



EPISODE 19: SHOW NOTES AND ACTION ITEMS

In today's interview you heard Dr. Mark Maybury, Chief Technology Officer at Stanley Black & Decker, discuss the critical importance of the digitally skilled workforce. Mark says the real question is "How will we prepare people for the jobs of the future?" That future is increasingly VUCA, an acronym for Volatile, Uncertain, Complex and Ambiguous. The notion of VUCA, according to Forbes, "is gaining popularity as a term to cover the various dimensions of this 'uncontrollable' environment."

In his IndustryWeek article, "A Well-Trained Workforce Is Manufacturing's Future," Mark argues that there are four strategies that industry needs to pursue. Here's a link to his article:

<https://www.industryweek.com/talent/education-training/article/21144806/a-welltrained-workforce-is-manufacturings-future>.

Reskilling and upskilling our current workforce present a real opportunity. Companies like Stanley Black & Decker use a variety of methods from online coursework through providers like Coursera (<https://www.coursera.org/>) to a unique, cohort-based vocational leadership program for their employees that allows participants to rotate through a comprehensive, 12-month curriculum centered on Industry 4.0, lean manufacturing, and core leadership principles, <https://www.stanleyblackanddecker.com/careers/early-career/vocational-leadership-program>.

Mark mentioned companies like Price Waterhouse and Cooper (PWC) who are enhancing digital mastery using tech-enabled learning — including podcasts, gamification, immersive skill building, multimedia content, and quizzes pushed through mobile platforms, <https://hbr.org/2018/10/how-we-teach-digital-skills-at-pwc>.

Episode 19 Action Item

Your action item is to investigate the digital methods PWC is using for upskilling and reskilling. For example, they have developed a free **Digital Fitness** app for mobile devices, see <https://www.pwc.com/us/digitalfitness>. You or your learners or employees register and use the invite code "LRNALL" to get started. Next you take a digital fitness assessment and a large number of short articles are recommended for you. The readings covering more than 60 topics that range from the Internet of Things to autonomous vehicles to the smart home. You can think of this app as designed to increase your digital awareness.

The new AI platform **DeepHow** was also mentioned. You can learn more about how it can be used in upskilling efforts here, <https://www.stanleyblackanddecker.com/article/stanley-black-decker-partners-deephow-deploy-ai-powered-technology> . Mark also described **Surehand**, <https://surehand.com/>, an online platform (and also an app) that matches skilled technical workers with employers,