Linkedin

CÓMO LA IA TRANSFORMA EL E-LEARNING

Bernardo Esteves

LinkedIn Learning – Lead Iberia

Marzo 2025

1 BILLION

Economic Graph: Representación digital de la fuerza laboral global

Proporciona una visión en tiempo real del movimiento del <u>capital intelectual,</u> el <u>capital de trabajo y</u> el <u>capital humano</u>

44K
Skills

69M
Empresas

24K
Courses

1.1B
Miembros

25M
Jobs

Benchmarking 360

Recomendaciones
Cursos

Talento en tiempo real y
Datos de mercado

Recomendaciones de trabajos
específicos

Candidato/Trabajo
Recomendaciones

Manager Development
Paths

5M
Updates/minute

And now AI is changing everything

Every job

21x

increase in job postings
mentioning AI skills like Chat GPT
since Nov 22[1]

Every team

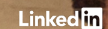# 140x

increase in LinkedIn members
adding AI skills to their profiles[2]

Every company

70%

of companies are
already using AI[3]

LinkedIn

70%

of skills needed for a given job will change by 2030 due to AI

25%

Of skills have changed since 2015

Even if you aren't changing your job
Your job is changing on you

Job Title

Skill 1	Skill 1
Skill 2	Skill 2
Skill 3	Skill 3
Skill 4	Skill 4
Skill 5	Skill 5
Skill 6	Skill 6
Skill 7	Skill 7
Skill 8	Skill 8

Last 8 years

25% change

Los trabajos más demandados en LinkedIn

Rank	Job Specialty*	Most In-Demand Jobs
1	Auditing	Audit Associate, Audit Consultant, Audit Supervisor
2	Financial Markets	Investment Analyst, Equity Trader, Portfolio Manager
3	Data Engineering	Data Engineer, Data Architect
4	Business Development	Business Development Manager, Business Development Representative, Director of Business Development
5	Medical Sales	Medical Sales Representative, Professional Medical Representative, Hospital Account Manager
6	Account Management	Account Manager, Director of Account Management, Account Management Specialist
7	IT Consulting	Information Technology Consultant, Information Technology Advisor, Technical Account Executive
8	Manufacturing Engineering	Manufacturing Engineer, Manufacturing Engineering Manager, Manufacturing Technologist
9	Sales Engineering	Sales Engineer
10	Research Skills	Research Instructor, Research Director, Research Project Manager
11	Software Architecture	Information Technology Architect, Technical Architect, Software Architect
12	Analytics	Data Analyst, Analytics Consultant, Analytics Manager

This analysis looks at the growth in the share of hires per job as a proportion of all hires in the geography comparing most recent 3-months vs one year prior. The "most in-demand" jobs are categorized into Job Specialties to provide a more comprehensive view of labor market trends.

Las principales habilidades necesarias para los trabajos más demandados en LinkedIn

Rank	Job Specialty*	Top Skills Needed for Most In-Demand Jobs
1	Auditing	Auditing, Internal Controls, Accounting, International Financial Reporting Standards (IFRS), Financial Accounting, External Audits, Financial Analysis, Financial Audits, Finance, Financial Statements
2	Financial Markets	Investments, Financial Markets, Bloomberg, Capital Markets, Financial Analysis, Investment Banking, Financial Modeling, Corporate Finance, Finance, Venture Capital
3	Data Engineering	Apache Spark, Extract, Transform, Load (ETL), Hadoop, Amazon Web Services (AWS), Azure Databricks, Hive, Scala, PySpark, Data Engineering, Apache Airflow
4	Business Development	Business-to-Business (B2B), Business Development, New Business Development, Sales Management, International Business Development, Business Planning, Marketing Strategy, Account Management, International Sales, Sales
5	Medical Sales	Pharmaceutical Sales, Product Launch, Pharmaceutics, Sales Effectiveness, Hospital Sales, Market Access, Market Analysis, Cardiology, Oncology, Biotechnology
6	Account Management	Account Management, Sales Management, Customer Relationship Management (CRM), Business-to-Business (B2B), Business Development, Sales, Key Account Development, Sales Processes, Solution Selling, Key Account Management
7	IT Consulting	SQL, Consulting, Microsoft SQL Server, ABAP, Java, IT Consulting, Business Intelligence (BI), Linux, JavaScript, Software Development
8	Manufacturing Engineering	Lean Manufacturing, 5S, Manufacturing, Engineering, Manufacturing Engineering, Industrial Engineering, Continuous Improvement, AutoCAD, SOLIDWORKS, CATIA
9	Sales Engineering	Sales Engineering, Engineering, AutoCAD, Industrial Automation, Project Engineering, Product Development, Sales Management, Manufacturing, Presales, Sales
10	Research Skills	Science, Molecular Biology, Cell Biology, Cell Culture, Biochemistry, Scientific Writing, Western Blotting, Polymerase Chain Reaction (PCR), Genetics, Microscopy
11	Software Architecture	Docker Products, Software Development, Spring Framework, Java, Amazon Web Services (AWS), Linux, Jakarta EE, Solution Architecture, Service-Oriented Architecture (SOA), Cloud Computing
12	Analytics	SQL, Data Visualization, Microsoft Power BI, Tableau, Machine Learning, Data Science, Python (Programming Language), Extract, Transform, Load (ETL), R (Programming Language), Data Modeling

This analysis shows the top skills needed for most in-demand jobs. We use LinkedIn's Skills Genome Methodology** to identify the most representative skills for each job

Future of Work Report, AI at Work

Skills that can be improved by AI

Post	Percentage of skills potentially enhanced by AI	Skills that can potentially be assisted by AI
Software Engineer	96%	Jenkins, Docker Products, Git, AngularJS, TypeScript
Customer Service Representative	76%	Phone etiquette, note-taking, customer support
Commercial	59%	Telephone prospecting, retail sales, outside sales, sales processes
Teacher	45%	Course planning, program development
Event Manager	39%	Event marketing, service management

How can business leaders navigate this ever-changing macro environment and leverage AI to prepare their organizations for the future?

The answer to the skills crisis hides in plain sight.

Learning combined with **career development** accelerates the flow of **critical skills** to keep pace with **business needs**.

49%

of learning and talent development professionals see a skills crisis

Career development champions

Prioritization of career development is a key indicator of business success.

<mark>Only 36% of organizations are defined as "career development champions,"</mark> with robust career development programs that yields business results.

What sets **career development champions** apart?

100% are achieving positive business results.

They measure success with metrics such as internal mobility rate and new skills delivered for the business.

They deploy at least 33% more career development tactics than non-champions, including internal mobility and leadership development programs.
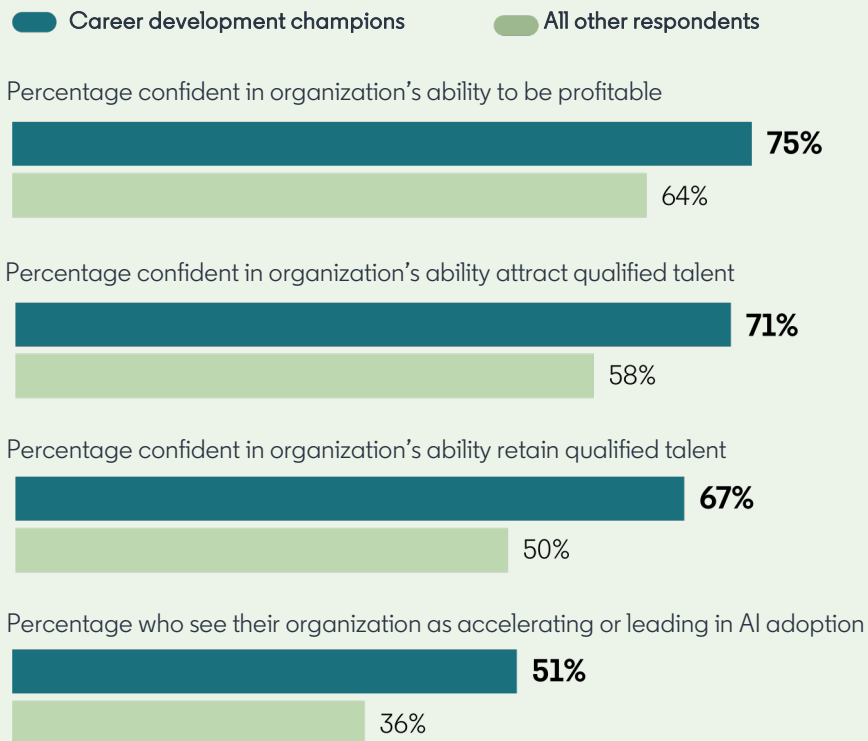
36% of companies are career development champions.

83% Will maintain or increase their investment in career-driven learning this year.

Mature career development initiatives correlate with positive outlook for profitability, confidence to attract and retain talent, and GAI adoption.

● Career development champions   ● All other respondents

Percentage confident in organization's ability to be profitable

75%
64%

Percentage confident in organization's ability attract qualified talent

71%
58%

Percentage confident in organization's ability retain qualified talent

67%
50%

Percentage who see their organization as accelerating or leading in AI adoption

51%
36%

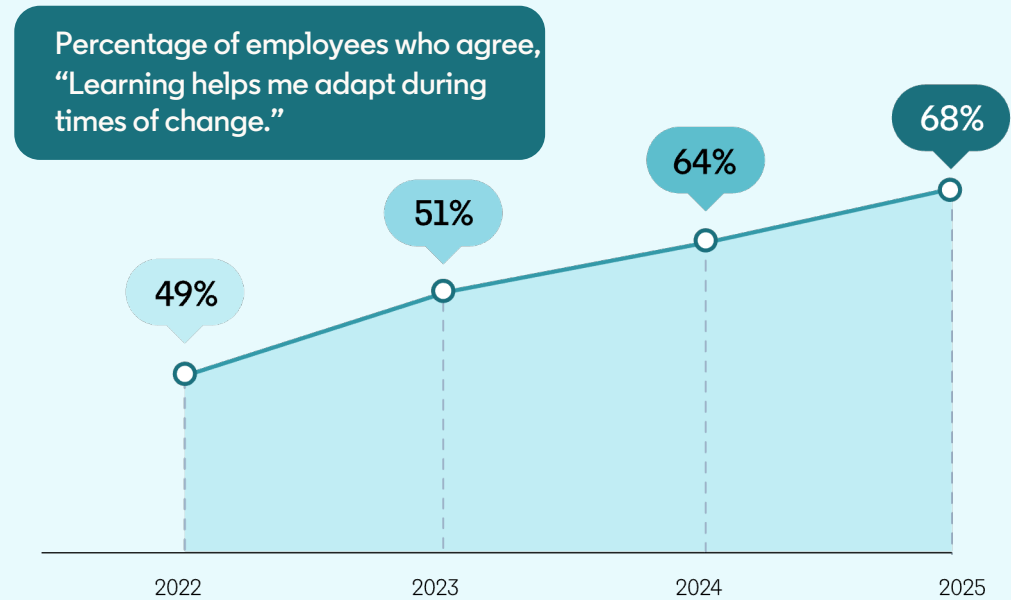*LinkedIn Workplace Learning Report 2024*

How do career development champions outpace other organizations?

They're more confident in their ability to be profitable and to attract and retain talent. Significantly, career development champions are more likely to be leading or accelerating in generative AI (GAI) adoption.

Employees see increasing value in learning for adaptability in times of change.

Career development flourishes when employees feel in control of their careers and are inspired to build their own best future. Organizations can offer tools and support systems that help employees identify their unique strengths, set career goals, pursue skill-building, and access internal mobility opportunities.

The payoff: A workforce motivated to learn new skills — and an organization ready to adapt and thrive today and tomorrow.

Percentage of employees who agree, "Learning helps me adapt during times of change."

Year	Percentage
2022	49%
2023	51%
2024	64%
2025	68%

Future of Work Trends

Three transformations reshaping the future of work

AI-powered
Transformation of work
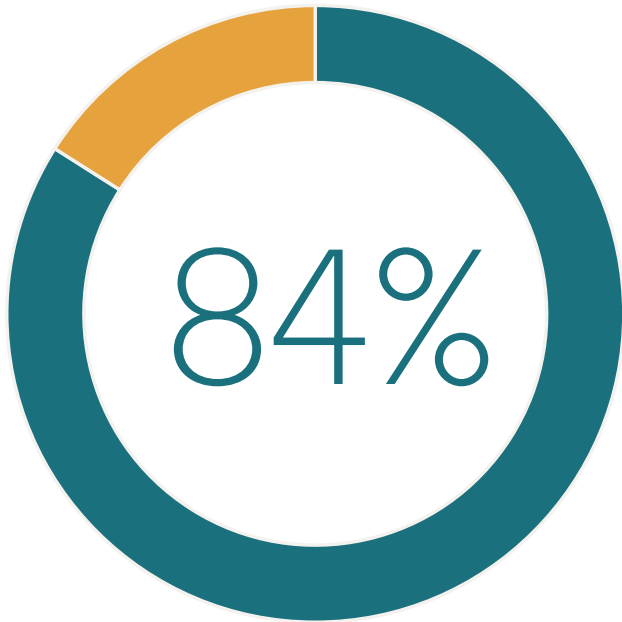
Skills-centered
Transformation of Workforce

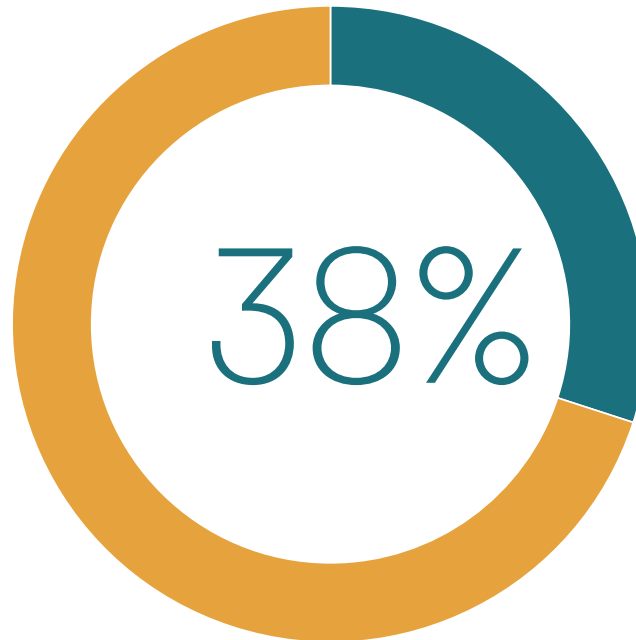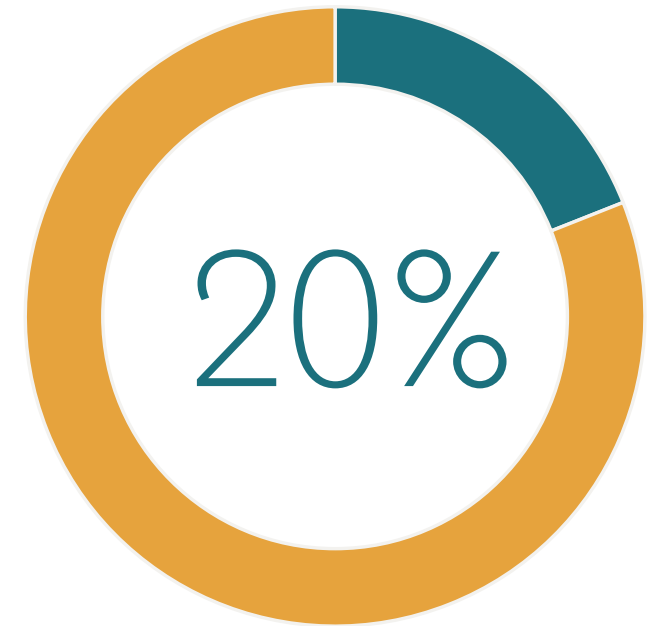## Learning-driven
Transformation of workplace
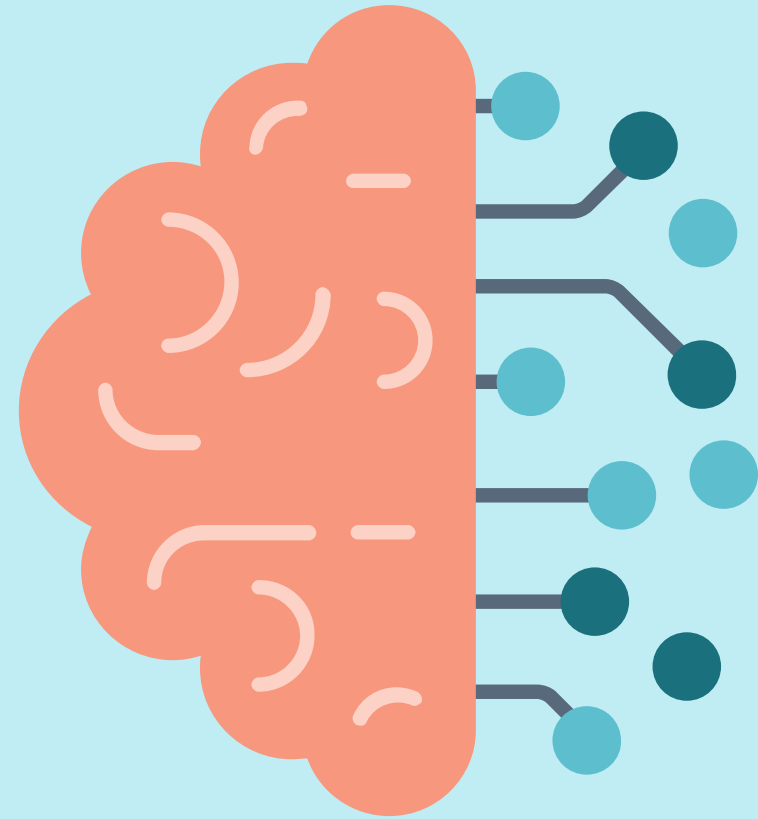
AI will drive foundational shifts on your talent and business strategies, driving productivity

84%

of LinkedIn members in occupations that could leverage GAI to automate at least a quarter of routine tasks and increase productivity.

38%

of C-suite leaders who say that their employees are more productive
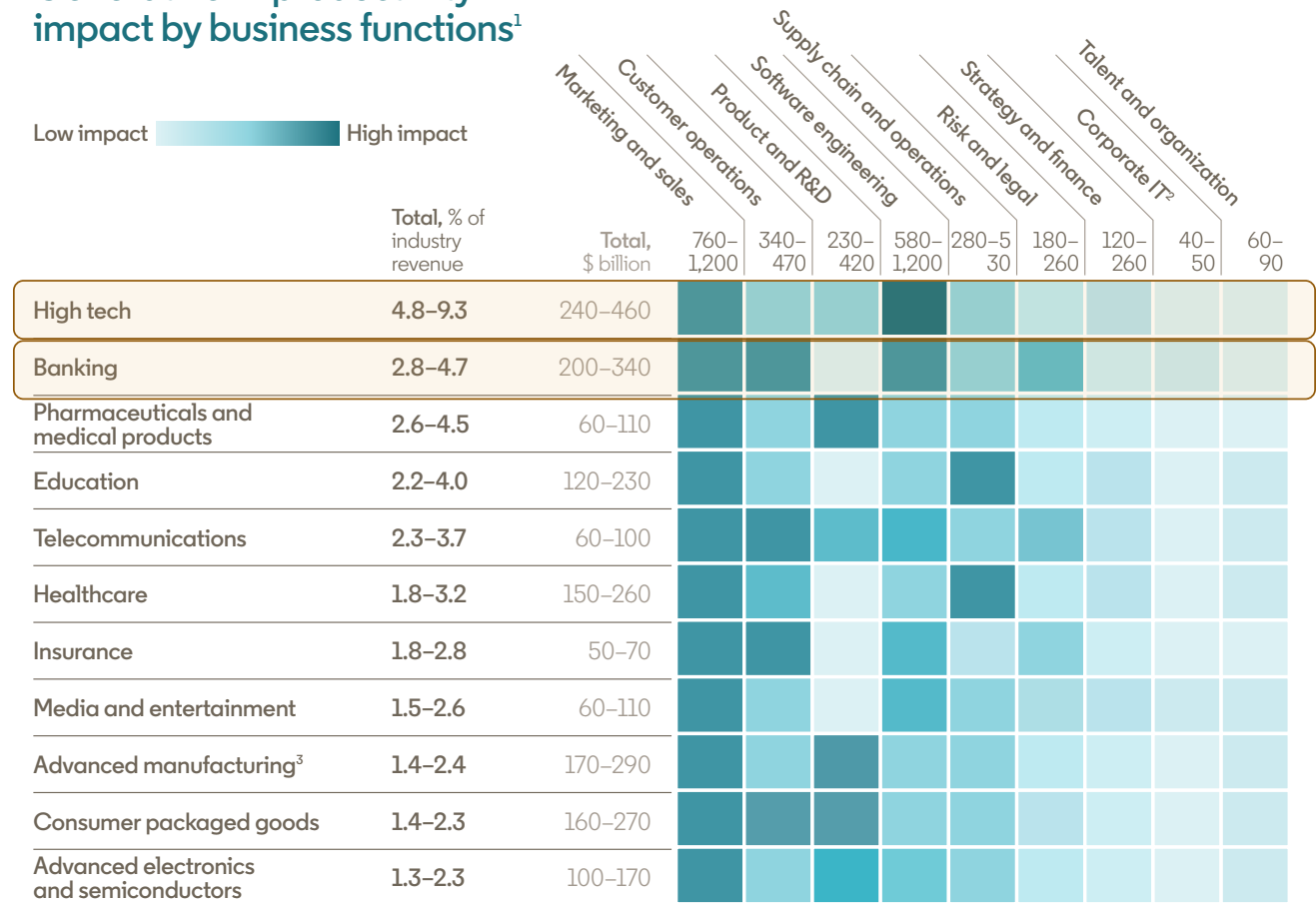
20%

e.g. Time savings in Talent Acquisition (that can be reallocated to high-touch engagements)

Impact of GAI across industries

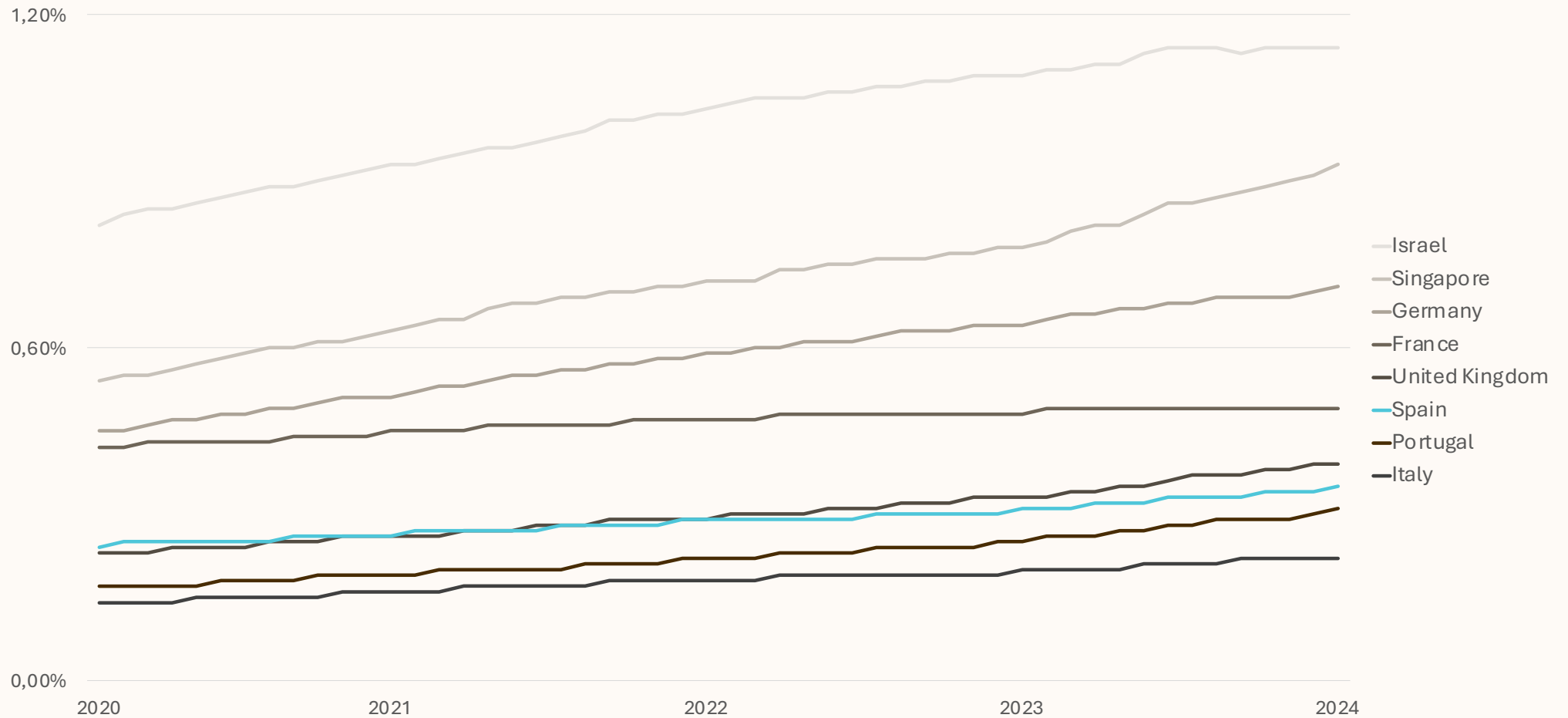### Generative AI productivity impact by business functions[1]

Low impact ▭ High impact

Industry	Total, % of industry revenue	Total, $ billion	Marketing and sales 760–1,200	Customer operations 340–470	Product and R&D 230–420	Software engineering 580–1,200	Supply chain and operations 280–530	Risk and legal 180–260	Strategy and finance 120–260	Corporate IT[2] 40–50	Talent and organization 60–90
High tech	4.8–9.3	240–460									
Banking	2.8–4.7	200–340									
Pharmaceuticals and medical products	2.6–4.5	60–110									
Education	2.2–4.0	120–230									
Telecommunications	2.3–3.7	60–100									
Healthcare	1.8–3.2	150–260									
Insurance	1.8–2.8	50–70									
Media and entertainment	1.5–2.6	60–110									
Advanced manufacturing[3]	1.4–2.4	170–290									
Consumer packaged goods	1.4–2.3	160–270									
Advanced electronics and semiconductors	1.3–2.3	100–170									

Note: Figures may not sum to 100%, because of rounding. [1]Excludes implementation costs (eg, training, licenses). [2]Excluding software engineering. [3]Includes aerospace, defense, and auto manufacturing. [4]Including retail.
Source: Comparative Industry Service (CIS), IHS Markit; Oxford Economics; McKinsey Corporate and Business Functions database; McKinsey Manufacturing and Supply Chain 360; McKinsey Sales Navigator; Ignite, a McKinsey database; McKinsey analysis

Spain's share of AI Talent middle of the pack among its peer set

Share of LinkedIn Members with AI Engineering Skills, by Country (2020-2024, Selected Countries)


Legend (top to bottom): Israel, Singapore, Germany, France, United Kingdom, Spain, Portugal, Italy

Y-axis: 0,00%, 0,60%, 1,20%
X-axis: 2020, 2021, 2022, 2023, 2024

Skills-centered
Transformation
of Workforce

Pace of skills change will drive every organization to explore skills-first talent strategies – in hiring and developing

70%

of skill sets will evolve by 2030 accelerated by GenAI

70%
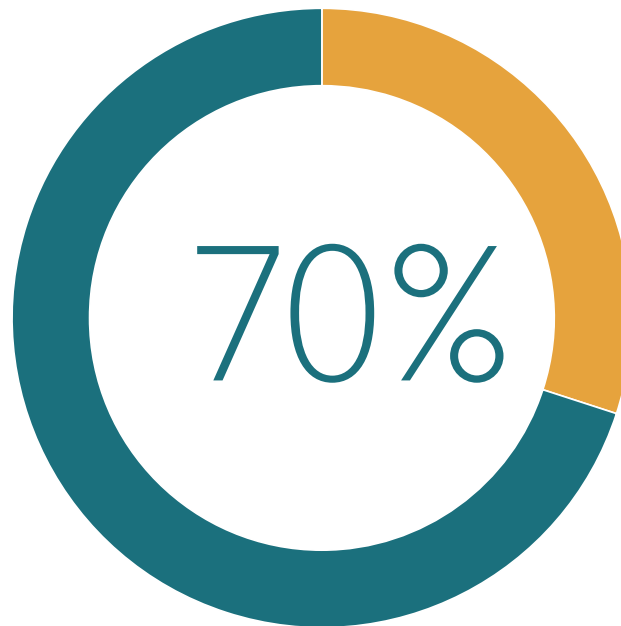
of HR professionals say their organization is prioritizing upskilling initiatives in 2025 to help build skills from within
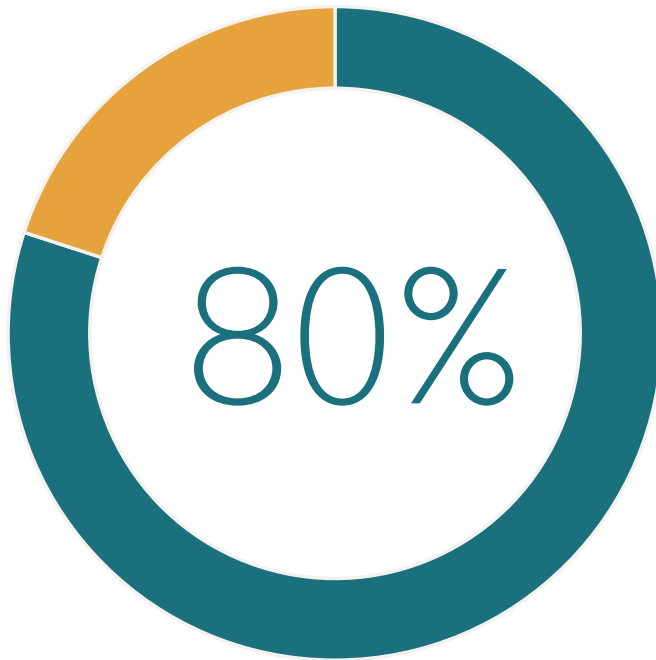
11x

e.g.: Increase in candidate pool while taking a skills-first hiring in Professional Services industry, in Spain
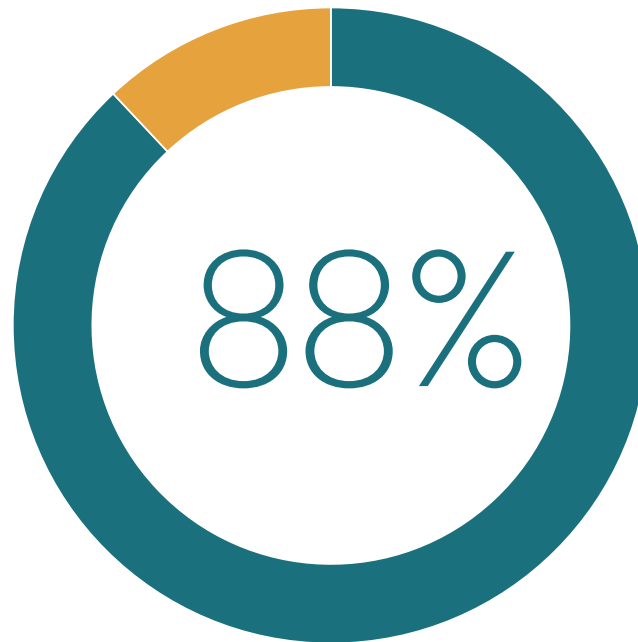
Linked in

Learning-driven
Transformation
of workplace

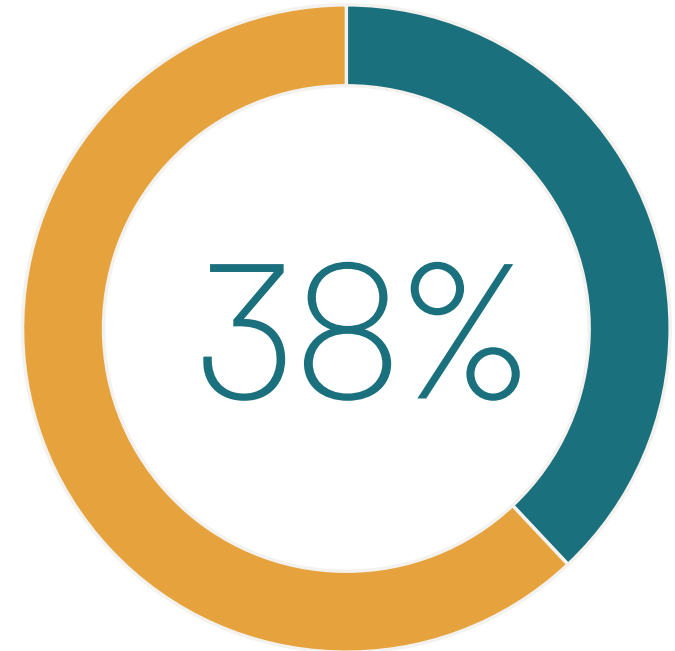# The AI-Education Disconnect

Talent Attraction: Embracing AI is crucial to attract the talent of the future

80%

Of employees say they want to learn AI skills for their professions.*
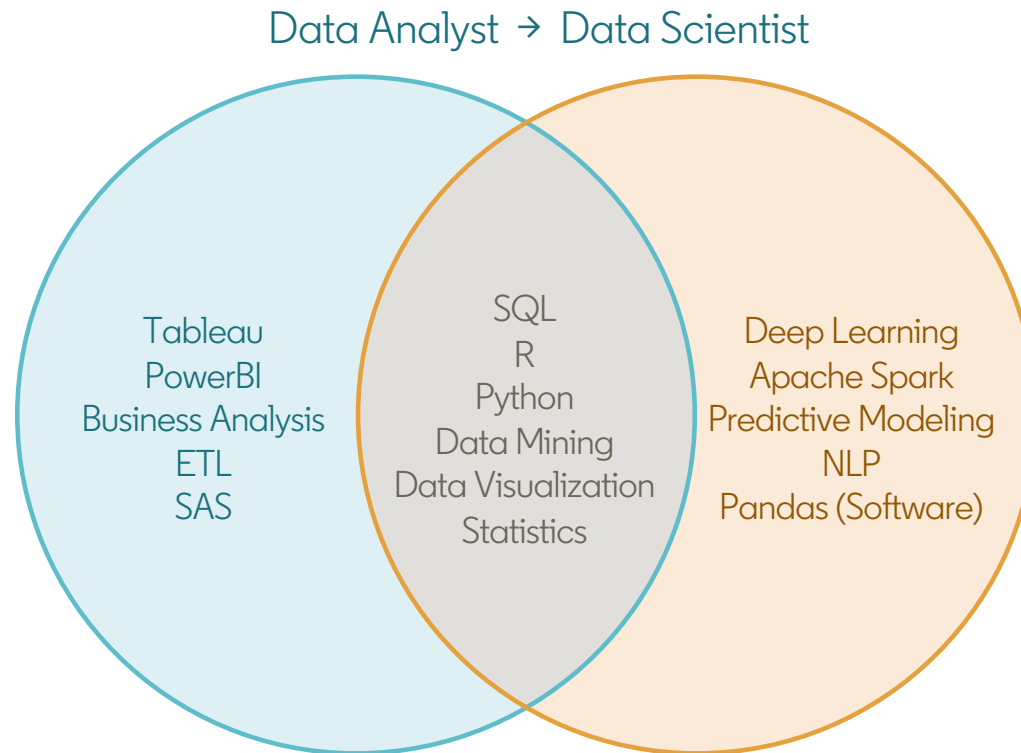
88%

of C-suite leaders say speeding up AI adoption is important over the next year^.

38%

Yet only 38% of U.S. executives are currently helping their employees become AI-literate.**

LinkedIn

Many jobs have overlapping skills

Talent Retention: Career pathways to build digital skills is essential for talent retention

Data Analyst → Data Scientist

Tableau
PowerBI
Business Analysis
ETL
SAS

SQL
R
Python
Data Mining
Data Visualization
Statistics

Deep Learning
Apache Spark
Predictive Modeling
NLP
Pandas (Software)

A Data Analyst has a 69% skills overlap with a Data Scientist

Pace of change is rapid and unprecedented

Talent Upskilling: Upskilling will be critical to keep up with the rapid growth of AI

Ranking

	2016	2017	2018	2019	2020	2021	2022	2023
1	Deep Learning	TensorFlow	Convolutional Neural Networks (CNN)	Pattern Recognition	Data Structures	Information Retrieval	Question Answering	Generative AI
2	Scikit-Learn	Keras	Microsoft Azure Machine Learning	Supervised Learning	Pandas (Software)	Pandas (Software)	Classification	Large Language Models (LLMs)
3	TensorFlow	Deep Learning	PyTorch	Convolutional Neural Networks (CNN)	PyTorch	Reinforcement Learning	Recommender Systems	Generative Neural Networks
4	RapidMiner	Pandas (Software)	Keras	Unsupervised Learning	Pattern Recognition	Convolutional Neural Networks (CNN)	Computer Vision	Transformer Modules
5	Reinforcement Learning	Reinforcement Learning	Supervised Learning	Neural Networks	Artificial Intelligence (AI)	Scikit-Learn	Natural Language Processing (NLP)	Model Training
6	Unsupervised Learning	Scikit-Learn	Pandas (Software)	PyTorch	Julia (Programming Language)	PyTorch	Information Retrieval	Responsible AI
7	Microsoft Azure Machine Learning	Supervised Learning	TensorFlow	Pandas (Software)	Computer Vision	Unsupervised Learning	Algorithm Development	Image Generation
8	Julia (Programming Language)	Convolutional Neural Networks (CNN)	Unsupervised Learning	Algorithm Development	Artificial Neural Networks	Algorithm Development	PyTorch	Hyperparameter Tuning
9	Artificial Neural Networks	PyTorch	Reinforcement Learning	Scikit-Learn	Natural Language Processing (NLP)	Julia (Programming Language)	Machine Learning	Hyperparameter Optimization
10	Supervised Learning	Artificial Neural Networks	Artificial Intelligence (AI)	Natural Language Processing (NLP)	Supervised Learning	Microsoft Azure Machine Learning	Microsoft Azure Machine Learning	Time Series Forecasting

Intersecting components of the Future of work

Three inter-dependent, intersecting pillars will define the future of work
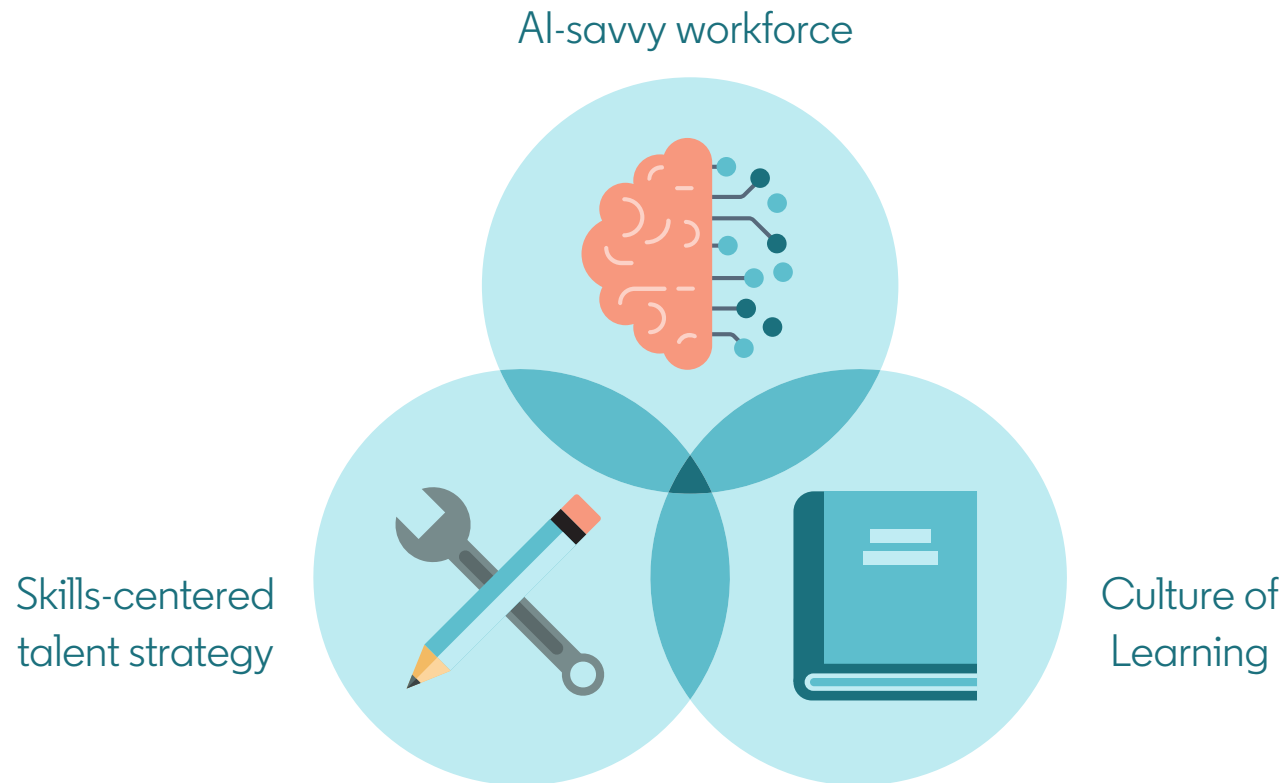
AI-savvy workforce

Skills-centered talent strategy

Culture of Learning
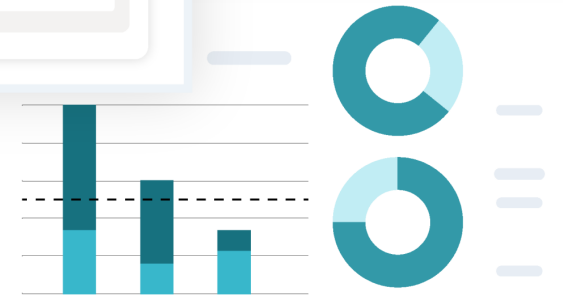
AI-powered LinkedIn Talent Solutions

UNDERSTAND
The talent landscape

ATTRACT
Desired Talent

CONNECT
Internal talent to opportunity

AI@in

HIRE
Quality talent, faster

DEVELOP
Critical skills at scale

GUIDE
Your learners

La IA puede catapultar el desarrollo y avance profesional de tu plantilla

Los profesionales de la formación desempeñan un papel fundamental en la organización:

Coordinar las aptitudes que se aprenden con las que necesita la organización

Ofrecer una formación acorde a las necesidades de los empleados en el momento oportuno y a gran escala

Llevar las oportunidades internas más adecuadas a los empleados

Para tener acceso a estas ventajas, necesitas un *Partner* que ofrezca:

Datos que no hay en otro lugar

Más de 1B+ de profesionales que generan más de 5M data points cada minuto

La IA más avanzada y de confianza

Más de 10 años llevando la IA a productos, ahora con Microsoft

La potencia de la IA en las herramientas que ya usas
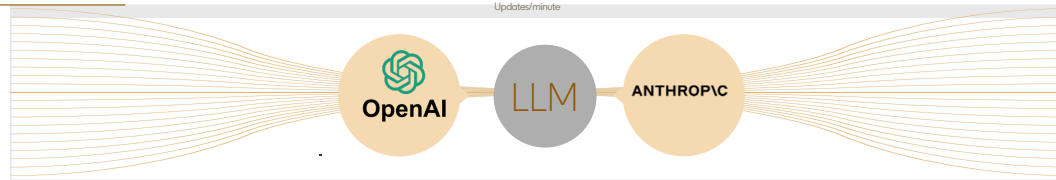
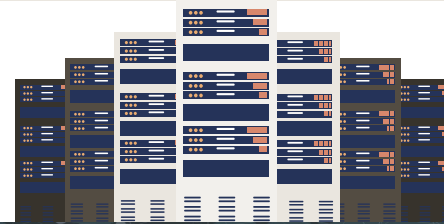Más de 50.000 clientes que ya usan herramientas con IA
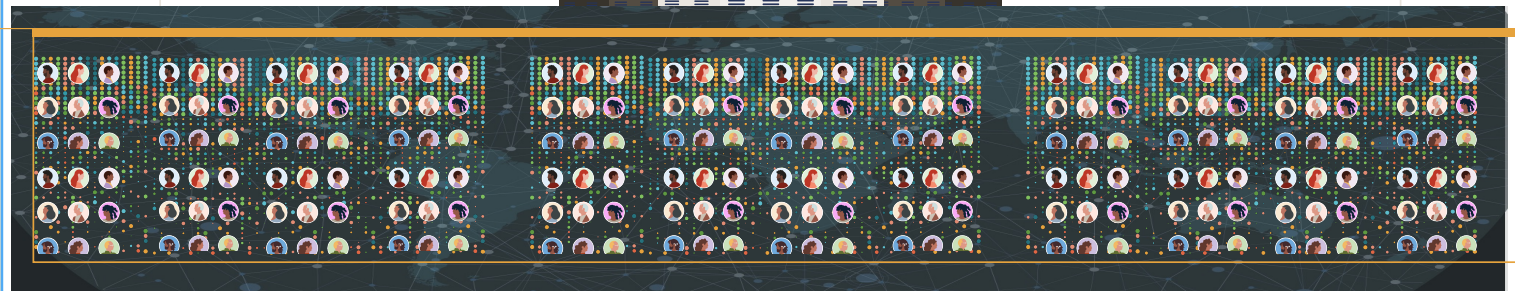
TRUSTED PLATFORM

4 LINKEDIN ECONOMIC GRAPH

LINKEDIN ECONOMIC GRAPH

5M Updates/minute

3 SMART ALGORITHMS + LARGE LANGUAGE MODELS

OpenAI   LLM   ANTHROP\C

2 COMPUTE INFRASTRUCTURE

NVIDIA   AMD

1 MEMBER DATA
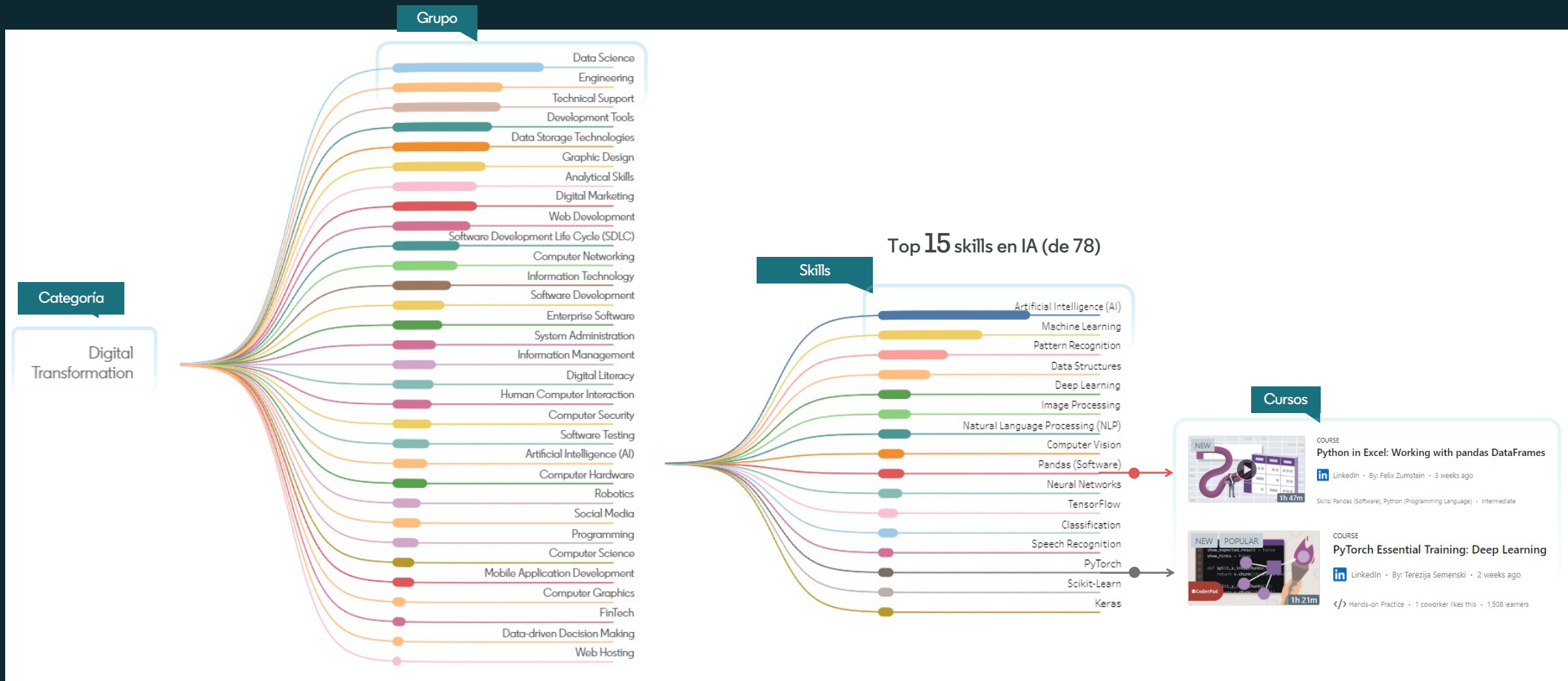
Nuestro contenido está alimentado por los datos sobre *Skills*

El Economic Graph de LinkedIn determina la forma en que creamos, organizamos y recomendamos el contenido

Feedback

Economic graph

Planificación del contenido

Alineación de *Skills*

Recomendaciones personalizadas

TECNOLOGÍA IA

LinkedIn Learning

Ejemplo de taxonomía de habilidades en Transformación Digital

LinkedIn Learning vincula las aspiraciones profesionales al crecimiento del negocio
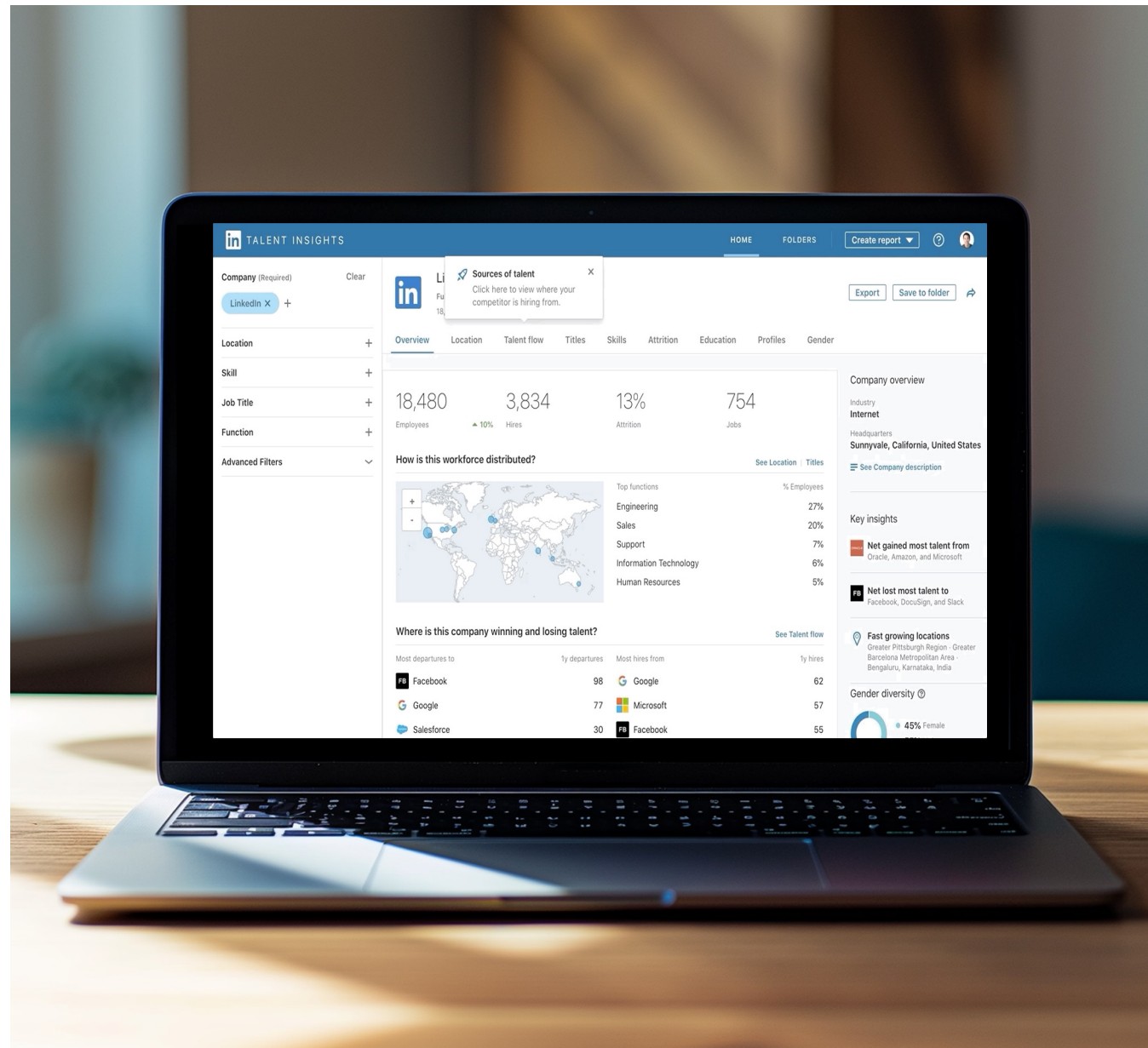
Understand

Know the skills landscape

LinkedIn Talent Insights

Be the insights-
led expert for your hiring
managers by enabling
data-driven decision
making on talent
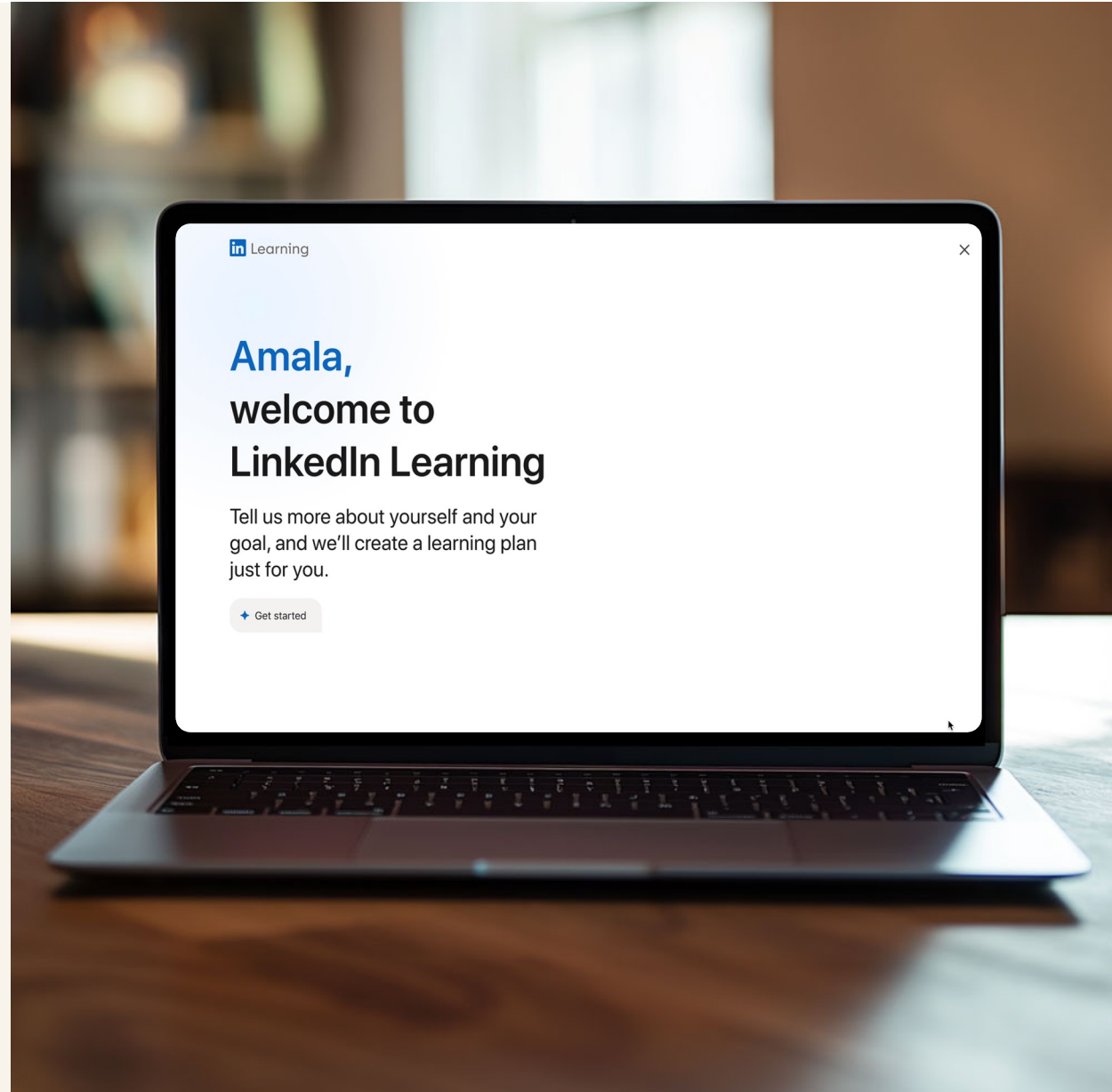strategies

Guide

AI-assisted L&D tools

Personalized Development Plans, Powered by AI:

Drive more engagement with hyper-personalized plans that better reflect employees' unique career goals and skill proficiency

✦ Personalized Development Plans

Develop skills that matter faster and more effectively

Actionable advice and recommendations
Adaptive conversations offer real-time advice and content on how to navigate professional challenges.

Highly personalized and tailored
Each experience is based on unique learner needs and informed by the LinkedIn Skills Graph.

Informed by deep expertise
The chatbot surfaces insights from credible instructors with the help of generative AI.

✦ AI – Powered Coaching
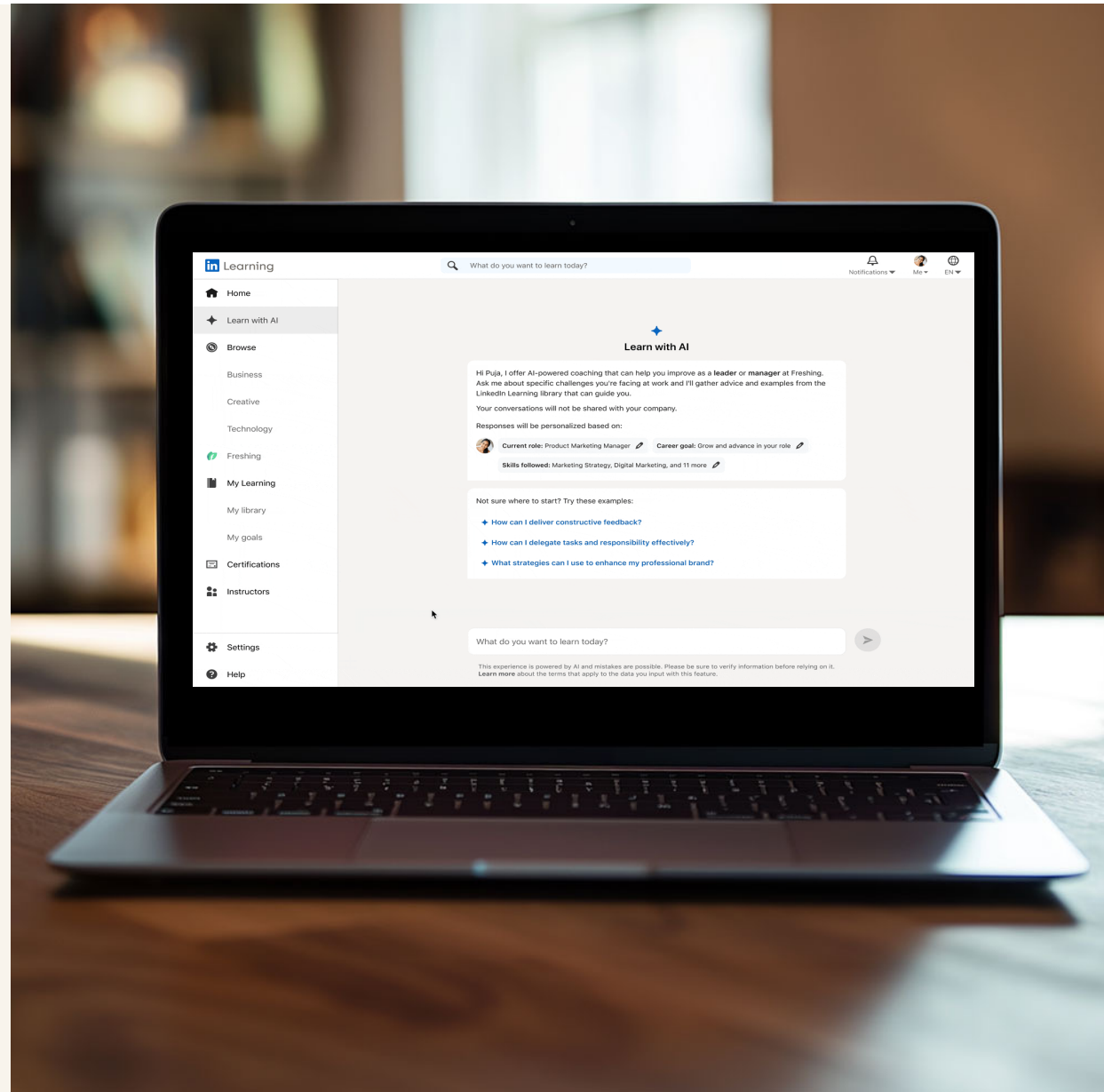
✓ Develop critical skills at scale

Smarter Content Curation, Powered by AI
Admins can quickly identify the right content aligned to their learning objectives and organizational priorities

✦ L&D Content Curation
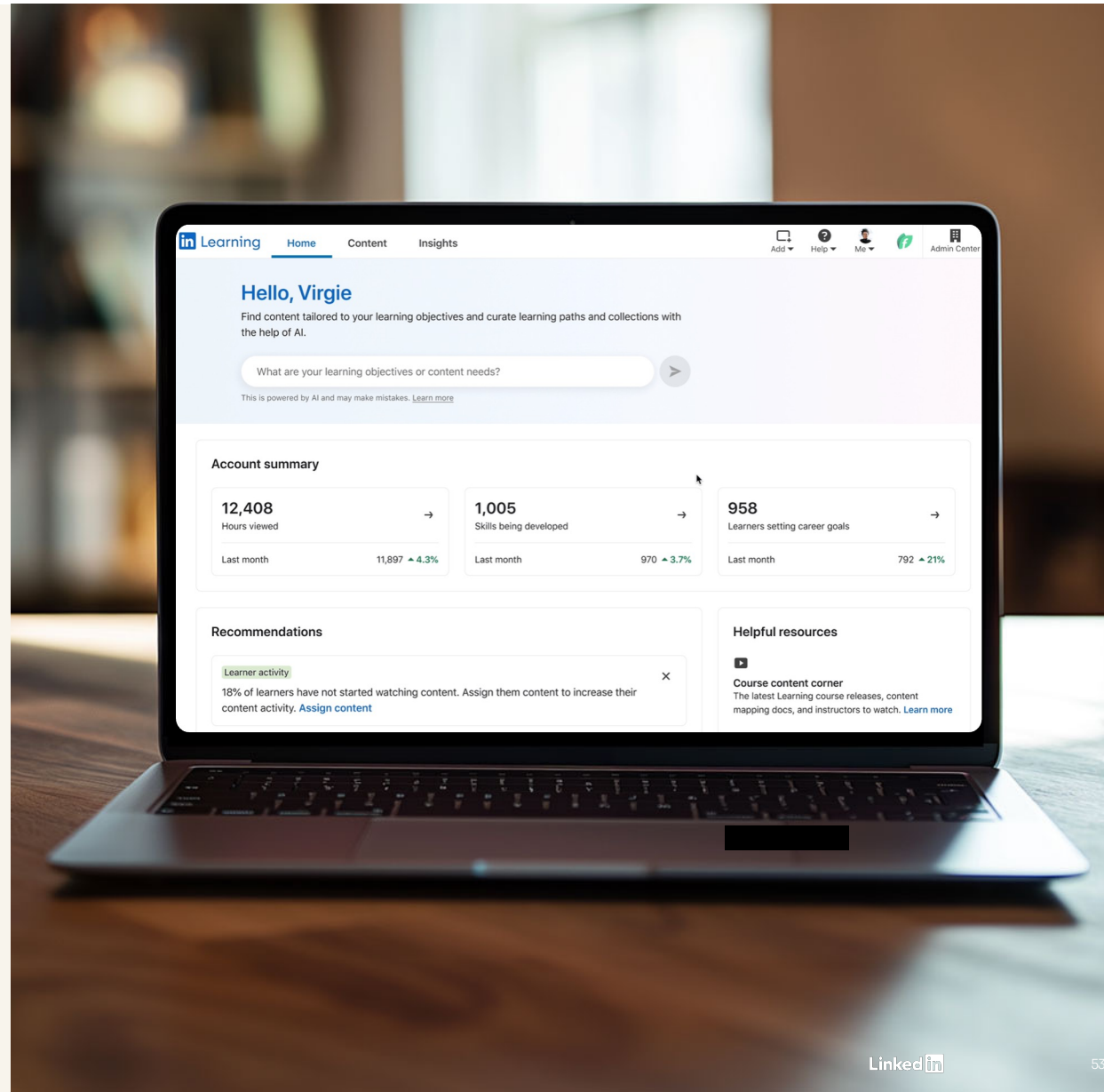
Develop

Unlock personalized
learning at scale

Introducing
LinkedIn Learning Role Play

✓ Develop critical skills at scale

AI-Powered Coaching Enhancements
New ways to build soft skills with personalized and simulated role play in voice or text

✦ AI-powered coaching enhancements

Learners who engage with AI-powered coaching **spend 25% more time learning**

✓ AI-Powered Role Play

Develop critical human skills using real world scenarios

---

in Learning   Search Me ▾ EN ▾

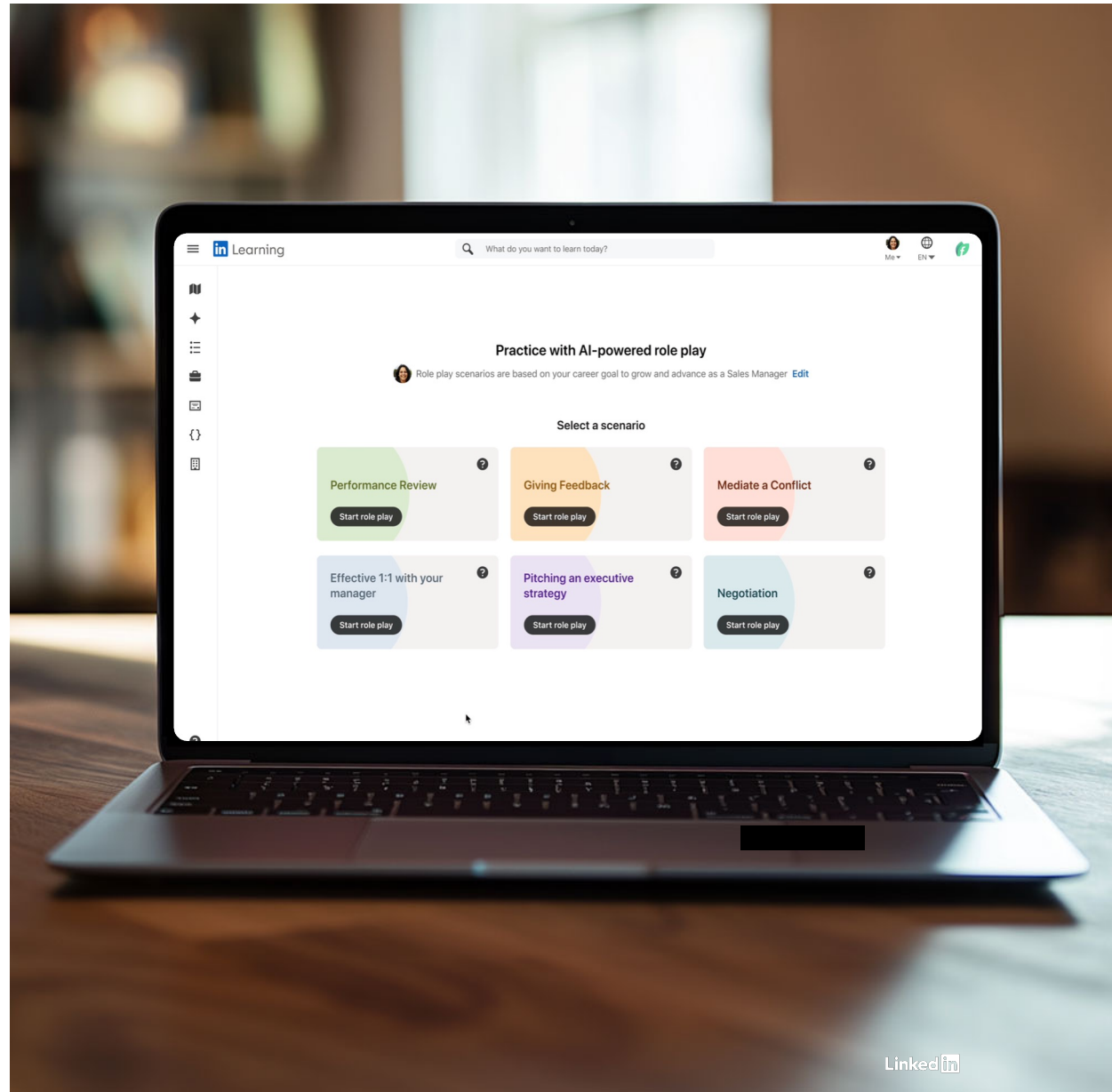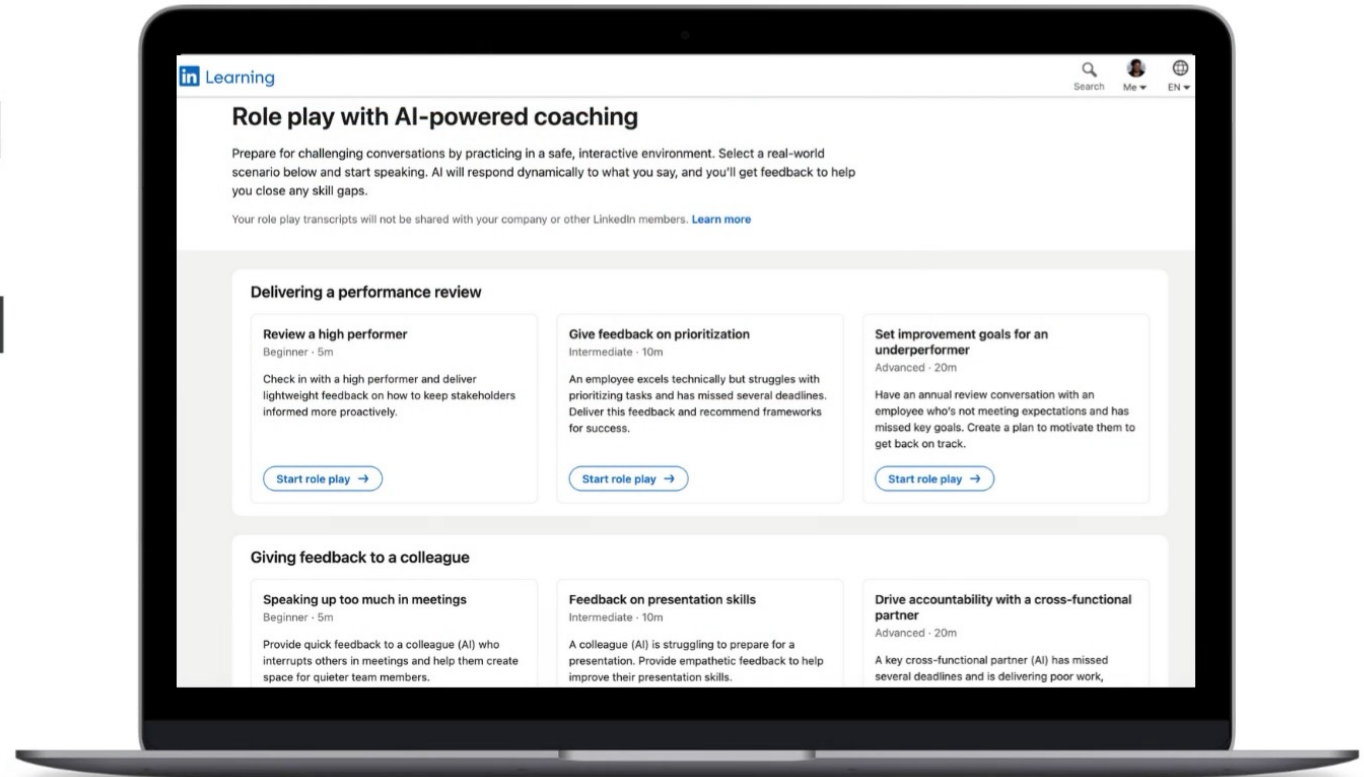### Role play with AI-powered coaching

Prepare for challenging conversations by practicing in a safe, interactive environment. Select a real-world scenario below and start speaking. AI will respond dynamically to what you say, and you'll get feedback to help you close any skill gaps.

Your role play transcripts will not be shared with your company or other LinkedIn members. **Learn more**

Delivering a performance review

Review a high performer	**Give feedback on prioritization**	**Set improvement goals for an underperformer**
Beginner · 5m	Intermediate · 10m	Advanced · 20m
Check in with a high performer and deliver lightweight feedback on how to keep stakeholders informed more proactively.	An employee excels technically but struggles with prioritizing tasks and has missed several deadlines. Deliver this feedback and recommend frameworks for success.	Have an annual review conversation with an employee who's not meeting expectations and has missed key goals. Create a plan to motivate them to get back on track.
Start role play →	Start role play →	Start role play →

Giving feedback to a colleague

Speaking up too much in meetings	**Feedback on presentation skills**	**Drive accountability with a cross-functional partner**
Beginner · 5m	Intermediate · 10m	Advanced · 20m
Provide quick feedback to a colleague (AI) who interrupts others in meetings and help them create space for quieter team members.	A colleague (AI) is struggling to prepare for a presentation. Provide empathetic feedback to help improve their presentation skills.	A key cross-functional partner (AI) has missed several deadlines and is delivering poor work,

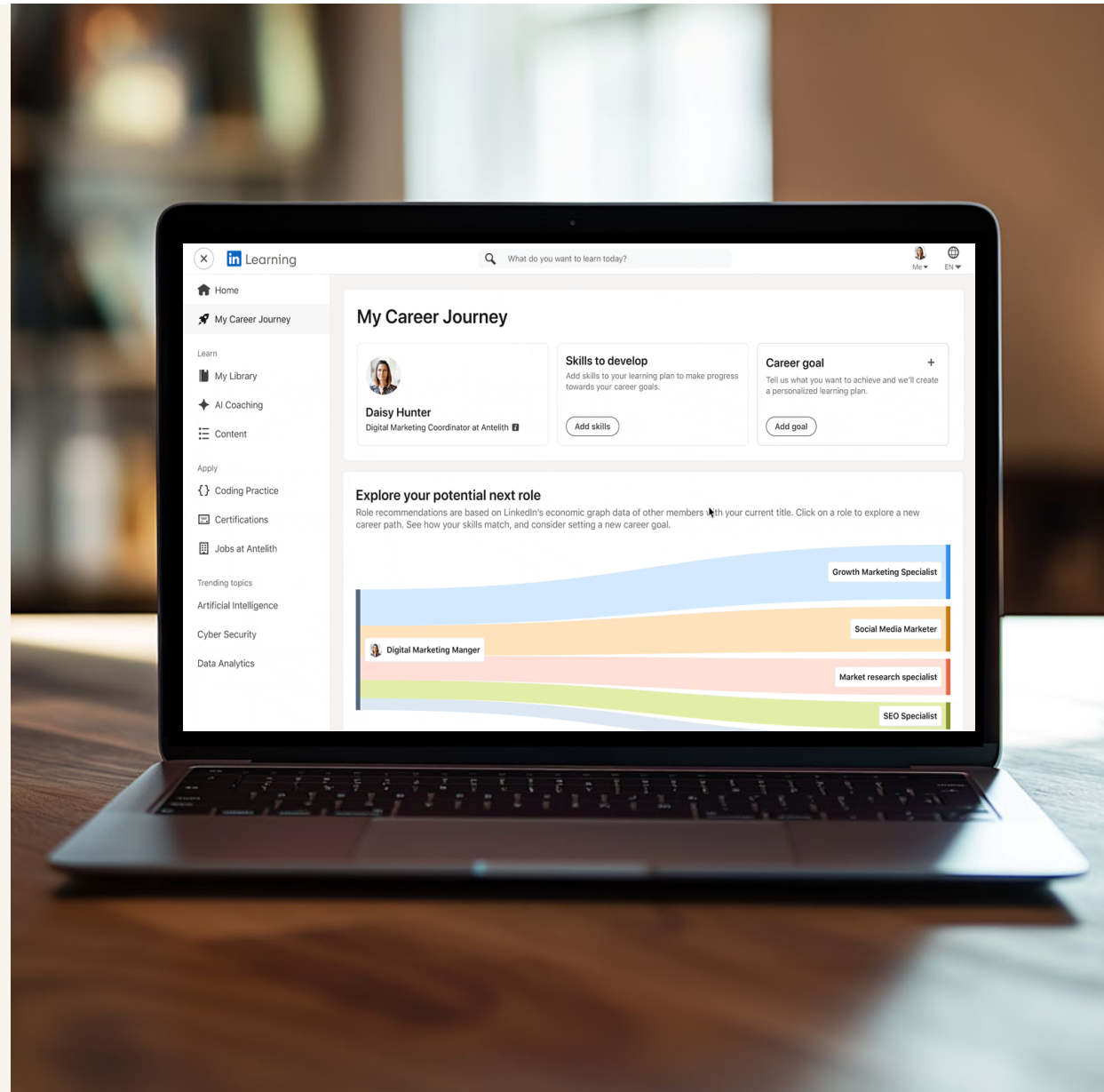# Connect

Internal Mobility

Retain your best people

Easily personalize your entire professional development ecosystem
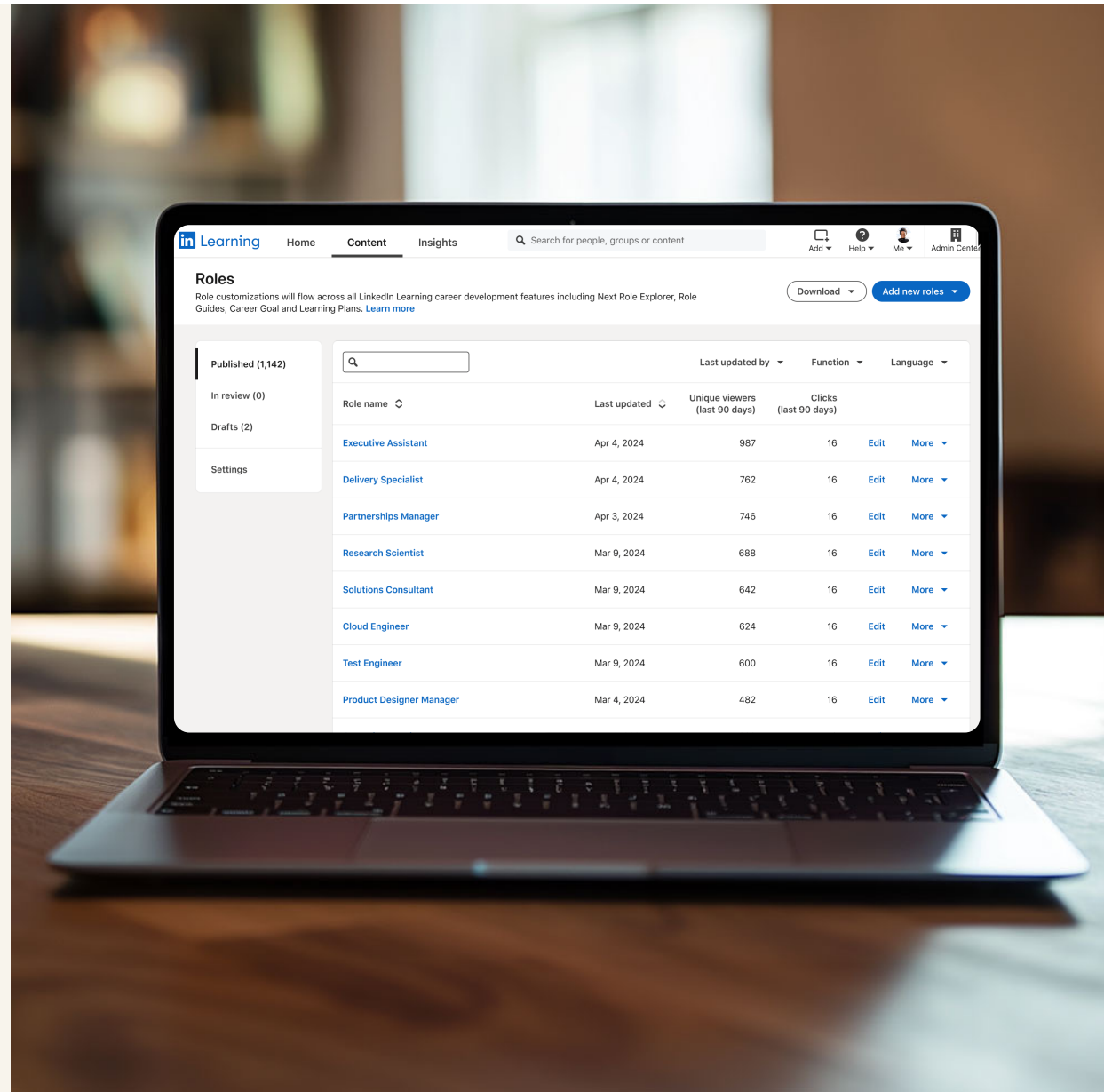
Talent architecture customization

Retain your best people

Intelligent Talent Architecture Customization:

Ensure your job-to-skill architecture is reflected across LinkedIn Learning.

✦ Talent architecture customization

Internal Jobs & Internal Candidate Spotlight

We'll surface relevant internal jobs to employees across LIL and LI so they can apply or express interest, then spotlight them to recruiters

✦ Customers with these features available see **increased internal mobility (+11%), & employee tenure (+22%) and lower attrition (-13%)**
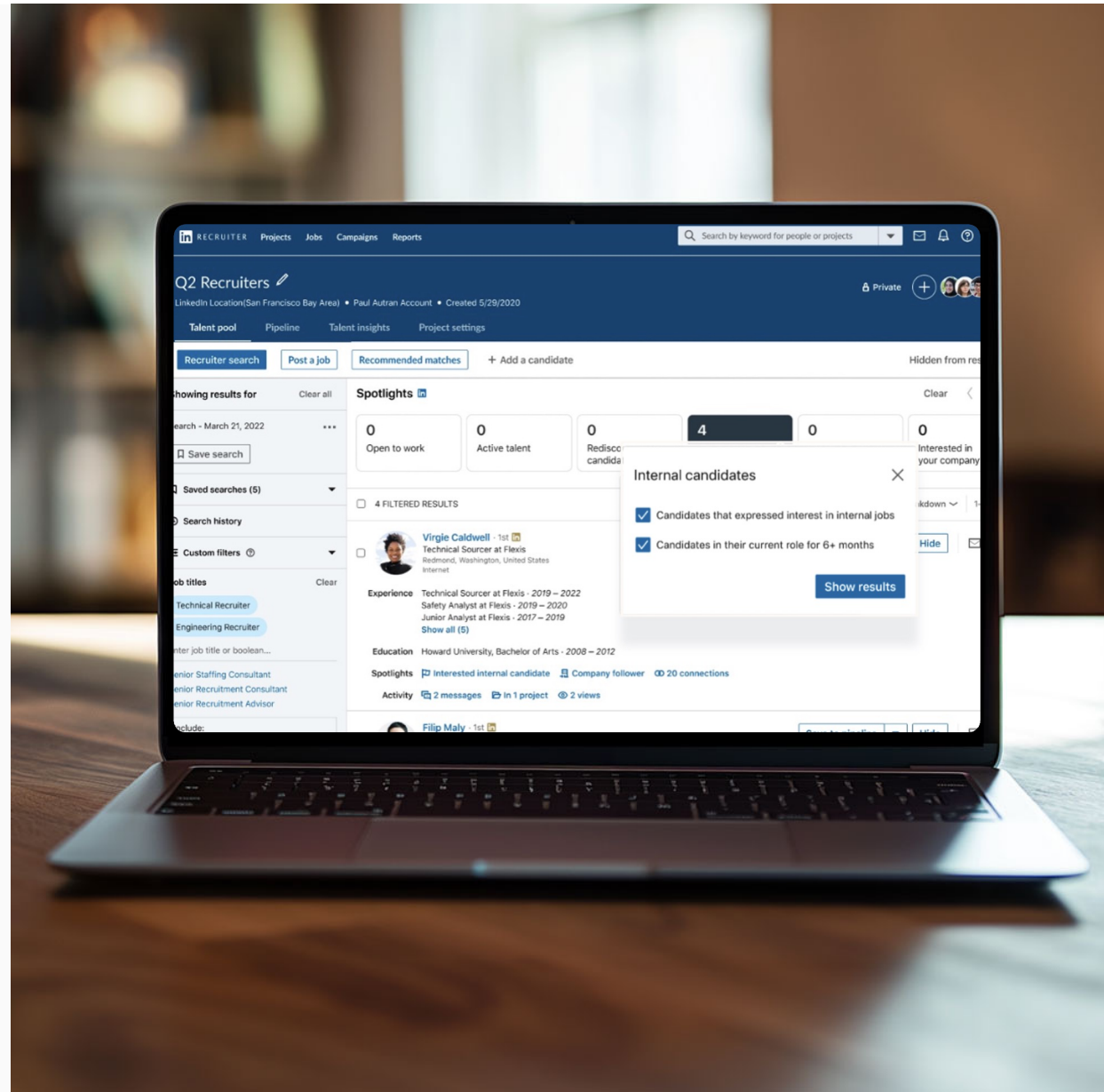
"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn"

Alvin Toffler in 1970
Philosopher, Author

Linked**in**

¿Cómo la IA está transformando el papel de las plataformas y de los docentes ?

La IA proporciona herramientas y enfoques que estimulan y amplifican el pensamiento creativo

Aplicaciones actuales de la

IA en experiencias formativas de alto impacto

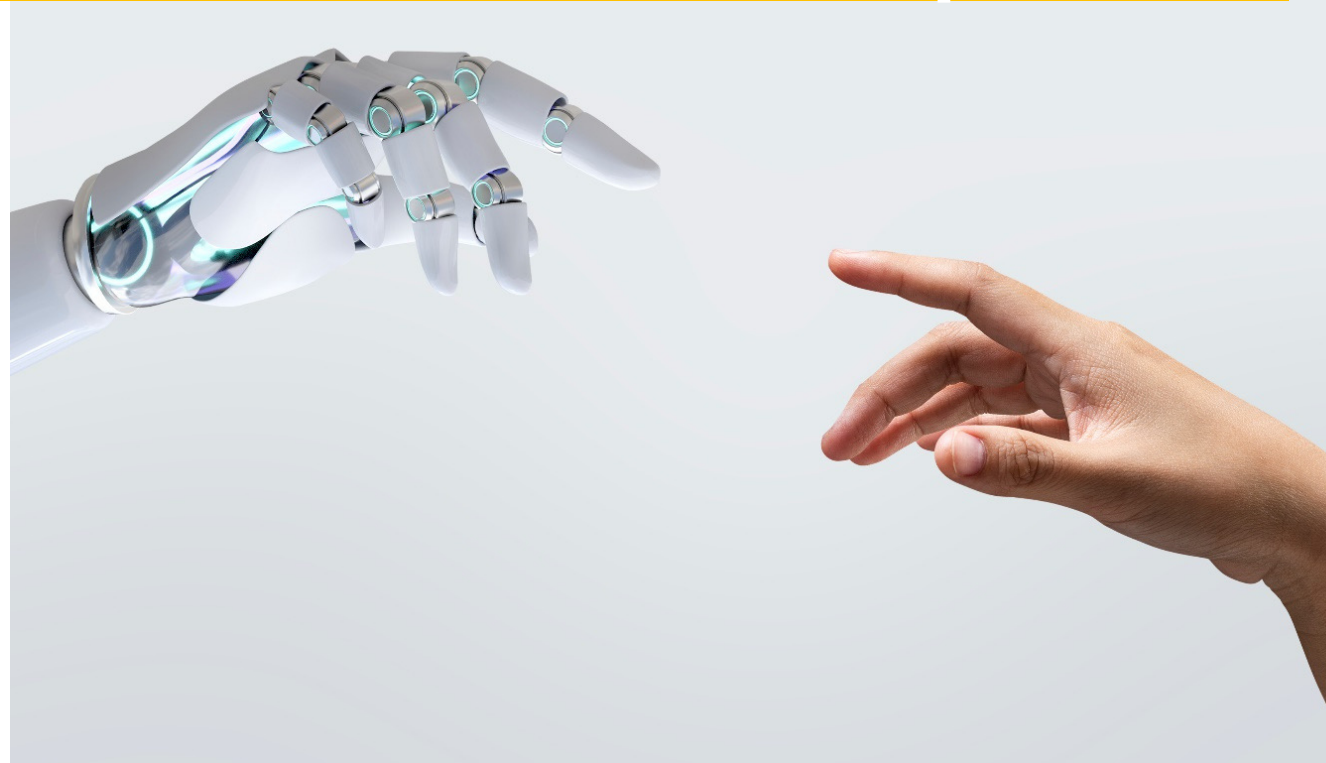### Aprendizaje personalizado

➤ Adaptación al ritmo del estudiante
➤ Identificación de brechas formativas

Tareas administrativas

➤ Corrección automática
➤ Gestión académica (horarios, planificación docente)

Asistentes & tutores virtuales

➤ Soporte 24 x 7
➤ Tutorías interactivas
➤ Roll-play automatizado

Aplicaciones actuales de la

IA en experiencias formativas de alto impacto

Creación de contenidos

➢ Creación de materiales a medida
➢ Traducción automática, subtitulación de vídeos

Aprendizaje inmersivo

➢ Simulaciones interactivas
➢ Aprendizaje experiencial

Accesibilidad

➢ Apoyo a alumnos discapacitados: lectura de pantallas, herramienta de subtítulos
➢ Lenguaje de señas

Aplicaciones actuales de la

IA en experiencias formativas de alto impacto

Predicción, adelantarse a problemas

➢ Análisis de datos, extracción de patrones para prevenir la deserción

Gamificación

➢ Juegos personalizados
➢ Recompensas adaptadas

Desarrollo professional docente

➢ Formación personalizada y continuada para docentes
➢ Retroalimentación, revision de clases grabadas para detector errores y puntos de mejora.
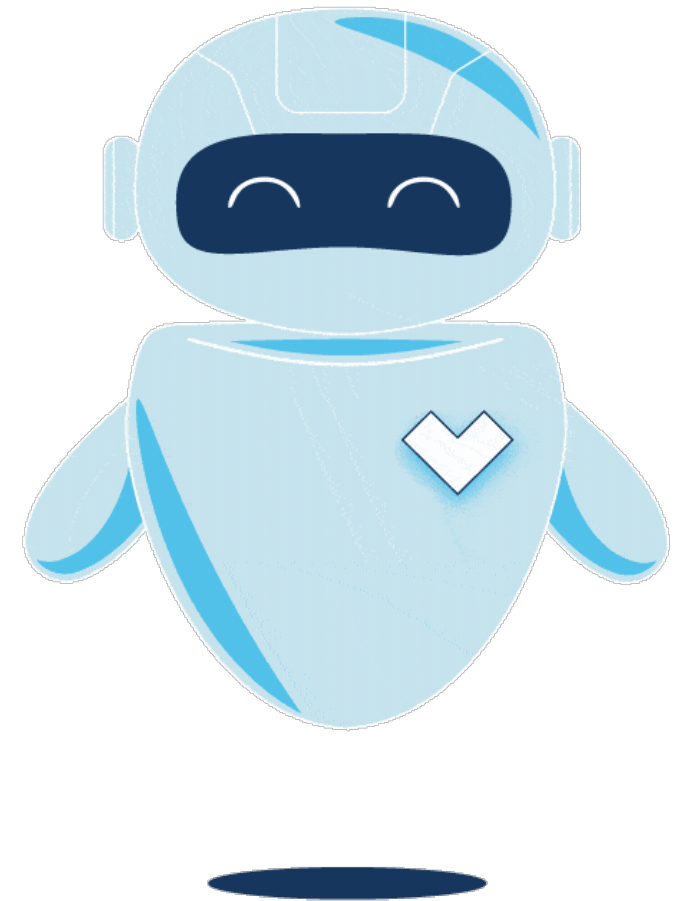
Otras aplicaciones de la
IA en formación

- **Aprendizaje adaptativo** basado en la emoción

- **Reconocimiento automatizado** de plagio

- Evaluación del **desempeño docente**

- Estimación de riesgo y **predicción de abandono**

Asistentes virtuales:
VeGA

- **Estimulación** creativa
- **Generación de ideas** creativas
- Apoyo **personalizado**

La tecnología está cambiando la forma en que trabajamos,

pero también, el contenido del trabajo y las habilidades que necesitamos.

Colaboración Humano-IA

Creación de contenido

Ayuda a generar **contenido de calidad,** aportando datos, recomendaciones y sugerencias para **enriquecer las formaciones.**

Colaboración Humano-IA

Retroalimentación

Retroalimentación **instantánea y objetiva,** lo que **alivia la carga de trabajo** de los docentes y garantiza una retroalimentación más **consistente** para los estudiantes.

Linked**in** | ◆◆ VÉRTICE
OFFICIAL LEARNING PARTNERS

VÉRTICE

Colaboración Humano-IA

Asistentes Virtuales

Compañer@ de aprendizaje

para los estudiantes, brindando

respuestas, explicaciones y

apoyo a cualquier hora del día.

VÉRTICE

La creatividad es el motor de la innovación, y la IA está impulsando una nueva era de **creatividad sin límites.**

Thanks !

Business Delevopment Director @ **Vértice**

Enterprise Account Executive @ **LinkedIn**

Linked**in**