

# Reconversion OF TALENTS

The Covid-19 pandemic accelerated the digitization process that the world is experiencing, transforming the most outstanding companies to be technology-based and transforming the others to have robust technological systems. Therefore, even if an individual is not changing jobs, the tasks that make up that job are changing frequently, it is there that the permanent training process becomes a tool to avoid job loss or stagnation.

In this thematic note, together with the Medellín Center for Business and Innovation -Ruta N- we present concepts, data and success stories applied to the reconversion of human talent.



## 1. KEY CONCEPTS\*

### Upskilling

It is the process of **strengthening existing skills** or learning complementary skills.

### Cross-skilling

It is the training **process that develops skills**, covering a variety of **roles and functions of other profiles**.

### Reskilling

Also known as skills recycling, it is the process of **learning new skills in addition to those you already have, to perform a different job**, either within the same organization or between companies.

“Upskilling not only helps workers get ahead, but it can also help them find more interest in work: it makes the journey more exciting and satisfying to be learning new things and achieving new goals...”  
(Rodríguez, 2022).

“... Several surveys show that almost 40% of workers fear that their position will become obsolete in the next five years”  
(Rodríguez, 2022).

“Looking ahead to an uncertain future, one thing is for sure: we cannot escape the overwhelming need for digital skills.”  
(Robert et al., 2022).

“For companies, giving their employees the opportunity to learn and grow is no longer a benefit, it is essential”  
(World Economic Forum, 2022).



## 2. IMPORTANT DATA ABOUT RECONVERSION

### World Economic Forum



**One billion people need to be retrained by 2030**, not only in digital but interpersonal skills due to the demands of hybrid work.

Upskilling is crucial for post-pandemic economic recovery; and could boost global GDP by more than **\$6 billion** through the creation of **5.3 million new jobs by 2030**.

**94% of business leaders** said they expect their employees to gain new skills.

### LinkedIn



Job skills have changed about **25% since 2015**. And by 2027, this number is expected to double. When it comes to finding talent, recruiters rely **20% more on skills data than in previous years**.

\*To expand the conceptualization, you can consult the Ruta N report on the supply of talent and the demand for employment TECH of (2022).

Leveraging new data and tools makes it easier for businesses and individuals to identify talent based on skills, which will create **more equity in the economy**.

### McKinsey

**McKinsey & Company** **17 million workers** in the United States will see their jobs have less demand in the next decade, and **8 out of 10 of these people may need to fully retrain**.

**56 fundamental skills were identified**, called **DELTA**: a mix of skills and attitudes, categorized into 13 groups and four categories (cognitive, digital, interpersonal and self-leadership) that will become increasingly important in the midst of a more automated, digitized and dynamic labor market.



### OCDE

Technology can transform **more than a billion jobs**, or nearly a **third of all the jobs** in the world



## 3. SOME SUCCESS CASES

Various national and international initiatives have emerged as an enclosure between the business sector, the academy and/or the government, in order to provide labor reconversion processes to their populations, especially groups that have less representation such as women.

**Ruta N:** Customized bootcamps or training challenges in alliance with companies in the IT sector where training in digital skills (upskilling) is carried out to later make a talent selection process. By 2022, 15 Bootcamps are projected.



**Ruta N and Forte Global** are training 250 IT talents, who did not have to have an academic or technological professional background, this is a Reskilling and Upskilling process that is expected to help their graduates to access better job opportunities in the sector.



**Laboratoria:** offers an intensive Bootcamp in technical and life skills aimed at women without professional training, where once they graduate they enable them to connect with quality jobs in software development and also they create a community of alumni to support their growth as future leaders of the IT industry.



**Talento Especializado:** Sapiencia program focused on short modular courses in areas related to digital industries for all the people with at least secondary education (upskilling and reskilling). Includes soft skills training, English language and a productive challenge with companies or entrepreneurship.



**Tuya:** The company has developed transversal learning on technologies associated with 4RI, which allows the use of basic technological concepts in different contexts and processes, it being a process of upskilling and cross-killing of human talent.



**Generation:** (funded by McKinsey & Company, Microsoft, among others), its program is intended to serve the training needs of unemployed people, creating real business value and lasting professional impact

*Generation*

**Relink:** Chilean company that applies artificial intelligence to identify the skills and abilities that best adapt to the change of a new IT profile, it being a job retraining program to increase the chances of unemployed people rejoining the workforce and/or improving their professional skills.

*relink*

## DANIELA GÓMEZ, SHARED WITH US HER STORY OF JOB RECONVERSION



**How I went from being a lead nurse in an ICU to a software engineer in a Spanish start-up**

Nursing is a complex profession that I decided to continue being very young, I was 16 years old when I went to college, I graduated at 21. I always knew that my skills were not compatible with what I decided to practice, however, I had to graduate and look for work because the economic situation in my family required it.

I spent 1 year working as an internal medicine leading nurse in a renowned clinic in the city of Medellín. Nothing in the world, not even college, would have prepared me for the emotional demands of having so many lives and nursing staff in charge. After this year I decided to move to Germany, explore the world and get to know myself better.

I spent 2 years outside of Colombia, during this time I learned German in record time, I took a B2 language proficiency exam in 8 months. That is, I reached an advanced level of a language, which I had no idea about, in less than 1 year. This was the achievement that made me realize that I am truly a capable person who can achieve whatever I set out to do.

**In this journey of self-knowledge and deconstruction, I decided that I did not want to continue exercising an activity which I am not compatible with, I did not consider myself suitable for the emotional demand that returning to work in a hospital required, so I looked at options.**

**I first thought of studying systems engineering at a public university in Antioquia, so I went back to Colombia, bought the pin, and applied for the course with the highest cut-off point in the entire university. Very incredulously I checked my mail 2 weeks later and I had been admitted.**

I studied 2 semesters and the university went on strike for 9 months, I had to find work to support myself. During that time I worked as head of the Intensive Care Unit -ICU- of a hospital in Medellín, this reminded me why I did not want to continue being a nurse: the schedules, the toxic environment typical of the health area, the poor working conditions, the remuneration.

The University, despite being my alma mater, was not going to help me in a process of changing careers, so I turned to non-formal education. I ended up enrolled in a bootcamp (short-term intensive and practical programs). I had never heard of any bootcamp, I did not know the concept, I already had an idea of what software development was because I had learned a lot about it, so I decided to continue with that plan.

9 months passed in that bootcamp and I definitely realized that I was not ready to work yet, that it had not been enough, so I dedicated another 6 months of my life to learning autonomously, to carry out selection processes in companies, to receive rejection e-mails while learning a lot.

**In the end I received 2 offers from top companies, it should be noted that at this point I was already a polyglot, and that's how I started my career in tech as an associate software engineer (Beginning Software Engineer).**

The fact of not having a degree provided by a university has never been an inconvenience for me, I already have an undergraduate degree and went through a university process that allowed me to acquire academic and critical thinking tools that are useful in any area of knowledge.



Daniela states: "Being a nurse has also provided me with tools with which I have been able to advance in my career as an engineer, for example: documenting the code, organizing tasks to achieve efficiency in the team, leadership and management attitudes, I see in my future a mix From my nurse self and my engineer self, my career is developing in the management side of engineering, and I acquired these tools as a nurse"



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