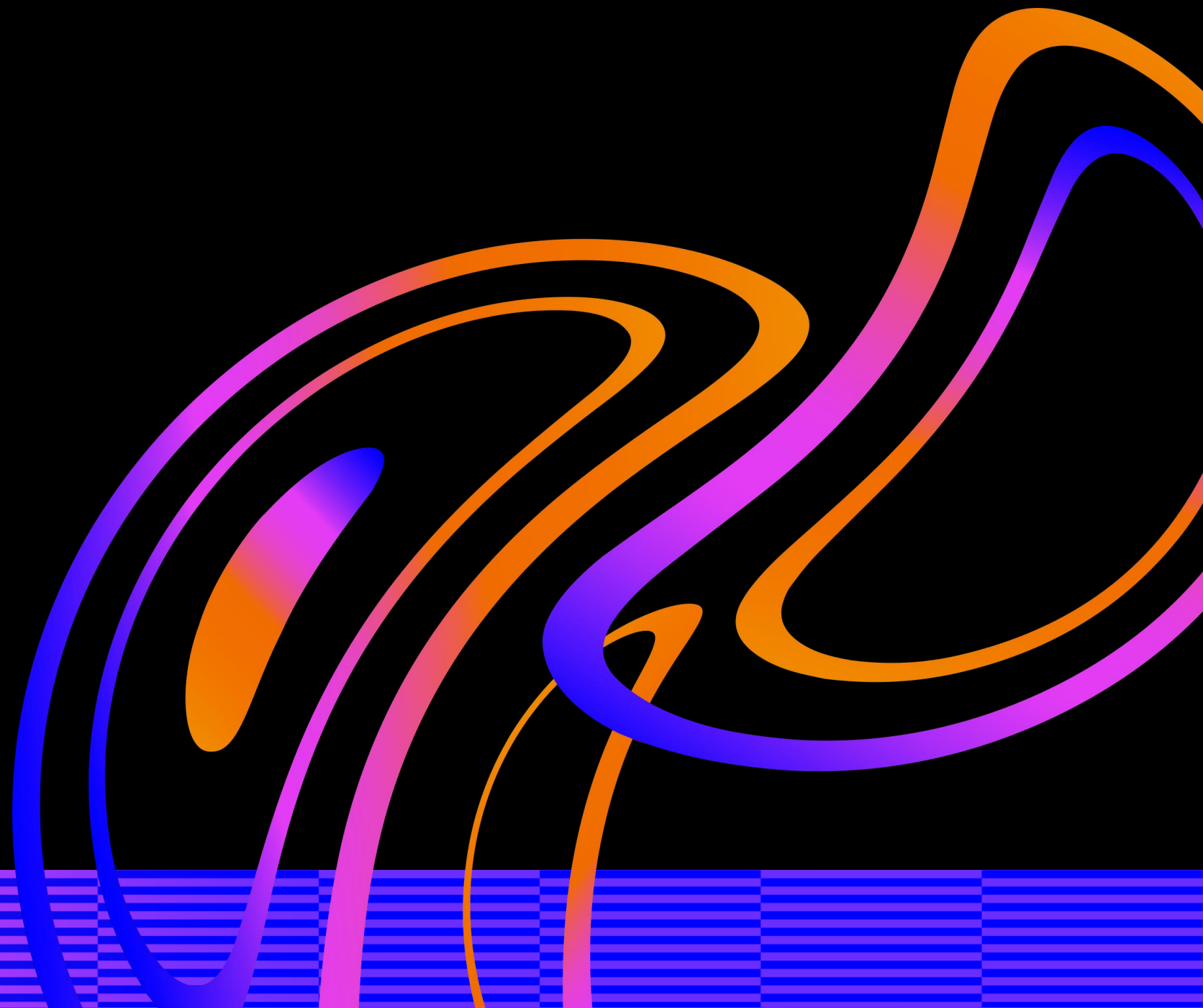


AWS  
re:Invent



ENT291-L

# Cloud Learning: Choose your path to career growth and innovation

Maureen Lonergan

Director, AWS Training & Certification

AWS

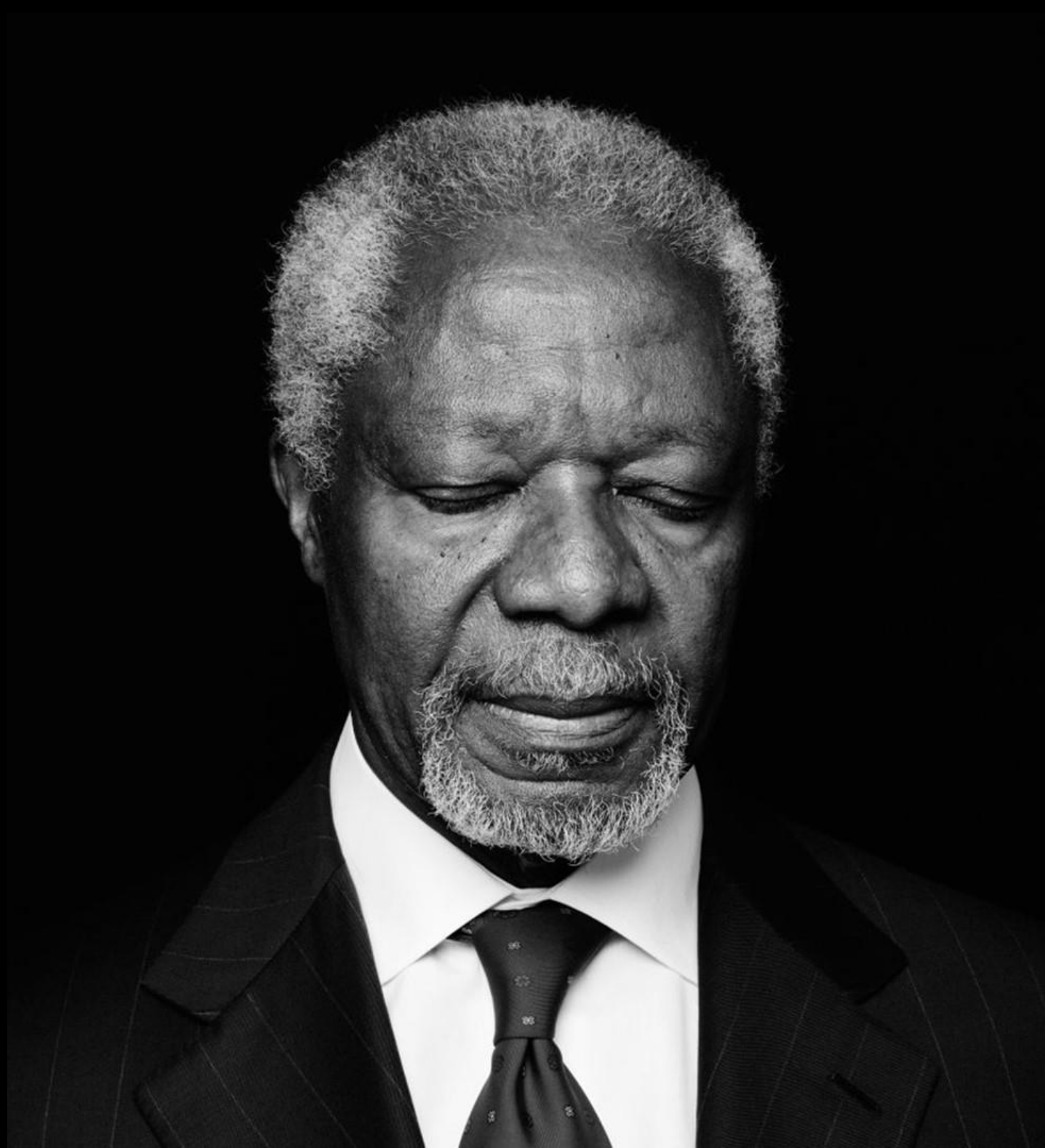
**Learning is empowering  
and ignites transformation**



**“Education is the great equalizer of our time. It gives hope to the hopeless and creates chances for those without.”**

**Kofi Annan**

Former Secretary-General  
of the United Nations





**“It literally gave me a  
restart in life. It  
allowed me to rebuild  
that confidence and  
enter a field where I  
can make a  
competitive income.”**

**Jarred Gaines**

AWS re/Start program graduate



# There's never been a better time to learn

EMPLOYERS ARE LOOKING FOR HARD-TO-FIND CLOUD SKILLED PROFESSIONALS



As employers compete for workers,  
**30% of global IT jobs**  
will be left open by 2022

# Empowering every stage of the cloud journey

Grow and validate **individual expertise**

**Broad-scale transformation** with cloud fluency and reskilling

Drive innovation with **team upskilling** and continuous learning

Developing a diverse **future workforce**

# Empowering individual learners



# 500+ free digital training courses

ON-DEMAND COURSES TO HELP YOU LEARN WHENEVER AND WHEREVER YOU WANT



**Free**  
Accessible  
to anyone  
who wants  
to learn



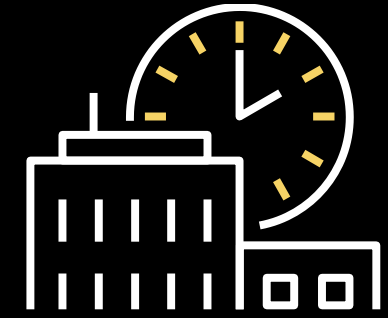
**Accurate**  
Built by the  
experts at  
AWS



**Flexible**  
Search by  
role, specialty,  
or level of  
expertise



**Convenient**  
Available  
anytime,  
anywhere



**Timely**  
Quickly build  
skills on the  
latest services

**Anyone can  
learn through  
digital training**

**Just ask  
my dad!**



# Classroom training

IN-PERSON AND VIRTUAL TRAINING\* FROM INSTRUCTORS WHO TEACH YOUR TEAM IN-DEMAND CLOUD SKILLS IN A HANDS-ON LEARNING ENVIRONMENT

## Relevant

Learn real-world best practices with ~20 courses for a variety of roles and levels

## Immersive

Solve complex problems through hands-on labs, in-depth discussion, and analysis

## Flexible

Public and virtual delivery available



\*Currently, nearly all classroom training delivered by AWS is virtual

# AWS Power Hour on Twitch

MEETING LEARNERS WHERE THEY ARE – AND A LOT OF PEOPLE ARE ON TWITCH!

**AWS**  
**POWER**  
**HOUR**

The screenshot shows a Twitch stream titled "AWS Power Hour: Cloud Practitioner - Q&A | S2 E1 (Jon) | Intro to AWS Cloud". Two hosts are visible in video windows: Jonathan Dion, Senior Cloud Technologist at Amazon Web Services, and Andre Zoutte, Certification Technical Architect at Amazon Web Services. The stream title and the AWS logo are at the top left.

The screenshot shows a Twitch chat window titled "Chat on Videos". It contains several messages from viewers, including questions about AWS accounts, VPCs, and recertification, and answers from the hosts.

14:18 [User] im doing this for the swag  
14:19 [User] Hi Andre!!!  
14:21 [User] not gonna lie wearing same shirt as well  
15:22 [User] What is the concept of a AWS account and a VPC? Why customers might need multiple Accounts and VPCs?  
15:49 [User] How often do you need to recertify?  
15:55 [User] I have been going through the Cloud practitioner training..one thing which I wanted to understand.. in EC2/EBS compute , there is no reference to RAM/memory component, only CPU? the cloudwatch alarm examples also mention if CPU utilization > 80%,etc , is there a RAM component as well? or it is abstracted and end users do not need to worry about it about what happens under the hood?

The screenshot shows the AWS Developer Learning Path page. The page title is "Developer Learning Path". It features a flowchart showing the progression from "AWS Technical Essentials" to "Developing on AWS", "Exam Readiness: Developer - Associate", and "AWS Certified Developer - Associate". A yellow circle highlights the "AWS Certified Cloud Practitioner" badge, which is noted as an optional certification. A magnifying glass icon points to this badge. The page also includes a "Recommended progression" section and a small video window of Jonathan Dion in the bottom right corner.

The screenshot shows a Twitch chat window with messages from viewers. One user asks about the cost of a voucher, and another user provides a link to a Twitch video.

Associate yet, but we do have AWS T&C Cert quiz show videos. I'll pop a link in shortly. Great way to study prep!  
9:45 [User] Is free just the test or also the voucher?  
9:58 [User] ust the test  
10:22 [User] The voucher cost 100US, right?  
10:37 [User] here is one of them on SA Associate -- <https://www.twitch.tv/aws/video/728726844>  
10:38 [User] thank you  
12:00 [User] If you sign up for the Get AWS Challenge (<https://pages.awscloud.com/takethechallenge.html>) you will get a voucher that you can redeem for a free Practice Exam. The full Exam/Test is \$100

# Validation through AWS Certification



# Growing AWS Certified population



aws  certified

As of August 2020, over

# 400,000

individuals hold active AWS certifications,  
a number that grew more than

# 85%

between August 2019 and August 2020

# Propel your career with AWS Certification

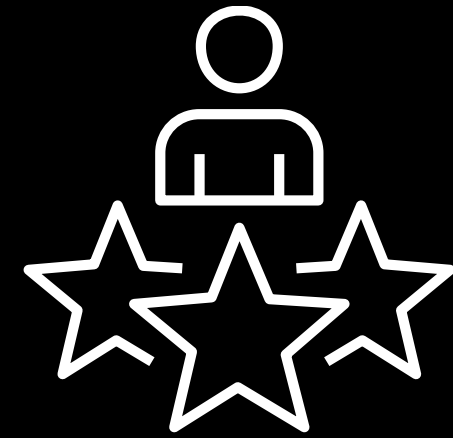
BUILDS CREDIBILITY AND CONFIDENCE BY VALIDATING YOUR CLOUD SKILLS



**Organizations are looking for you**



**Industry-recognized credentials**



**Job effectiveness**

aws  certified

The background of the image features several thick, wavy, overlapping bands of color in shades of purple, blue, and magenta, set against a dark blue background. The text 'AWS re:Invent' is positioned on the left side of the image.

AWS  
re:Invent

# Available AWS Certifications

## Professional

*Two years* of comprehensive experience designing, operating, and troubleshooting solutions using the AWS Cloud

## Associate

*One year* of experience solving problems and implementing solutions using the AWS Cloud

## Foundational

*Six months* of fundamental AWS Cloud and industry knowledge



## Specialty

Technical AWS Cloud experience in the Specialty domain as specified in the *exam guide*



**“The process of learning will help you exercise your muscles so that you can move and break barriers and innovate.”**

**Aishwarya Bhadouria**

**AWS Cloud Certified Practitioner**



# Empowering your enterprise with cloud fluency and reskilling



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AWS  
re:Invent



# Focus on reskilling internal talent

THE PEOPLE YOU HAVE TODAY ARE THE PEOPLE YOU NEED FOR TOMORROW

# Meet your cloud adoption goals faster

COMPREHENSIVELY TRAINED ORGANIZATIONS ARE . . .



**80%**

**faster** to adopt cloud



**Jump-start  
innovation**



**Lower  
operational  
risk**



**Increase  
productivity  
and ROI**

Source: IDC White Paper sponsored by AWS, "[Train to Accelerate Your Cloud Strategy](#)," October 2017

**To be cloud fluent, who do you train?**

**EVERYONE**

# Three keys to building cloud fluency

1



## **Vocal executive sponsorship**

---

Align and commit

Set aggressive goals

Communicate vision

# Three keys to building cloud fluency

①



②



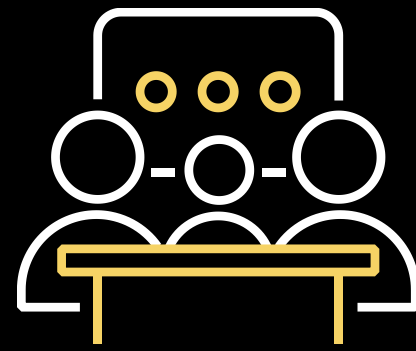
## **Vocal executive sponsorship**

---

Align and commit

Set aggressive goals

Communicate vision



## **Architect a community**

---

Identify champions

Share and collaborate

# Three keys to building cloud fluency

1



## **Vocal executive sponsorship**

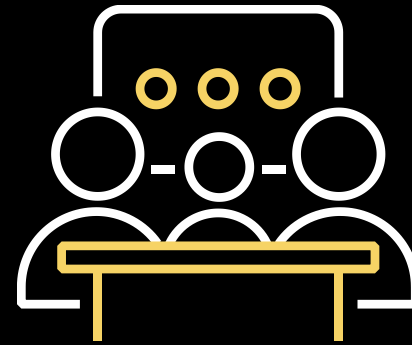
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2



## **Architect a community**

Identify champions

Share and collaborate



3



## **Develop new skills**

Digital courses

Classroom training

Certification campaigns

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# Three keys to building cloud fluency

1



## **Vocal executive sponsorship**

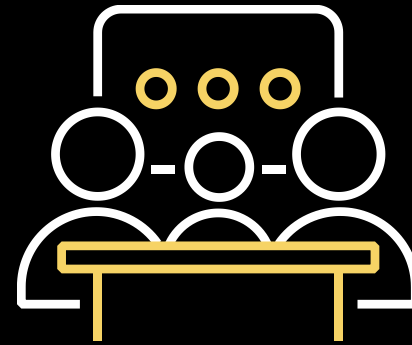
Align and commit

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2



## **Architect a community**

Identify champions

Share and collaborate



3



## **Develop new skills**

Digital courses

Classroom training

Certification campaigns

# Certification – Good for your people and for you

IT DECISION MAKERS AGREE THAT AWS CERTIFICATIONS OPTIMIZE THE VALUE OF AWS



97%

say employing AWS Certified staff  
puts their company in a

**better competitive position**

to succeed over the next 3–5 years

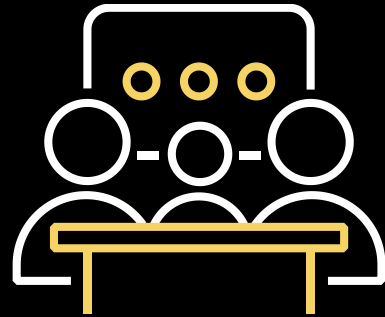


96%

agree that their decision to  
support AWS Certification

**improved employee retention**

among cloud-focused staff



## **Broad enablement**

---

**5,000+** trained face-to-face

Average 12 **certifications** achieved a week



## **Technical uplift & momentum**

---

Training is an enabler for organizational **transformation**

Measurable increase in **developer productivity**



## **Attract & retain talent**

---

Recognized in **top 10 most desired employer** list in AU for technical talent

**Reduced attrition rate to 8%** from those who have become certified

# **Empowering teams with upskilling and innovation programs**



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AWS  
re:Invent

# AWS Skills Guild

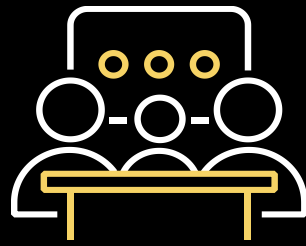
BUILD A CULTURE OF LEARNING AND ACCELERATE UPSKILLING AND INNOVATION



## Vocal executive sponsorship

---

- Align and commit
- Set aggressive goals
- Communicate vision



## Architect a community

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- Identify champions
- Share and collaborate



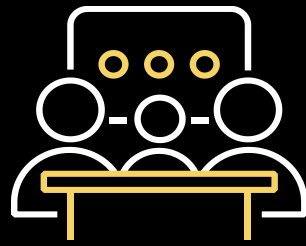
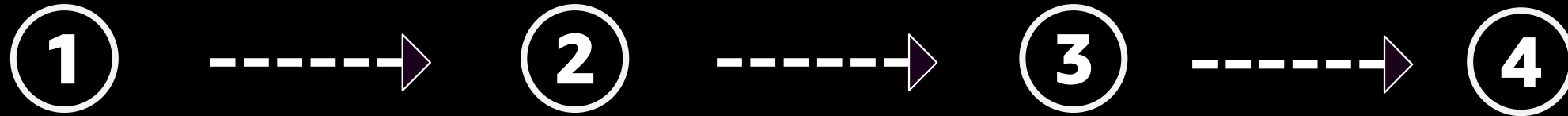
## Develop new skills

---

- Digital courses
- Classroom training
- Certification campaigns

# AWS Skills Guild

BUILD A CULTURE OF LEARNING AND ACCELERATE UPSKILLING AND INNOVATION



## Vocal executive sponsorship

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- Align and commit
- Set aggressive goals
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## Architect a community

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## Give permission

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- Experiment
- Think big
- Allow failure

# AWS Skills Guild

BUILD A CULTURE OF LEARNING AND ACCELERATE UPSKILLING AND INNOVATION

1



2



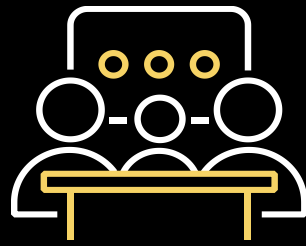
3



4



5



## Vocal executive sponsorship

## Architect a community

## Develop new skills

## Give permission

## Incentivize, recognize, and reward

Align and commit

Identify champions

Digital courses

Experiment

Celebrate certifications

Set aggressive goals

Share and collaborate

Classroom training

Think big

Encourage friendly competition

Communicate vision

Certification campaigns

Allow failure

# Developing new and diverse individual learners



A group of diverse people are shown in profile, clapping their hands. The scene is dimly lit, with the background appearing dark and the foreground showing the hands and parts of the faces. The overall mood is one of celebration or approval.

**The future of tech is diverse**

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AWS  
re:Invent

# AWS re/Start

Prepares individuals for careers in the cloud and connects them to potential employers with full-time classroom-based skills development and training

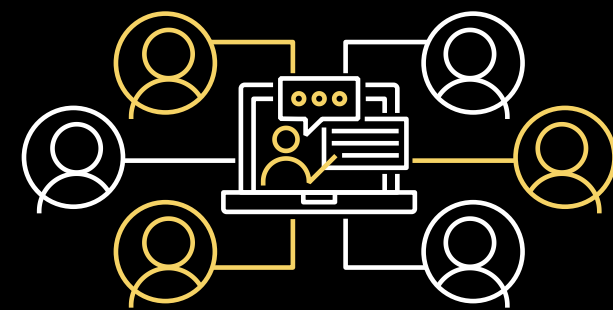
**Access free, in-person, skills-based training**



**Build skills aligned to AWS Certification**



**Connect with employers and start your career**



Cloud fundamentals | Communications | Resume writing | Interview coaching

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AWS  
re:Invent

# AWS Academy

Providing higher education institutions with cloud computing curriculum that prepares students to pursue industry-recognized certifications and in-demand cloud jobs

## Institutions



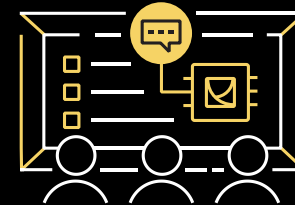
- Become a leader in cloud education
- Develop and retain educators

## Educators



- Access innovative cloud courses
- Receive complimentary AWS professional training

## Students



- Land a well-paid job in one of the fastest-growing industries
- Gain skills that hiring managers value

## Employers



- Close your cloud skills gap
- Find candidates with AWS skills and experience

Cloud foundations | Developing | Architecting | Operations | Machine learning | Data analytics

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AWS  
re:Invent



Collaborating with AWS to focus on diversity, early career talent, and upskilling in emerging technologies for over 1,100 employees

Achieved 380 new AWS Certifications, increasing certifications held by women from 6% in 2018 to 50% in 2020

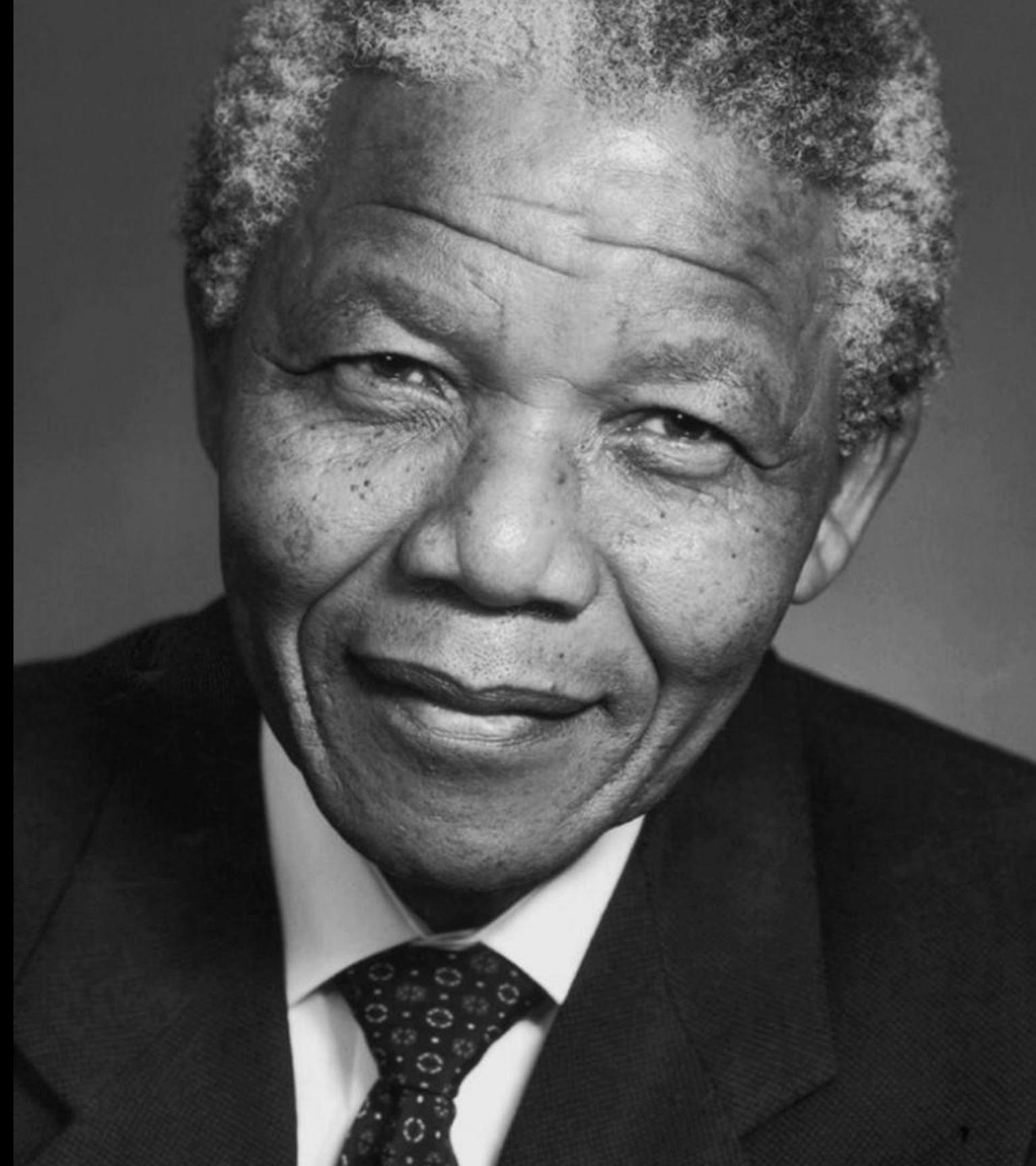
Reached 50 / 50 gender diversity through a cloud academy program and internships, participating in the first AWS Summer of Machine Learning for 250 participants across 35 markets globally

Next steps – expand Women in Tech initiatives to target allies and underrepresented groups in 2021

**“Education is the  
most powerful  
weapon which you  
can use to change  
the world.”**

Nelson Mandela

Former President of South Africa



**There's never been a better time to**

**LEARN**

**so what are you waiting for?**

AWS  
re:Invent

