

The New Skills Economy: How Creators Are Redefining Specialized Professional Learning

ThriveCart

Executive summary

Professional development is experiencing a transformative shift. The vocational training market – currently valued at more than $388 billion – is projected to reach $648 billion by 2030 (Globe Newswire, 2025). This financial growth is driven by a changing approach to how professionals learn.

Skill lifespans are shrinking. Rapid AI adoption is reshaping core tasks. And employers are emphasizing skills-based hiring.

Meanwhile, professionals are no longer waiting for universities, certification bodies, or HR/L&D teams to update content and help them upskill. They're seeking current, accessible, practitioner-led learning that they can implement immediately.

Together, these forces **create a $260 billion opportunity** for creators who can teach the right skills with the right approach. This white paper explores:

- Why legacy education systems can't meet modern demand.
- How creator-educators are filling the gap.
- Where the strongest opportunities lie across four high-growth sectors.
- What creators must do to lead the next era of professional development.



Source | Research and Markets

Introduction: The acceleration of skill obsolescence

For more than a century, professional development followed a predictable pattern: front-loaded education, credentials, and infrequent employer-driven training. But as technology evolves at a record pace and completely changes the way most people work, this model no longer supports long-term employability.

In 2024, there was a 1,158% increase in GenAI course enrollment (Coursera, 2025). Professionals recognized that waiting for traditional institutions to catch up was causing them to fall behind. Instead, they sought on-demand learning: courses, templates, frameworks, and mini-courses that provide the skills and knowledge people need right now.

The new approach to learning extends well beyond AI. The World Economic Forum estimates that six in ten workers will require significant reskilling before 2027, particularly in overall technological literacy, design and UX, and programming (World Economic Forum, 2025). Professionals aware of the changing skill demands are taking steps to expand or deepen their current abilities.

The result is a widening gap between what the modern workforce needs and what legacy systems provide – and a massive opportunity for creator-educators delivering applied, role-ready training.



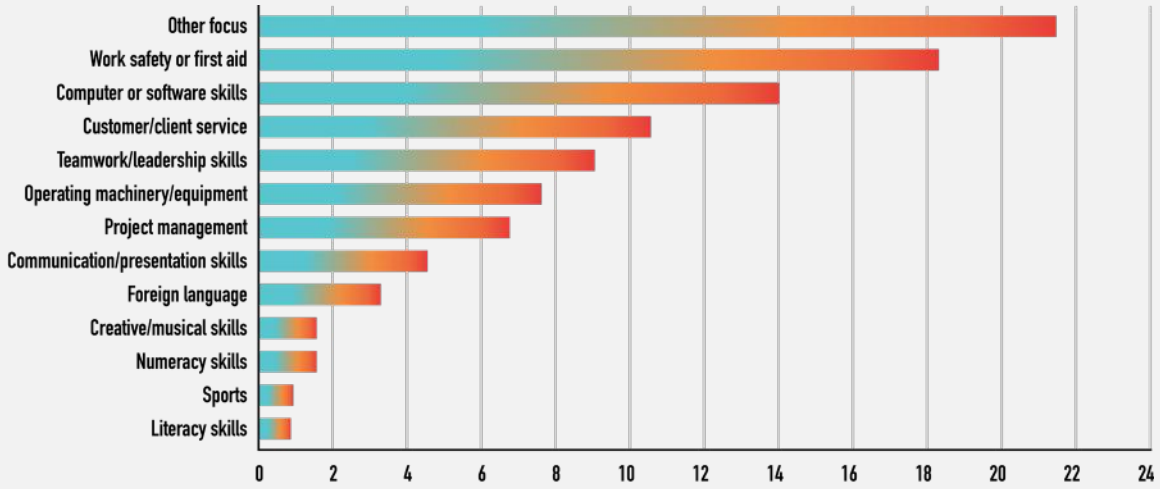
An overview of vocational training: Inside the $648 billion skills boom

Historically, vocational training referred to preparation for skilled trades. Today, the term encompasses any training that delivers job-ready, applied skills, including those needed in finance, engineering, legal services, and other specialized fields.

According to the Organisation for Economic Co-operation and Development's (OECD) Trends in Adult Learning report (2024), participation in job-related, non-formal education now significantly outpaces enrollment in formal learning programs (8% vs. 37%). Learners are choosing applied learning over theory because it translates directly into job readiness and measurable outcomes.

Health and safety training dominates non-formal learning

Share of non-formal job-related learning activities with the named focus



What's driving the skills boom?

Three forces are accelerating demand for vocational learning:

1. Shrinking skill lifespans. Employers believe that 39% of the key skills required across global labor markets will change by 2030 (World Economic Forum, 2025). To keep up with evolving technology and changing expectations, workers must continuously upskill.

2. Technology adoption and AI. The World Economic Forum predicts that 170 million new jobs will emerge by 2030 as AI, automation, and green technologies create new categories of work. In addition, McKinsey (2024) estimates that up to 30% of work hours could be automated by 2030, forcing approximately 12 million occupational transitions.

3. Employer expectations. 66% of managers and executives say their most recent hires were not fully prepared (Deloitte, 2025), most often due to a lack of hands-on experience. This is why skills-first hiring is growing. The OECD's Empowering the Workforce report (2025) found that recruiters increasingly filter by skills, not degrees – with 14% of LinkedIn job searches using skills-only filters, compared to 1% of searches combining skills + degree filters.

Source | Organisation for Economic Co-operation and Development (OECD)

Why traditional systems can't keep pace

The global demand for vocational, applied learning has soared, and the skills that matter are changing faster than ever. This means that the education and training systems built for stability are being asked to deliver agility, but most of them can't keep up.

That's because:

1) Slow curriculum + rapid change = growing mismatch

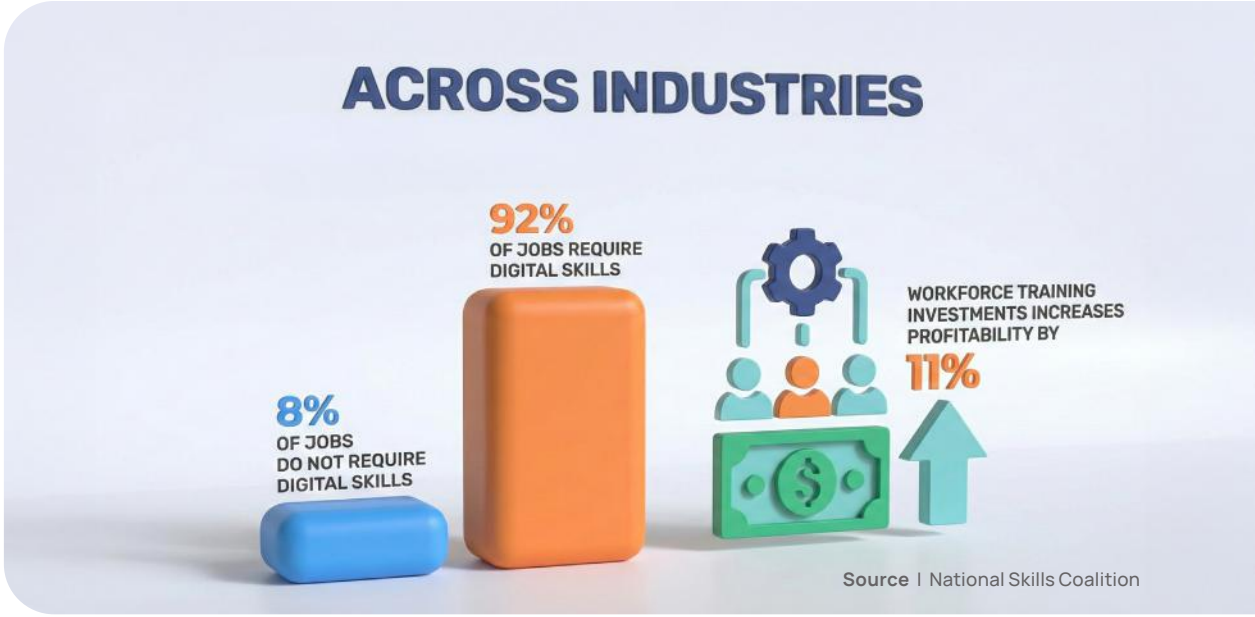
Universities and corporate L&D teams typically revise curricula on 3-5 year cycles. But when AI tools update monthly, and the half-life of technical skills continues to shrink, multi-year curriculum cycles all but guarantee outdated learning.

2) Specific tech training is rarely covered

The National Skills Coalition reports that 92% of roles today demand digital skills, but one-third of workers lack sufficient digital readiness. The assumption is that younger generations have no problem using technology, but the reality is that professional tech use requires specific, role-based training that institutions aren't prepared or able to provide.

3) They're designed for an outdated job economy

Traditional programs assume a linear path: education → credential → job → occasional upskilling. But today's workforce needs to learn, work, and adapt simultaneously if they want to remain competitive.



What this means for creators

Creators aren't bogged down by the same red tape, government mandates, and committee approval that institutions have to wade through. They can:

- Update content the moment new tools launch.
- Teach niche workflows and emerging practices.
- Provide targeted instruction aligned with real professional tasks.

This speed and precision position them to fill critical gaps that legacy programs cannot.

State of the creator economy in the specialized professionals space

A new learning ecosystem is emerging, and creators are at its center.

In its 2024 Global Skills Report, Coursera notes a dramatic surge in demand for industry-aligned short-form credentials, including a 61% growth in Professional Certificate enrollments.

On the enterprise side, Udemy's 2025 Global Learning & Skills Trends Report highlights more than 17,000 enterprise customers who are now sourcing training from creator-driven libraries instead of relying on their internal L&D resources.

Research confirms that creator-led learning is not just popular – it's effective. Coursera's Global Skills Report 2025 found that nearly 90% of students believe professional certificates are key to job success, largely due to skill development that helps them remain competitive, and 90% of employers say they are willing to pay a premium for candidates who hold them.

Creators are emerging as trusted educators who can provide high-quality, job-ready training.



Source I National Skills Coalition

Sector-by-sector opportunity analysis

To understand where creator-led learning can make the greatest impact, it's essential to look at how different industries are evolving and where their most urgent skill gaps lie.

Legal professionals:
Tech fluency and workflow readiness

The legal sector, historically built on traditional credentials and hierarchical firms, is in transition. Rapid tech disruption is driving demand for role-specific, hands-on training. The global legal technology market, valued at $26.7 billion in 2024, is projected to reach $46.8 billion by 2030 (Grand View Research).

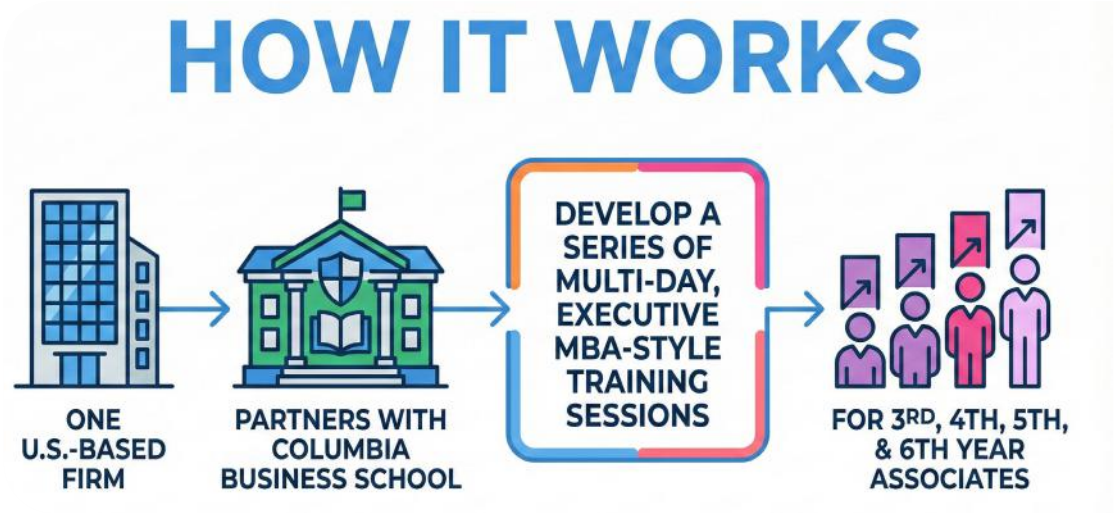
Together, these two trends make it clear: there is both demand and funding for practice-ready training.

Some organizations are already responding. For example, one global firm recently conducted a mandatory "AI Academy" for more than 400 first-year associates, using tools like Microsoft Copilot and Harvey AI to train lawyers on real-world workflows rather than theory (Russell, 2025).

But across the industry, most teams are not keeping pace. Legal departments increasingly expect fluency in modern tools and integrated workflows, yet few provide the training required to develop those skills. As one participant in Intellek's 2025 Legal Learning and Development study put it – a concern echoed widely across the legal sector – **"there's still a significant gap between awareness and practical application across all levels of our organization."**

Creator opportunities:

- Legal AI tools training
- Compliance and data privacy mini-courses
- Client intake and CRM systems for law firms
- Courses on building a profitable virtual law practice
- Legal project management for paralegals



Source | Proskauer

Healthcare professionals:
Digital care and documentation efficiency

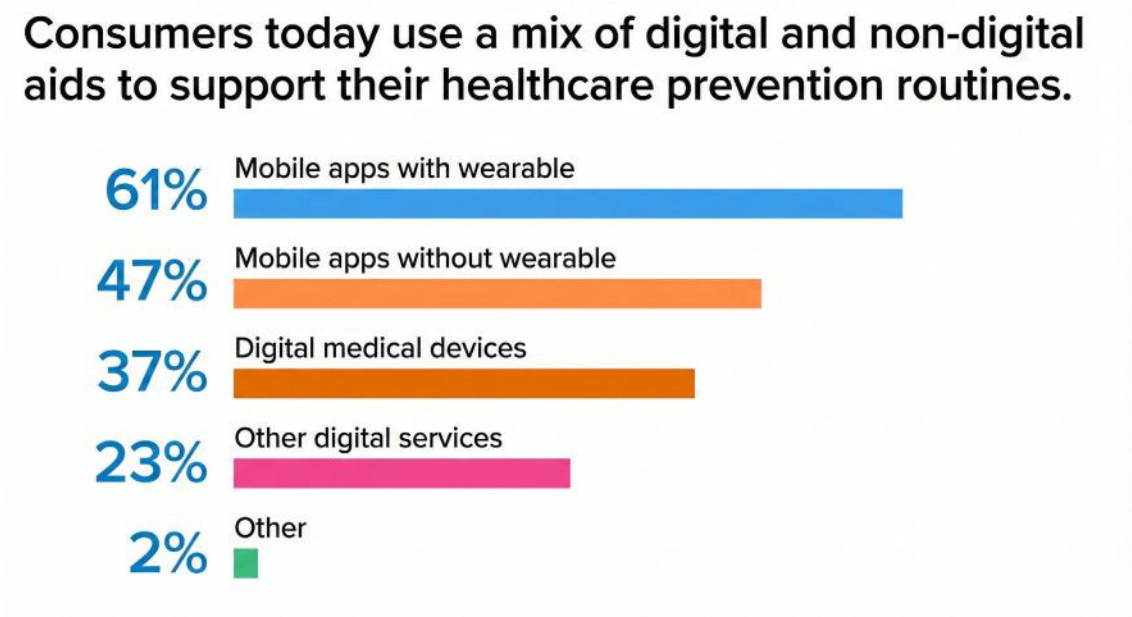
The healthcare sector is experiencing a reinvention as well. The pandemic cemented a permanent shift toward digital and hybrid care modes, and clinicians are now expected to balance patient care with technology fluency, documentation efficiency, and remote-care compliance.

The McKinsey Health Institute projects a global shortage of up to ten million healthcare professionals by 2030, but notes that nearly 30% of current clinical tasks could be automated. Redirecting this saved time toward patient-facing responsibilities could unlock the equivalent of two million additional workers, without actually adding a single new clinician. To realize that potential, healthcare systems now depend on technology adoption and continuous digital upskilling to deliver faster, safer, and more coordinated care.

However, training isn't where it needs to be for effective automation to help sustain the healthcare system. According to the State of Digital Health 2024 Brief, only 13% of countries have fully established digital health training curricula, and 65% remain in early development phases.

Creator opportunities:

- Telehealth business setup and compliance courses
- Clinical documentation and electronic health record (EHR) efficiency training
- Workflow automation for private practice owners
- AI and digital diagnostic tools for clinicians
- Data privacy and HIPAA-compliance mini-courses



Source | Simon-Kucher

Accounting & finance:
Automation and analytical expertise

Automation, AI-assisted analysis, and regulatory shifts are reshaping day-to-day work in the financial sectors. Professionals aren't just expected to maintain technical accuracy, but also to interpret data, advise clients, and operate complex software ecosystems – skills that traditional accounting training programs often underemphasize.

The World Economic Forum's Future of Jobs 2025 report identifies financial analysts, accountants, and auditors among the roles facing some of the highest levels of skill disruption, with an estimated 41% of core skills expected to change. At the same time, the U.S. Bureau of Labor Statistics reports significant shortages in qualified accountants (CPA Practice Advisor, 2024).

To stay afloat, firms are prioritizing technology adoption that increases efficiency and helps expand advisory services. However, few finance professionals have the training necessary to implement new tools or incorporate AI-driven insights into decision-making.

Creator opportunities:

- Cloud accounting workflow training
- ESG reporting fundamentals
- Client communication and advisory skills
- Compliance mini-trainings



Nearly half (46%) of all employees will need reskilling, and 4% of core skills will change by 2025.

Anticipated skills disruption by 2030

47%	Insurance and Pensions Management	39%	Medical and Healthcare services
44%	Education and Training	38%	Automotive and Aerospace
42%	Accommodation, Food, and Leisure Chemical and Advanced Materials	38%	Government and Public Sector
41%	Agriculture Forestry and Fishing	38%	Retail
41%	**Financial Services and Capital Markets**	37%	Advanced Manufacturing
41%	Professional Services	37%	Supply-chain and transportation
40%	Energy Technology and Utilities	35%	Infrastructure
40%	Production of Consumer Goods	35%	Mining and Metals
40%	Real Estate	33%	Electronics
40%	Telecommunications	32%	Information and Technology Services
39%	Medical and Healthcare services	28%	Oil and Gas

Source | World Economic Forum

Engineering & technical:
AI-assisted design and technical fluency

In engineering and technical fields, AI-assisted design, simulation tools, robotics, and advanced data systems are changing how products are created. Traditional engineering programs, which often center around foundational theory, can't keep pace with rapidly evolving tools and applied practices.

The Royal Academy of Engineering's Engineering Skills Review (2024) notes that demand for technological, cognitive, and digital engineering skills is expected to rise by 50% by 2030. Many industry leaders interviewed for the review reported that graduates enter the workforce with only basic data skills, and that the practical application of those skills in modern engineering contexts is "insufficient for the demands of industry."

Creators who can teach tool proficiency, workflow optimization, and scenario-based problem-solving will play a critical role in preparing the next generation of engineers.

Creator opportunities:

- AI-assisted engineering workflows
- Technical project management
- Industry-specific system training
- CAD/CAM workflow mini-courses



The creator economy advantage: How agile creators are winning the learning race

In today's skills-driven economy, creator-educators are offering what institutions cannot: speed, relevance, and authentic expertise delivered at the pace of real work. Studies show that bite-sized, practitioner-led content is emerging as the most reliable, responsive approach to professional learning.

The following advantages highlight why creator-led learning will define the next era of upskilling.

Microlearning: Short lessons, bigger impact

Microlearning is a need-driven, just-in-time delivery strategy (Monib et al, 2025) that most creators are already following. These short, focused trainings often result in better learning outcomes and higher student engagement (Oyeyipo et al, 2024).

Because professionals have little time for formal training – an average of 24 minutes a week (Josh Bersin, 2018) – succinct, on-demand lessons fit better into real work. Creator-guided learning fits this reality by:

- Offering short, actionable lessons that can be completed between tasks (also known as microlearning).
- Focusing on one skill or workflow at a time.
- Making training accessible on demand.
- Aligning directly with real tools and problems.

Authenticity and trust: Creators as credible educators

Trust is shifting away from major institutions and organizations (AAMC Center for Health Justice, 2025) and toward individuals who can prove their authority and expertise.

Creator content is grounded in real experience instead of academic abstractions. In industries where credibility is earned by doing (such as law, healthcare, and finance), creators are able to earn trust by showing their work publicly. This transparency is something universities and corporate HR/L&D departments cannot easily replicate.



Workflow-driven learning: Education that integrates

Creator-educators excel at teaching inside the workflow – showing the exact tools, scripts, and checklists they use. The 70/20/10 framework, an established L&D principle, suggests that professionals learn:

- 70% from hands-on, on-the-job experiences
- 20% from interactions with others
- 10% from formal instruction



However, most professional development sits in the 10%.

Creators flip the model by teaching the skills professionals need directly within their tools and workflow.

Personalized training: Using AI for specialization and specificity

One of the biggest barriers to adult learning is that one-size-fits-all education rarely works, especially when learners have different levels of experience, operate in different roles, or use different tools. Agile creators are using AI to overcome this limitation by delivering personalized, role-specific training, such as:

- Workflow generators tailored to an industry.
- AI-graded practice that provides instant feedback.
- Scenario-based training modules designed around real-world conditions.
- Role-specific templates.

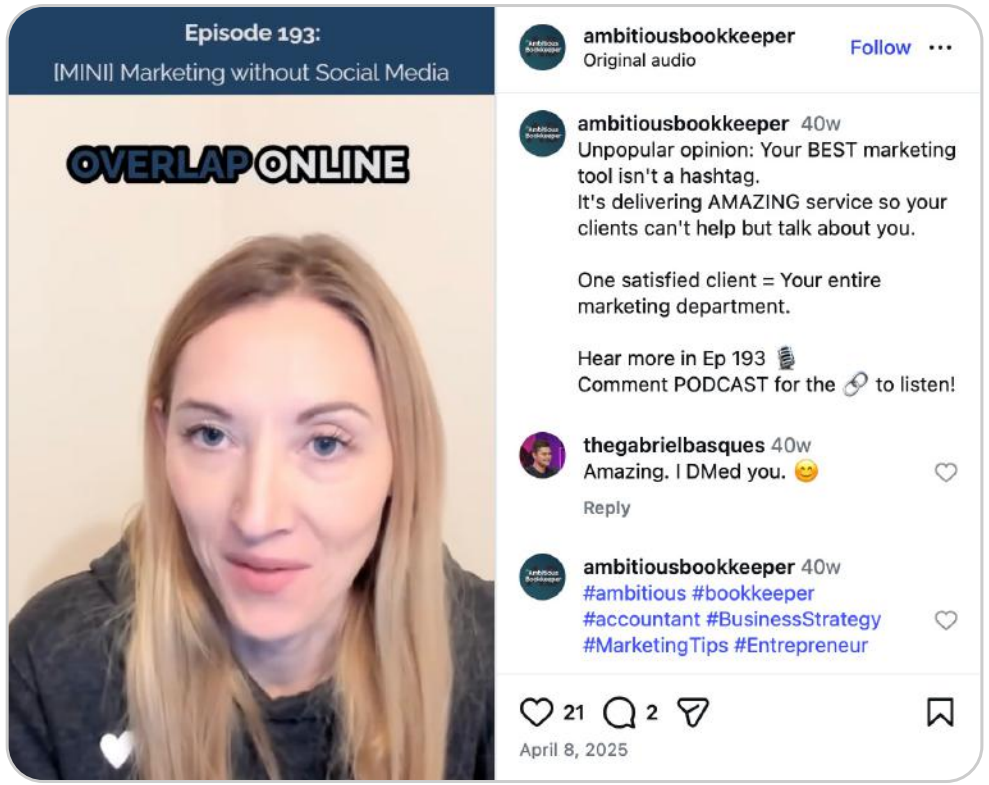
This is especially relevant since the OECD (2024) reports a rise in demand for “modular, self-directed, and work-integrated learning” – formats that AI makes easier to produce. Creators who use AI to personalize content are offering the kind of specialized instruction that traditional programs typically struggle to deliver.

Case studies

Case study 1:
Redefining training for modern accounting professionals

Creator: Serena Shoup // CPA

ambitiousbookkeeper **ambitiousbookkeeper**



Serena Shoup founder of Ambitious Bookkeeper, is closing key gaps left by traditional accounting programs, especially for bookkeepers serving small businesses. While traditional accounting programs still focus heavily on theory, Serena's work highlights a growing demand for workflow-level training that reflects the realities of small business accounting – something most degree programs and certification tracks do not address.

Her approach illustrates why creator-led education is gaining momentum: it fills the exact gaps employers point to, responds to rapid changes in accounting technology, and prepares professionals for advisory roles that traditional curricula rarely cover.

Most curricula built for corporations, not small businesses

Serena notes that in her experience, accounting programs have been focused on "churning out accountants for large public companies and big accounting firms, not small businesses." As a result, graduates have minimal exposure to the tools and workflows that small business bookkeepers actually use, and often find themselves learning as they go.

Creator-led learning that mirrors real client work

To close these gaps, Serena focuses on applied, workflow-level training. SOPs with step-by-step instructions, tool walkthroughs, and coaching calls give bookkeepers clarity and confidence because they replicate real client scenarios. Her audience responds best to highly specific, niche content – such as how her firm conducts review processes or the onboarding process for a specific software.

The skills bookkeepers need for an AI-driven future

Serena believes AI will make analytical thinking, strong accounting foundations, and communication skills even more important. While automation will handle more routine tasks, professionals will need to validate AI-generated work, interpret data, and guide clients – skills traditional programs seldom emphasize.

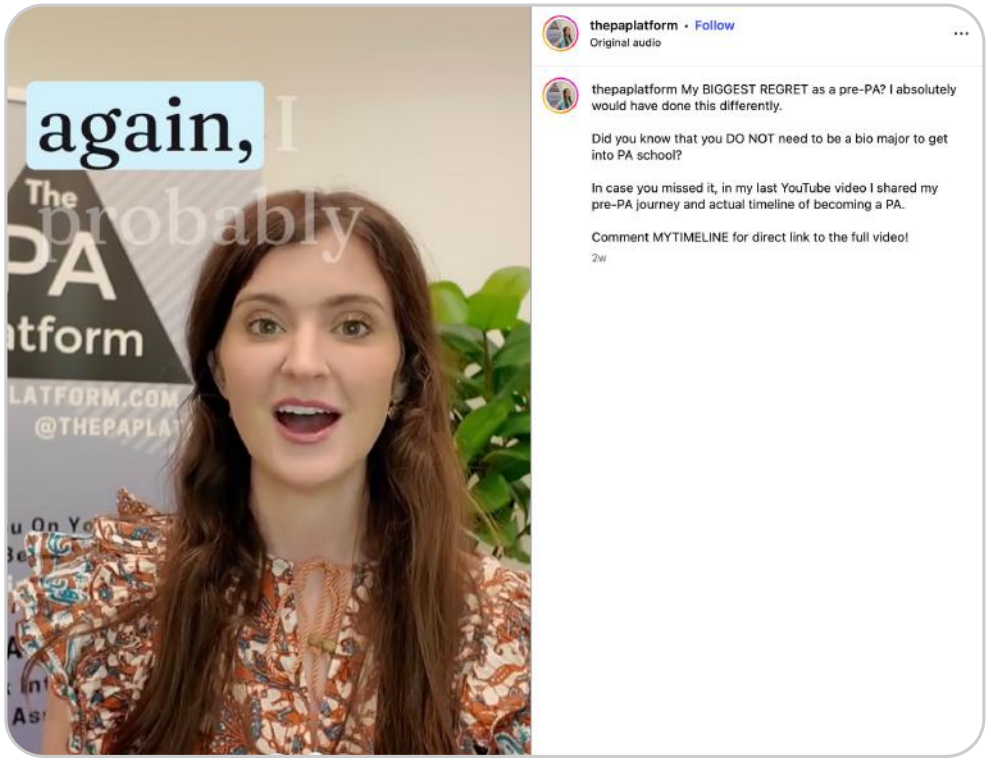
Communication, teamwork, and adaptability are becoming even more essential in this shift. “Our education doesn’t really train us for soft skills,” she notes, highlighting how interpersonal communication skills will be key to bookkeepers’ success in the years ahead.

> Every technological leap in accounting has sparked the same fear: Will this replace us? And every time, the answer has been no. Today, AI can categorize transactions and draft reports. The fear? “What is left for us?” The answer: the same as it’s always been. Technology replaces tasks, not trust. AI needs oversight. Clients need human connection. And honestly? Even if AI does most of the bookkeeping eventually, there’s going to be so many messes for us to clean up, review, verify, and analyze. Those who adapt don’t just survive – they thrive. So here’s my advice: Get familiar with the AI tools built into your accounting software. Understand what they can and can’t do. Position yourself as the expert who works with AI to deliver better results faster. Don’t give up. Don’t dig your heels in. Adapt.
>
> **- Serena Shoup**

Case study 2:
Closing the career preparation gap

Creator: Savannah Perry // Dermatologist

physicianassistant **thepaplatform**



Savannah Perry is a dermatology physician's assistant (PA) and founder of the PA Platform, a business that helps aspiring physician assistants navigate an increasingly complex application process. She launched the company after realizing how few resources existed during her own application process. "The school application process is way more complicated than it should be… there just aren't great resources out there to help the students," she says.

Turning real-world pain points into practical training

Savannah's work began as a blog, but quickly grew into coaching, courses, and a full ecosystem of support. She focuses on process-driven content, including mock interviews, essay review, group coaching, and detailed walkthroughs of each application step. Highly specific content always performs best for Savannah – like a deep dive into her firm's onboarding and review processes or how she approaches a particular platform or step.

Using ThriveCart to scale without losing quality

What started as a one-person enterprise has grown into a team of 35 coaches. With a large team and a long list of students, Savannah needed infrastructure that could keep up. ThriveCart now powers most of her sales pages, courses, and funnels, allowing her to centralize offers, track performance, and experiment quickly:

"Before ThriveCart, we were jumping around from platform to platform… now we have everything in one place and can get something up really quickly."

As a Pro+ user, she utilizes upsells and order bumps to match students with the right level of support and leverages robust analytics to see what's working. The time saved on tech and admin has allowed her to write books, launch group programs, and create more free content – expanding access to her offering while maintaining a highly personal, creator-led learning experience.

Redefining pre-professional training in healthcare

Savannah's story illustrates how creator-educators can step into the gaps left by traditional advising and pre-professional pathways. Instead of generic guidance, she offers focused, experience-backed training that reflects what modern admissions committees care about and follows the real timelines of the application process.

> It took a while to find a way to balance my time, but I have a pretty good system in place to make sure that each week there is a pre-PA blog post published on Monday and a podcast episode on Friday. We've also just started doing a weekly blog on Wednesdays. I would say there is rarely a day when I don't work on The PA Platform at all, but work stays extremely busy so I'm focused on patients while I'm there.
>
> **- Savannah Perry**

Case study 3:
Building a business pathway for PA entrepreneurs

Creator: Ashlyn Smith // Physician Assistant

elm.pac



Ashlyn Smith, co-launched the Independent Physician Associates Collective (IPAC) after experiencing firsthand how unprepared most PAs are for the corporate side of entrepreneurship. She saw talented clinicians struggling to navigate topics like entity formation, physician collaboration agreements, and marketing – areas that traditional clinical training simply doesn't cover.

Instead of waiting for institutions to modernize, Ashlyn built a creator-led learning platform designed by PAs, for PAs, translating real-world experience into practical, immediately usable education.

From clinicians to confident business owners

Clinically, PAs are highly trained in medicine, patient engagement, documentation, and collaboration. However, most haven't had the opportunity to learn the fundamentals they need to run their own business: regulatory awareness, pricing models, funnels, contracts, risk management, and systems design.

With IPAC's creator-driven education model, members learn through:

- Asynchronous learning modules
- 1:1 coaching
- Contract templates and compliance tools
- Group masterclasses with PA founders, marketing experts, and business educators



Ashlyn names confidence as the biggest transformation: “Before IPAC, many PAs get stuck in pre-launch, wondering if their idea is viable or compliant. Afterward, they have the clarity and confidence to move forward.”

Using creator-led systems to reclaim career control

Many IPAC participants share the same starting point: years of “serving someone else’s mission for so long at the detriment to our own work-life balance.”

Thanks to all that IPAC offers, burned-out PAs move from feeling boxed into traditional employment to creating “something meaningful that serves their family and lives at the same time as it serves the community.” They learn how to build businesses that align with their clinical values, family priorities, and long-term financial goals, without leaving medicine behind.

The community offered by IPAC is just as powerful as the technical skills it teaches. In the program, PAs have the opportunity to collaborate with peers who are building clinics, consulting practices, education brands, and other service-based businesses of their own.

Ashlyn is offering PAs a new career path that provides ownership, flexibility, and sustainable control to professionals who are ready to pivot but still utilize their expertise.

> “I have a couple of unique advantages that I’m so grateful for. One of them is that I come from a family of entrepreneurs. I’ve grown up seeing my parents walk that path and understanding that there will be highs and lows, and that’s part of the process, kind of learning from their business acumen. They’re not in medicine, but they are successful business owners. I also had the advantage of having a decade of medical education experience that I was able to rely on in diving full-time into entrepreneurship.
>
> **- Ashlyn Smith**

What's next for the future of learning?

The next era of professional development will be defined by specialized educators who can create and update learning at the speed of technology updates. As skill needs shift and more employers place value on capability over credentials, the demand for practitioner-led learning will accelerate.

This new approach to learning calls for more than courses. Professionals want role-specific, workflow-embedded, continuously updated education that keeps pace with a changing market.



Source | LinkedIn Workplace Learning Report

The following recommendations reflect where the skills economy is heading and what modern learners expect.

Recommendations for creator-educators

To stay competitive in the skills economy, creator-educators should prioritize the following strategies.

1) Build for skills evidence, not course completion

Nearly two-thirds of employers now use skills-based hiring to identify potential candidates (Gray, 2025). Skills-first evaluation means your learning products must provide proof: portfolio artifacts, workflow simulations, tool-based assessments, and measurable demonstrations of competence.

2) Narrow your focus to a clear niche

Highly specific skills are becoming more valuable as professionals look for training tailored to their exact tools, workflows, and industry demands. Choose a specific profession, workflow, or tool and go deep. Specialized training is easier to market, easier to update, and more valuable to professionals.

3) Integrate training directly into workflows

Working professionals don't have time for training that isn't immediately applicable. Microlearning formats – short lessons with direct application – have an average completion rate of 80%, compared to just 30% for long-form modules (eLearning Industry, 2025).

4) Use AI to scale, personalize, and continuously update your products

AI is reshaping how digital learning is produced, delivered, and maintained. Use AI to:

- Streamline content creation
- Personalize learning paths
- Update modules as tools change
- Generate practice scenarios and assessments
- Expand from one core course into an ecosystem of micro-products

5) Collaborate with the tools and companies professionals already use

Partnering with software companies, professional associations, or industry groups gives your content immediate credibility. It also ensures you're teaching skills that employers are actually looking for.

6) Share your expertise publicly

Research from Edelman (2024) shows that 73% of decision-makers trust thought leadership more than your marketing material when determining your true capabilities. Regular articles, videos, and unique insights build your reputation as a trusted voice, establish authority, and attract the right learners.

The top 10 skills lost to attrition are the most valuable to companies – they're also the hardest to replace.



Source | LinkedIn Workplace Learning Report

Closing perspective

The landscape of professional learning is transforming, and creator-educators are in a unique position to lead that change. They are close to the tools, workflows, and real-world challenges that professionals struggle with every day – an advantage that traditional learning institutions simply don't have.

As the modern workforce continues to evolve, the most valuable professional learning experiences will come from practitioners who can turn their expertise into actionable skills, update content the moment tools change, and deliver training that feels practical and relevant. Creator-educators who step up to the challenge – and the AI tools that amplify their reach – are creating the new blueprint for professional development.



Discover how to build a $100k course in just 60 days, with real-world advice (the flops as well as the successes) from entrepreneur and coach, Jenni Maroney.

Watch the video

Choose your path forward:



Ready to join the platform that has helped over 75,000 creators, coaches, and entrepreneurs sell over 7v0 million products? ThriveCart offers secure global checkouts and payments, configurable landing pages and funnels, easy subscription and affiliate management, reporting and analytics, and a learning management system (LMS) for content creation and hosting. All in a single business-in-a-box platform.

New to the creator space? Looking for more revenue-generating ideas? Or simply keen to dive deeper into everything that being a creator entails? Explore more with our Creator Economy Industry Report.

Sign me up for ThriveCart **I want the white paper**

Sources

AAMC Center for Health Justice (2025). Mendez et al. Trust Trends: U.S. Adults' Gradually Declining Trust in Institutions, 2021-2024. aamchealthjustice.org

Coursera (2025). Industry Skills Brief 2025. coursera.org

Coursera. (2024). 2024 Global Skills Report. coursera.org

Coursera (2025). 2025 Global Skills Report. coursera.org

CPA Practice Advisor (2024). There Are 340,000 Fewer Accountants—and Companies Are Paying the Price. cpapracticeadvisor.com

Deloitte (2025). Closing the Experience Gap. deloitte.com

Edelman (2024). Reaching Beyond the Ready: 2024 B2B Thought Leadership Impact Report Thought Leadership's Impact on Engaging Out-of-Market B2B Buyers. edelman.com

eLearning Industry (2025) Microlearning Statistics, Facts And Trends For 2025. elearningindustry.com

Gallup (2024). No More Fear of Being Obsolete: Upskilling and the AI Revolution. gallup.com

Grand View Research (2025). Legal Technology Market (2025 - 2030). grandviewresearch.com

Globe Newswire. (2025). Vocational Training Strategic Business Analysis Report 2025-2030: Market to Grow by Over $250 Billion with Adobe, Amazon Web Services, Anthology, Articulate Global, and Babcock International. globenewswire.com

Intellek (2025). Legal Learning and Development: Survey Reveals Essential AI Innovation & Core Learning Needs for Law Firms in 2025. intellek.io

Josh Bersin (2018). A New Paradigm For Corporate Training: Learning In The Flow of Work. joshbersin.com

LinkedIn (2025). Workplace Learning Report 2025. learning.linkedin.com

LinkedIn (2023). Global Green Skills Report 2023. economicgraph.linkedin.com

McKinsey (2024). A new future of work: The race to deploy AI and raise skills in Europe and beyond. mckinsey.com

McKinsey (2025). Heartbeat of health: Reimagining the healthcare workforce of the future. mckinsey.com

National Association of Colleges and Employers (2025). Almost Two-Thirds of Employers Use Skills-Based Hiring to Help Identify Job Candidates. naceweb.org

National Skills Coalition. (2023). New Report: 92% of Jobs Require Digital Skills, One-Third of Workers Have Low or No Digital Skills Due to Historic Underinvestment, Structural Inequities. nationalskillscoalition.org

OECD (2024). Bridging Talent Shortages in Tech: Skills-first Hiring, Micro-credentials and Inclusive Outreach. oecd.org

OECD (2025). Empowering the Workforce in the Context of a Skills-First Approach. oecd.org

OECD (2025). Trends in Adult Learning: New Data from the 2023 Survey of Adult Skills. oecd.org

Proskauer. Professional Development & Training. proskauer.com

Researchgate (2024). Oyeyipo et al (2024). Investigating the effectiveness of microlearning approaches in corporate training programs for skill enhancement. researchgate.net

Royal Academy of Engineering (2024). Engineers 2030: redefining the engineer of the 21st century raeng.org

Russell (2025). What one Big Law firm told 400 young lawyers about using AI. businessinsider.com

Science Direct (2025). Monib et al. Microlearning beyond boundaries: A systematic review and a novel framework for improving learning outcomes. sciencedirect.com

Simon-Kucher (2025). Better Health Report 2025. simon-kucher.com

Udemy (2025). 2025 Global Learning & Skills Trends Report. udemy.com

World Economic Forum (2025). Future of Jobs Report 2025: The jobs of the future – and the skills you need to get them. weforum.org

World Health Organization & Global Initiative on Digital Health (2025). State of Digital Health 2024 Brief. who.int/initiatives/gidh/publications

ThriveCart

The New Skills Economy: How Creators Are Redefining Specialized Professional Learning

thrivecart.com