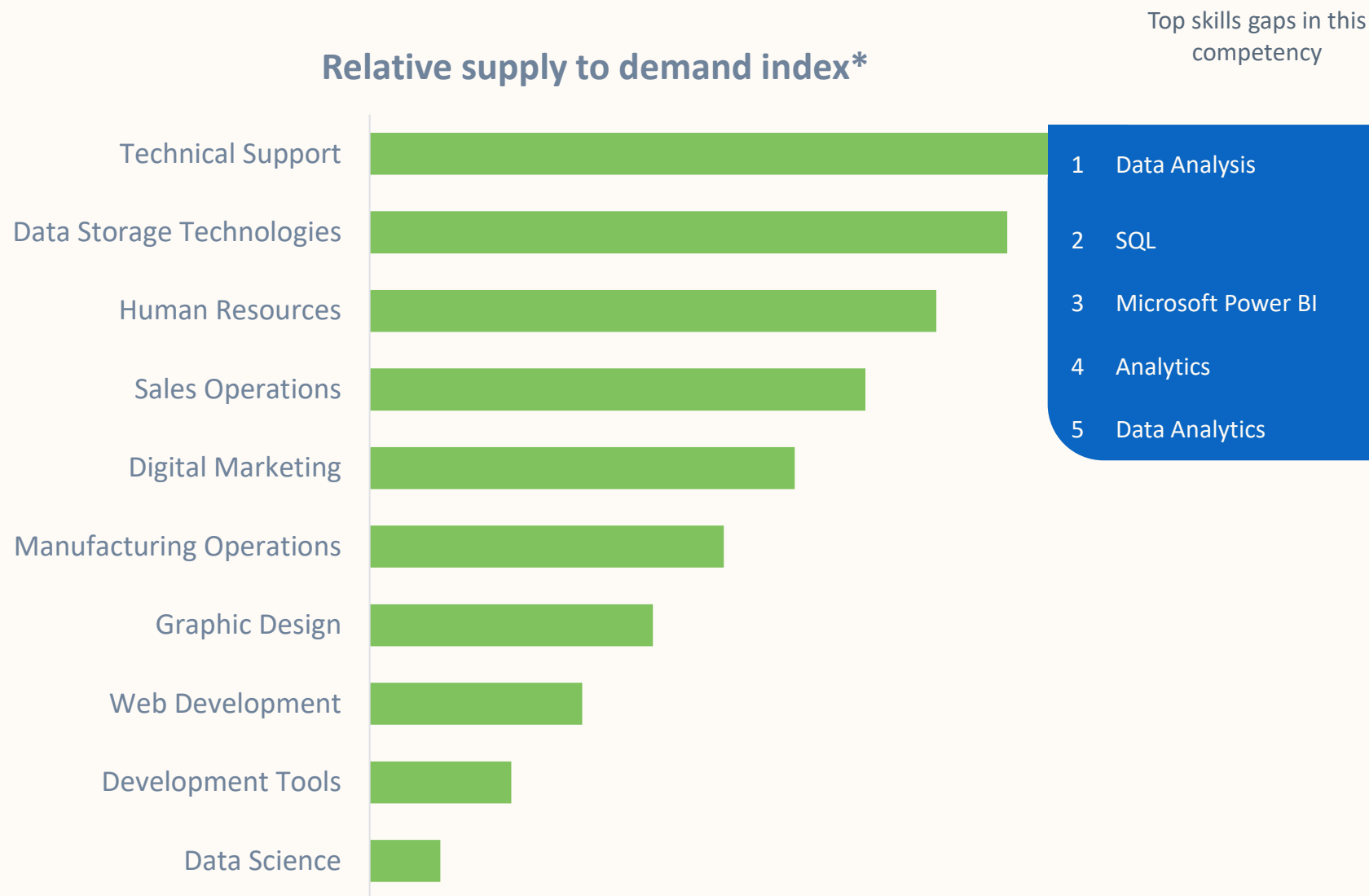
2015

Marketing Strategy
Marketing
Marketing Communications
Social Media Marketing
Advertising
Market Research
Event Management
Sales
Business Development
Social Media

2022

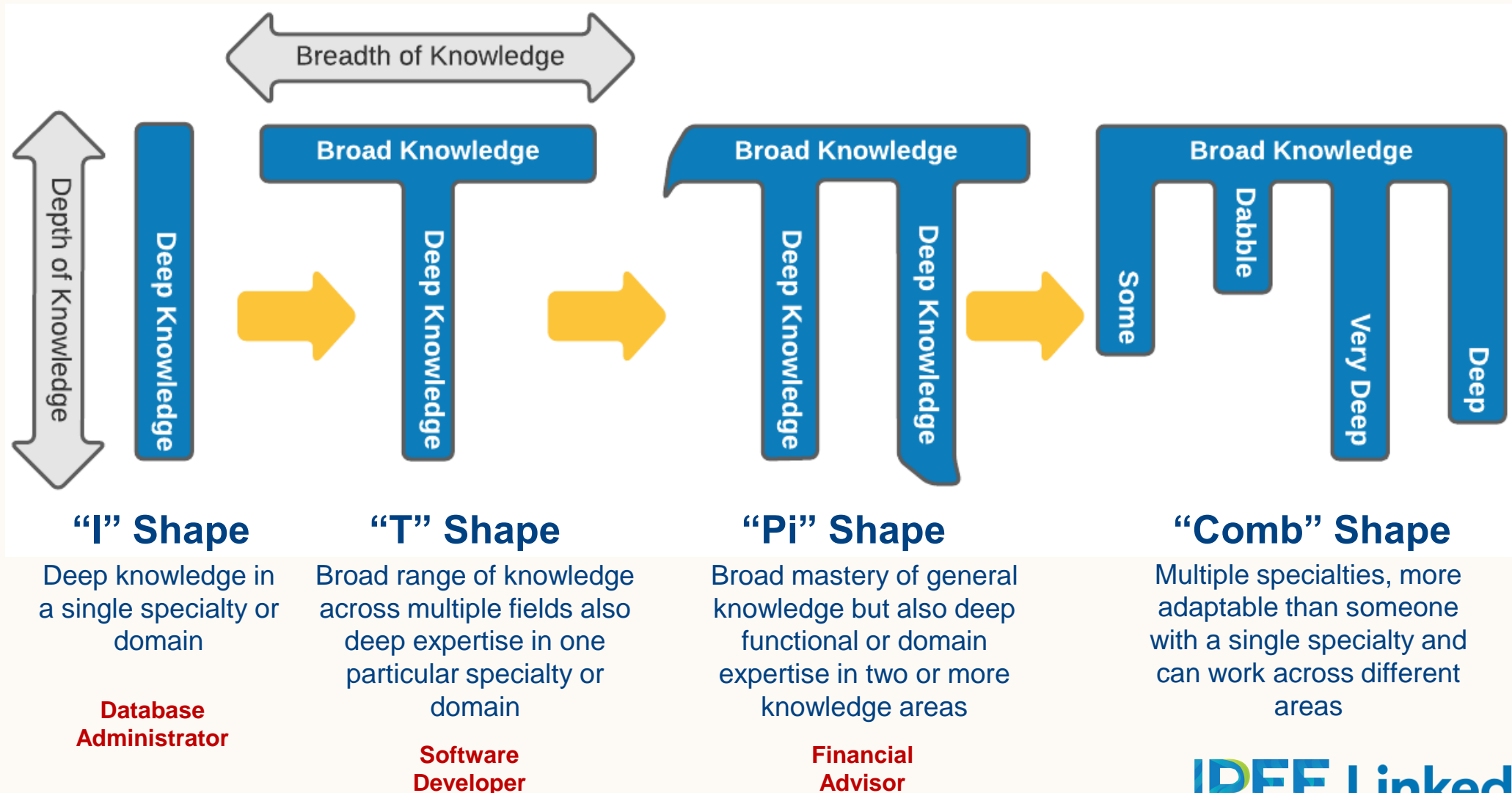
Digital Marketing **New**
Marketing —
Marketing Strategy ↓2
Social Media ↑6
Social Media Marketing ↓1
Sales & Marketing **New**
Business-to-Business (B2B) **New**
B2B Marketing **New**
Copywriting **New**
Online Marketing **New**

Skill Supply & Demand in the ALL industry in Malaysia



* Weighted supply to demand ratio of skills – Supply is the number of members with a skill, Demand is based off the number of hires of members with that skill. Note: the skills are ranked based on the skills with the highest index ratio.
Only full-time positions are considered. Stats as of 2023-08

Breadth & Depth of Knowledge is the key to skills development



More than **50%** of hirers on LinkedIn now explicitly use skills data to fill their roles

Skills will be the **new currency** in the future world of work





“We've seen two years' worth of digital transformation in two months” – Satya Nadella, Microsoft CEO

When employers identify critical & in-demand roles

You need the right set of skills to make the changes necessary in your company.

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