

My SKILLS *future*

Background

In 2014, the Singapore government embarked on a journey that solidified its mandate of not only *“to drive higher productivity and mastery”* but also to influence *“societal mindsets, and the way [Singaporeans] value and recognise people of different talents, beyond traditional definitions of success”* through the establishment of SkillsFuture Singapore, which represented a milestone in Singapore’s “journey to build a nation of learners who have the drive to continually pursue their interests and passions, upgrade their skills, apply themselves productively, and master their craft.”

And in response to the ever-changing and growing digital economy, there was a need to create an online space to promote a culture of lifelong learning through skills upgrading and skills mastery for Singapore Citizens and Singapore Permanent Residents. Hence, the birth of **MySkillsFuture** (MySF).

The user-centric MySF portal was created to provide *an intuitive, user friendly online space for learning and skills upgrading* – fulfilling MySF’s goal of becoming an indispensable part of one’s learning journey and making lifelong learning a national movement.

It was created as a collaboration between SkillsFuture Singapore (SSG), Workforce Singapore (WSG) and the Ministry of Education (MOE), together with government agencies, industry stakeholders and partners: employers, and educational institutions.

Audience

MySkillsFuture (MySF) targets the entire citizenry but with clearly-distinct messages to different segments based on their needs, broken down as follows:



Students

This is a segment that lives and breathes formal learning on a daily basis, as part of their development, as Primary, Secondary, Pre-University (ie. Junior College), and Post-Secondary Education Institution (PSEI) Schools.

At school, the MySF portal serves as an important resource for students to understand and assess themselves and to tinker and explore the world of work. Learning and planning does not stop in the classroom. At home, the portal acts as an agent for parents to talk to their children at home on planning their development and future.

More often than not, students do not know what they want to pursue after Secondary School. Many of these decisions were made with advice given by older peers and relatives and most of the time, what was studied in the university level is not perused further. This is primarily caused by the lack of knowledge, reading resources and reference materials; industry experts advise etc. We needed them to understand that MySF could help them explore alternate options.

Audience



Workforce

A large number of Singaporeans enter the workforce with knowledge in one field and find themselves straddling multiple industries. We needed them to know that MySF is their one-stop learning portal where they could level up on a number of valuable skills to become future-proof in an ever-changing digital economy. More than that, with the depth and breadth of content as their resources, they are sure that their decisions will have been well-informed, empowering them to take charge of their career planning and development – either getting ahead, climbing their career ladders or by exploring opportunities in other industries.

- **Early Career**

As starters in the workforce, these Early Career Professionals want to get ahead of the curve by honing their current skillsets and finding out about new skills that will help them get in their professional development.

- **Mid Career**

Having relative experience, the Mid Career Professionals hope to future-proof themselves by upskilling to enjoy higher value and upsized learning for possibilities of progressing in their current career paths (vertical progression) or exploring new industries (horizontal progression).

- **Seniors**

In the threshold of their careers or even those who have retired from their professional lives, Seniors still need Upskilling to enable themselves to live a purposeful life – staying socially and technologically integrated.

Audience

MySkillsFuture portal is not only for end-users but is also a space for those who play an important part in skills upgrading and lifelong learning process for them.



Employers

Targeting employers had a twofold promise. On one hand, we aimed at employers looking for suitable candidates – we could promote an entire pool of applicants hungry to learn. On the other, we could also provide employers with training programs to upskill existing employees and equip them with the skills they need to perform better.



Training Providers

For this segment, we needed to sell to the sellers. Training providers needed to know they were reaching a large pool of eager learners to that they would choose MySF as their portal of choice for their programs. Additionally, we felt that building this audience was cyclical. Having a good line-up of training-providers would give us credibility and spark interest for other providers to join.

Challenges

There are a number of constraints that need to be addressed to make the portal relevant and useful for the users.

Because of market saturation, users need to access multiple portals to find courses, get latest industry insights, find out the kind of careers suited to their strengths and career goals

Multiple target segments across different life stages with various different needs

Introduction of a brand new platform with many features that may be overwhelming for some users

Objectives

In providing an online space that encourages lifelong learning, MySkillsFuture (MySF) was set-up

- ***to influence Singaporeans and Permanent Residents in utilising a singular platform for learning that promotes skills upgrading on their way to lifelong learning, and***
- ***to encourage skills discovery, development, and mastery*** such that these play out an important part in their day-to-day lives.

Strategies

INTRODUCTION

The solution of creating MySkillsFuture (MySF) as an online space for lifelong learning is not an easy deal. Moreso, when the greater, long-term task is to shift mindsets to encourage learning after formal education, the initiative should be hard-working and engaging for the entire nation to participate in. At the same time, there is a need to keep the MySF distinct from the other initiatives of SkillsFuture, though complementary, as they serve different purposes.

In planning for the MySF portal, there were **three key points** that had to be considered as solutions, jumping from the challenges stated, that formed the strategy of what the portal is today, keeping in mind the thrusts of MySF – skills discovery, skills development, and skills mastery.

Strategies

With these in mind, we designed the portal with features based on the psychological needs and wants of the audience across different life stages, with the individual users at the core of the strategy.

One-stop platform for all your learning needs

With the proliferation of LinkedIn (as an individual's online curriculum vitae on social media) and online training providers like Coursera and UDEMY, the digital landscape of education and learning have gone convoluted. Singapore's answer to this was to aggregate the capability of showcasing an individual's learning curriculum vitae and all other learning-related paraphernalia into one single portal that is tagged to an individual's national identity card (ie. SingPass or a student ID).

Learning throughout lifetime with participation of everyone

MySF creates demand from individuals through relevant content that will help them achieve their learning goals no matter which they are in their lifetime.

Skills Discovery: Through Self-Assessments, users can discover and become aware of their strengths and interests to plot out their progression

Skills Development: With a myriad of training courses, users are able to upskill and upgrade themselves

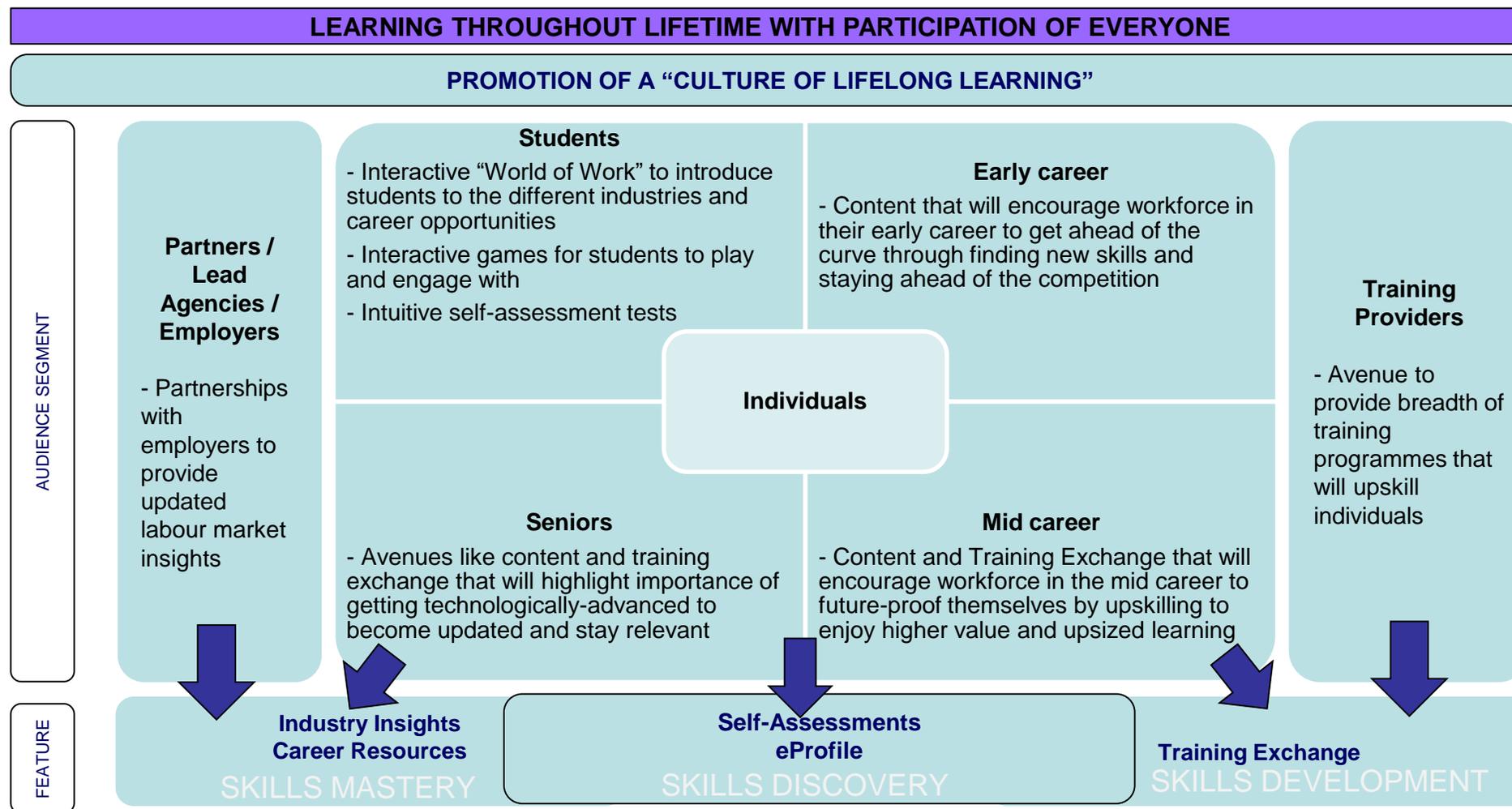
Skills Mastery: With a wealth of content to help users perpetually to celebrate their skills, MySF encourages the individual to have a control of their professional development as they master their own craft

User-centric and highly-intuitive

MySF puts the focus on the individual user at the core and heart of the portal as its *source* and *end*. Customised to the individual's profile and preferences, the portal does recommend content that are only relevant to the user and ensures that information are the most up-to-date. MySF enables users to assess their learning interests, capabilities and strengths and it empowers users with informed and personalised learning resources – this personalisation is powered by the comprehensive skills taxonomy that enables the portal to give skills, courses, and job recommendations to users based on their profiles and assessment results. To complement this personalisation, there is a wide array of content from Industry Insights, Career Resources, Training Exchange and more, which encourages skills discovery, development and mastery. At the same time, with easy navigation (eg. Highly-organised content tabs, easy-to-follow resume builders, one-click social sharing buttons, etc.), the individual is empowered to make MySF a part of their regular routine.

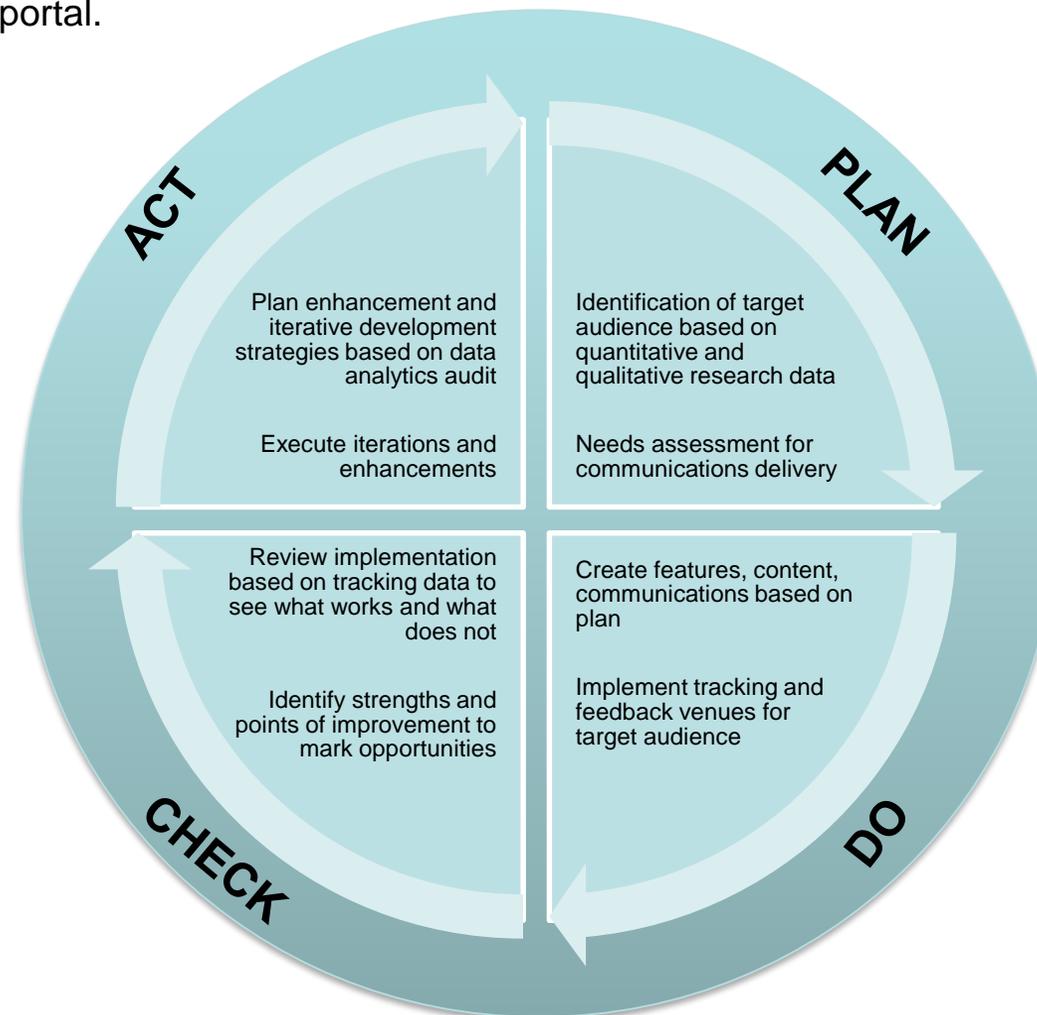
Strategies

As the portal's end goal is the adoption of lifelong learning across with national participation, strategic features cater to specific segments as follows:

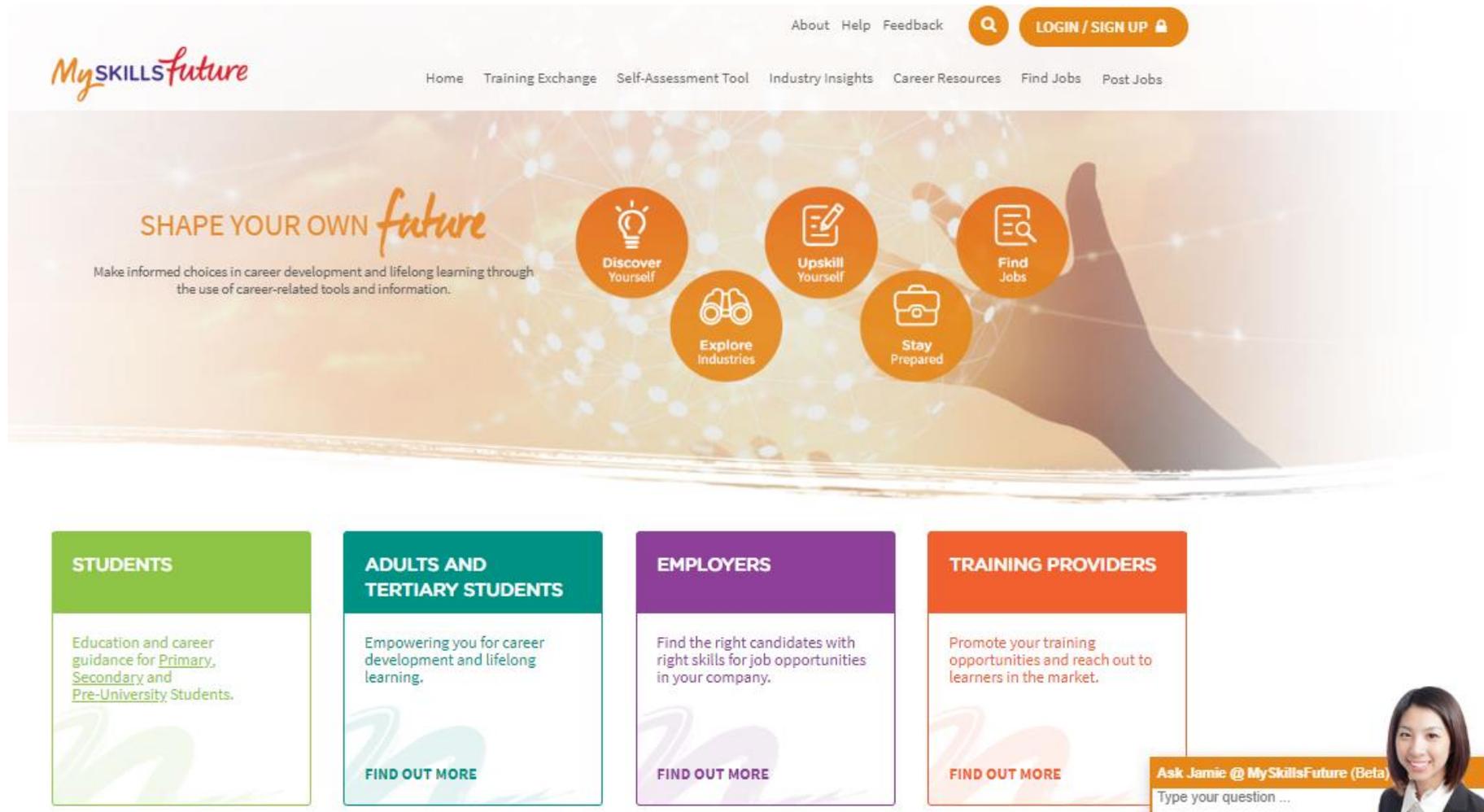


Strategies

This is an initiative about the future of the nation, not just a website. We couldn't afford to fail, because we would be failing the nation, not just the campaign. Hence, we employed a **Plan-Do-Check-Act methodology** in running the portal that goes across the different target segments and features of the MySF portal.



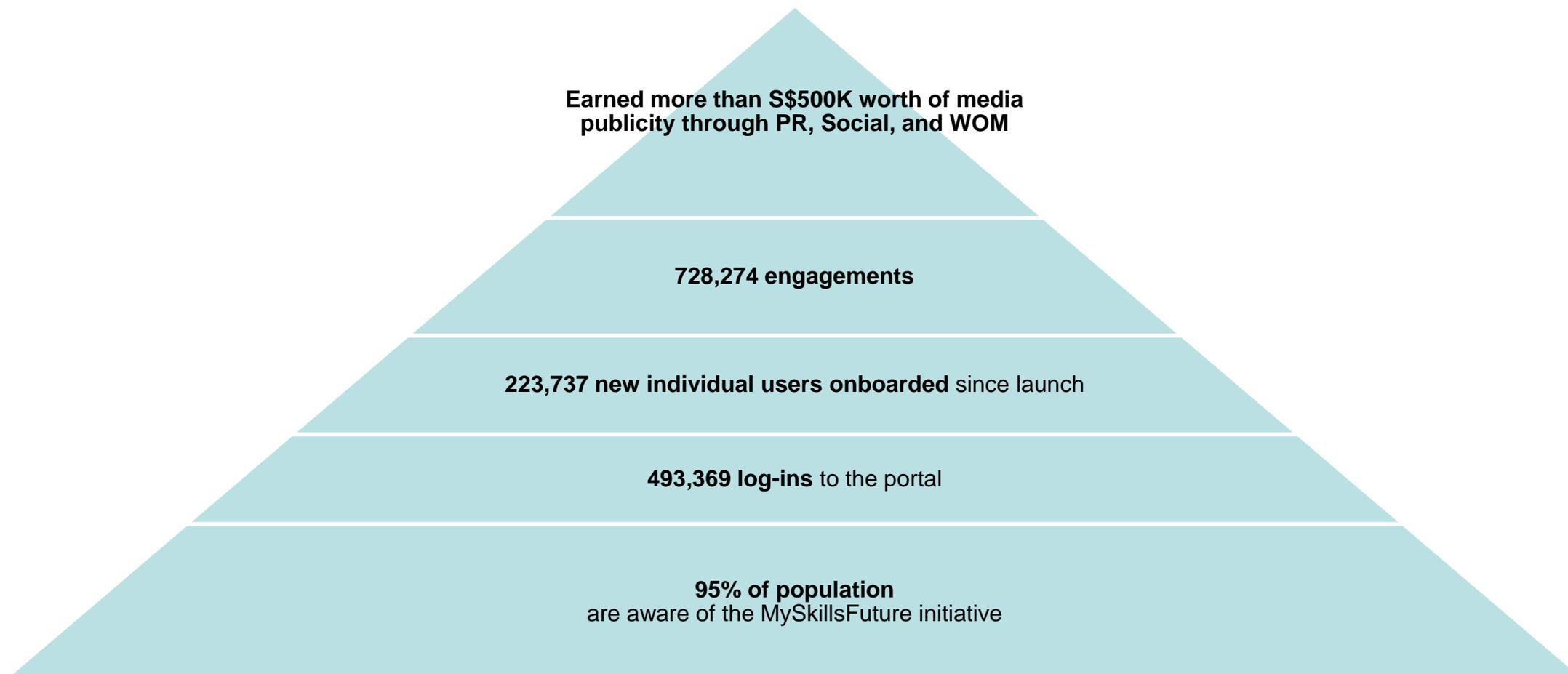
MySkillsFuture Portal



To learn more about the portal, visit the Information page at <https://myskillsfuture.wixsite.com/myskillsfuture>

Results

Nearly a year after the launch in October 2017, results show how MySkillsFuture has reached users and how much users have participated in the movement through portal utilisation.



Epilogue

Learning is not just tied to the classroom or the workplace. Learning is an endeavour that can be done from small, everyday things through bite-sized content that users consumed while on-the-go to structured training courses taken for a duration of time that enable one to get certified with new skills. These types and forms of learning can be well experienced through the MySF portal, in a bid to encourage users to instil lifelong learning in their daily lives. In the bigger scheme, lifelong learning enables the citizenry to be future-proof.

Overall, MySkillsFuture is not just being measured by the numbers but needs to be seen to be an indispensable part of one's learning journey, driving a mindset of habitual learning and upskilling – to empower Singapore Citizens and Singapore Permanent Residents to be future-ready and remain relevant no matter what they do and where they are in life. More importantly, ***MySF is primarily an agent promoting this “national effort” in future-proofing our society in this ever-changing digital economy.***