The Job Skills of 2023

The Fastest-Growing Job Skills for Businesses, Governments, and Higher Education Institutions

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Introduction

The Skills Needed for Today's Global Workforce

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This report presents the fastest-growing digital and human skills on Coursera entering 2023. Of the more than 113 million total learners on the Coursera platform, this report specifically draws on insights from Coursera's 4 million enterprise learners across 3,000 businesses, 3,600 higher education institutions, and governments in over 100 countries. By identifying in-demand job skills, institutions can better equip their employees, citizens, and students with the knowledge needed to enter a competitive job market or advance their careers.

At a time when global macroeconomic challenges are intensifying—driven by international conflict, high inflation, and an uncertain economic outlook—nurturing skills development will be fundamental to strengthening the labor market. From revealing the growing popularity of micro-credentials among both job seekers and employers, to identifying how specific human and digital skills benefit learners, this report equips institutions with the insights to build learning strategies that address the needs of today's global workforce.

How We Define Digital Skills

Digital skills refer to a range of abilities that allow one to understand, use and create value with and from technology. They include everything from typing to posting on social media to developing software to cybersecurity. Digital skills exist on an ever-evolving spectrum.

How We Define Human Skills

Human skills constitute our ability to relate to one another. They include a range of cognitive, social, and emotional skills, such as creativity, critical thinking, information interpretation, decision-making, leadership, and communication.

This is Cousera's second annual Job Skills report, following The Job Skills of 2022: The Fastest-Growing Job Skills for Institutions

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At Coursera, we approach employability as an ecosystem and partnership: a network of interdependent institutions including colleges and universities, business, and public sector agencies, who rely on each other to educate, develop, and employ a global workforce. We surface skill trends with data-driven research that enables this ecosystem through different methods:

- **Measuring skill proficiencies:** Coursera's annual Global Skills Report benchmarks the skills proficiency of distinct populations, helping institutions understand which job skills they should prioritize.

- **Surveying sentiments towards skills-based credentials:** This year's From Higher Education to Employment report confirms that job skills are a top priority and that industry micro-credentials aligned to career outcomes are key to driving employability.

- **Identifying the skills of the future:** In the Job Skills of 2023, we identify the fastest-growing skills of the past year across our enterprise learners—those enrolled in a course on Coursera through a partnership between Coursera and a business, government, or higher education institution. Alongside an analysis of the factors shaping today's job market and the trends found in our data, this year's edition of the report weaves in regional snapshots of the fastest-growing skills. The result is our most detailed report yet—offering invaluable insights into the shape of today's employability ecosystem and how institutions can improve it.

Why Institutions Prioritize Skills

The information presented in this report can help highlight the skills that leaders in both the public and private sectors should prioritize to drive employability.

Governments need to know which skills will build a competitive, modern workforce and must work in partnership with businesses and post-secondary institutions to future-proof their labor force.

Businesses must focus on skills training as a means of attracting, retaining, and reskilling talent for the success, profitability, and growth of their company.

Higher education institutions must teach the skills that are in demand by employers in order to attract students and strengthen career outcomes.

Executive Summary

The Skill Trends of 2023*

1. **The fastest-growing skills are digital skills**

   The top ten overall fastest-growing skills are digital skills. The ongoing evolution of technology means employers are regularly seeking new digital competencies from potential hires while also reskilling existing workers.

2. **The fastest-growing digital skills are changing more significantly than the fastest-growing human skills**

   The top ten digital skills vary significantly from last year—only two have carried over year-on-year: **data visualization** and **user experience**. The human skills in demand remain steadier, suggesting an evergreen demand for skills like **change management** and **communication**.

3. **Skills centered on user experience are on the rise**

   With digitization across all industries accelerating, user experience skills are in high demand as consumers expect their needs to be met rapidly, effectively, and in a user-friendly way. Skills related to customer success tools and user experience design have seen increased interest.

*These trends may also reflect the availability of new content launched by Coursera partners.

4. **Skills that blend technical expertise and project management are new to the list this year**

   As organizations increase investments in digital skills, having skill sets that help organizations manage and support technical teams is becoming more important than ever to meet internal deadlines and objectives, ensure resources are allocated and managed wisely, and boost efficiency.

5. **Skills like data visualization and analysis are growing and can complement traditional human skills like people management and storytelling**

   As organizations seek to yield value from data-led approaches in teams from IT to HR, being able to understand and use data to communicate effectively is becoming a must-have skill—regardless of career path.

6. **Management skills to guide teams through change are among the fastest growing**

   Managers have been under greater pressure since the pandemic and in a context of greater macroeconomic uncertainty. In response, organizations are recognizing the increasing importance of leadership and management skills necessary to effectively manage change at the individual, team, and organizational level.

7. **Communicating with peers, customers, and prospects is key for hybrid work**

   Sharing information effectively is set to remain a vital skill for learners and organizations alike in 2023. These skills help organizations connect with customers, guide internal teams, and steer strategic discussions.

The State of Job Skills

The job market is changing, quickly

Global conflict, high inflation, and an uncertain economic outlook are contributing to a cooling labor market. McKinsey's latest research[1] on economic conditions found around half of respondents are expecting global conditions to weaken in the next six months. Across industries, employers are reacting with budget cuts, hiring freezes, and layoffs.[2]

Optimization and efficiency is the new mantra, and with it, a strategic focus on skills development is key for both employers and job seekers.

Institutional investment does not yet match the appetite for skills-based learning, and hiring

Institutions are increasingly aware of the importance of skills-based learning and hiring. Almost all (94%) employers are considering moving to a skills-based hiring[3] approach and more than half of employers[4] in the US today already use pre-employment assessments to gauge job applicants' knowledge, skills, and abilities.

Using skills-based assessments, 78% of HR professionals in the US say the quality of their organization's hires has improved.[5]

As macroeconomic instability rises, skills-based approaches to learning and hiring can help employers minimize risk. Global research from Deloitte found both workers and leaders had a strong preference for organizations[6] in which roles were defined by the skills they required. Despite this, just 5% of business executives believe their organizations are investing enough in helping employees learn new skills to keep up with the changing world of work.[7]

The role of credentials is evolving

In parallel to the rise of skills-based assessments, the role of the traditional four-year degree is in a state of flux. While a growing number of employers are removing degree requirements,[8] 43% of students identify their ability to get a job among the top three factors motivating their decision to enroll in degree programs.[9]

Meanwhile, non-degree credentials are growing in popularity with 90% of students agreeing a professional certificate will help them stand out to employers and 76% of employers stating they are more likely to hire a candidate who has earned one.[10] This change may be driven by high college costs, and the difficulties that recent graduates experience in trying to find well-paid employment due to a lack of industry-specific skills.

While degrees will remain an important credential, university decision makers may begin to tackle these challenges by offering more career-focused skills training in their programs to help graduates enter in-demand jobs. Meanwhile, industry micro-credentials like professional certificates are becoming a popular and accessible option for individuals seeking to boost employability.

Demand for human and digital skills outstrips supply

Institutions must consider how they develop human and digital skills that achieve their strategic priorities. Ensuring the right balance of soft and technical skills will be vital, particularly as automation rises—with the global installation of workplace robots hitting an all-time high in 2021.[11]

Globally, digital skills shortfalls are hurting businesses. According to Forrester, 62% of IT decision-makers report that their staff lacks the skills required to deploy new technologies,[12] which impacts their ability to drive innovation, improve customer or employee experiences, and increase productivity. Building a more tech-fluent workforce could drive an estimated $6.3tn in additional value across the globe,[13] with workers earning 65% more on average compared to non-digital co-workers.

Both human and digital skills are complementary. People use human skills to effectively and ethically make use of digital skills, as well as to successfully lead teams and organizations.

Human skills are increasingly recognized as essential to institutions. Analysis of more than 6,600 participants in 113 countries by Boston Consulting Group found that leadership development was a top priority for the future success of businesses.[14]

The demand for human skills is also fueled by the changing nature of management roles. During the pandemic, leadership skills shifted as managers were charged with overseeing hybrid work plans—or, in some cases, pushing back on behalf of leadership against the demand for flexibility from employees.[15] This increased purview, in tandem with being tasked with managing pay expectations during a period of high inflation, has meant managers require a new set of human skills to actively lead people with empathy during periods of accelerated change.

Failing to invest in human skills poses a significant risk to the success of organizations. In the UK, businesses could reportedly fail to add £240bn in GDP to the economy by focusing only on digital skills.[16]

While this report distinguishes human and digital skills to reveal learning trends to help institutions focus their skills strategies, the two don't exist in isolation. As the report shows, skills programs today must offer not only a mix of learning opportunities for both digital and human skills, but recognize that the two are more closely linked and complimentary than institutions may realize. This is a trend we will explore in-depth later in this report.

By investing in the right digital and human skills, institutions can work to counter the effects of a tight labor market and prepare workers for continued evolutions in the job market. As a result, higher education institutions, governments, and businesses can build a more resilient workforce that is able to adapt to changing market trends.

How we define the fastest-growing skills

The fastest-growing skills of 2023 are identified through a comparative evaluation of Coursera enterprise learner enrollments between 2021 and 2022. Out of the roughly 350 skills cataloged in Coursera's taxonomy, the fastest-growing skills are those that have seen the biggest increase in their overall enrollment ranking in this period and therefore are expected to continue to grow or stay popular in 2023.

According to Deloitte, skills-based organizations are:[17]

107% More likely to **place talent effectively**

98% More likely to have **a reputation as a great place to grow and develop**

98% More likely to **retain high performers**

79% More likely to have **a positive workforce experience**

57% More likely to **anticipate change and respond effectively and efficiently**

52% More likely to **innovate**

49% More likely to **improve processes to maximize efficiency**

47% More likely to **provide an inclusive environment**

The Fastest-Growing Job Skills for 2023

📊 Fastest-Growing Digital Skills 2023

Rank	Skill name	Rank Change*
1	Scrum software development	+86
2	Data visualization	+75
3	Customer success tools	+67
4	E-commerce	+63
5	CRM software	+61
6	User experience design	+61
7	Agile software development	+60
8	Software framework development	+60
9	System software development	+55
10	Search engine optimization	+52

🧠 Fastest-Growing Human Skills 2023

Rank	Skill name	Rank Change*
1	Storytelling	+49
2	Change management	+45
3	Organizational development	+23
4	Influencing	+20
5	People management	+19
6	Culture	+18
7	Collaboration	+16
8	Decision-making	+16
9	Communication	+15
10	Planning	+12

*Number of ranks this skill moved up from 2021 to 2022, based on the skill's share of enterprise learner enrollments

Trends: Job Skills of 2023

Trend #1

The fastest-growing skills are digital skills

With employers seeking changing digital competencies from new and existing workers, the top ten overall fastest-growing skills, including both human and digital skills, are digital skills.

In-demand digital skills can offer candidates better long-term job prospects—potentially, a key factor driving their growth on Coursera.[18] Likewise, given the ever-evolving nature of technical skills, this growth may reflect the need for learners to keep pace with emerging technologies through new courses from Coursera's educational partners.

While human skills have a slower rate of growth, compared to digital skills, they remain a popular choice for learners on the Coursera platform.

In fact, enrollments in **change management**—the second fastest-growing human skill (increasing +45 ranks in 2022) which describes the approaches and steps needed to prepare, support, and help individuals, teams, and organizations as a whole adapt and change internal and external processes—received 350,000 enrollments in the past year. Meanwhile, **scrum software development**—the fastest-growing digital skill (+86 ranks in 2022) which describes a framework for project management designed to help teams define and deliver software for

product and feature rollouts—received 159,000 enrollments in this past year by comparison.

The rapid growth of digital skills shows that learners, as well as institutions that sponsor their learning, are recognizing that online platforms can provide learners with the opportunities to develop the skills they need to flourish in a fast-changing labor market.

Trend #2

The fastest-growing digital skills have changed more significantly than the fastest-growing human skills

Both the top-ten fastest-growing human and digital skills vary significantly from last year's report. However, digital skills, which must keep pace with new technologies, have seen the largest shifts—just two of the top-ten have carried over from last year (**data visualization** and **user experience**).

In comparison, half of the top-ten fastest-growing human skills are the same as last year (**storytelling, change management, influencing, decision-making,** and **communication**). The average rank change was also smaller in human skills at 23, compared to 64 for digital skills.

These findings suggest that digital skill requirements change much faster than human skill requirements. Technology is always evolving—driving a need for distinctly new skill sets as others become outdated. Human skills, such as empathy, communication, and leadership, are a staple for personal and professional development, and require continued practice to better support individuals and teams, and lead them through organizational changes.

The range of digital skills may also stem from organizations increasingly investing in digital transformation. Such investments are forecast to reach $7 trillion by 2023,[19] growing at a rate of 18% annually between 2020-2023.

When it comes to regional analysis, Latin America and Sub-Saharan Africa regions saw the greatest shifts in the top fastest-growing skills—with digital skills changing an average of 96 ranks in Sub-Saharan Africa, and 91 ranks in Latin America. Europe had the lowest rank change at just 57 on average. In alignment with Coursera's Global Skills Report,[20] this suggests regions with high skill rank changes are seeing increased investment in online learning.*

Heading into 2023, these fast-growing digital skills will be essential for institutions of all kinds—including businesses hiring new candidates, and educators preparing learners with job-ready skills. They are also likely to continue evolving. While digital skills are vital for building competitive workforces, human skill investments may prove longer-lasting—given they are less impacted by technological change.

For example, an employee who has learned to use one type of data visualization software in their previous role may still need to upskill in a different data visualization tool when joining a new company.

Heading into 2023, we can expect these fastest-growing digital skills to be essential for business. However, they are also likely to continue evolving. While digital skills are vital for business competitiveness, human skill investments may prove longer lasting—given they are less impacted by technological change.

*See our Technical Appendix for the top five fastest-growing human and digital skills in each region

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It's important our students have the chance to adapt to self-learning to be able to respond to the digital transformation happening all around us.

Imed Hammouda,
Dean of SMU's Mediterranean Institute of Technology

Trend #3

Skills centered on user experience are on the rise

Last year, **product design** and **user experience** were two of the fastest-growing digital skills, suggesting a growing focus on equipping teams for the experience economy. This year, with **customer success tools, CRM software, e-commerce, and user experience design** all in the top ten fastest-growing digital skills, user experience has been cemented as a key digital skill set.

In an increasingly digitized world, user experience skills enable consumers to have their needs met appropriately and quickly. Meanwhile, the rise of digital technology powering user experience—whether **customer success tools** or **CRM software**, both of which are used to efficiently manage sales and customer processes—demonstrates the increasing importance of digital skills in traditionally human skill-centric areas. Learners looking to develop their careers should be increasingly aware that these skills can open up lucrative opportunities in such roles.

As the digital experience economy grows, user experience skills will power frictionless online interactions that drive improved results for business, in particular. Individuals that acquire these skills through their higher education institutions, governments, or businesses will be better prepared to enter fast-growing skill areas in customer success, digital marketing, and product design.

Gain New User Experience Skills with Industry Micro-Credentials

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Coursera partners with industry leaders in user experience, offering Professional Certificates that can prepare learners to begin new roles in as little as six months with the world's most powerful and in-demand customer success, sales, and marketing technologies. Examples of these Professional Certificates include:

- HubSpot Sales Representative from HubSpot
- Salesforce Sales Development Representative from Salesforce
- Google Digital Marketing & E-commerce from Google

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If I could offer one word of advice, it's to just go for it. It can be scary leaving an industry you're comfortable in, but don't be afraid to start over. There are resources like Coursera that can help you reach your career goals.

Alyssa Cruz,
Internal Communication Specialist

Alyssa Turned Her Love For Relationship-Building Into A Successful Tech Career

After graduating from university in 2014, Alyssa Cruz started working as a TV host and producer before enrolling in the New York Film Academy to learn camera work and video editing. This earned her a video editor position in Singapore. When she lost her job during the pandemic, she found herself exploring a career change. That's when she discovered the Salesforce Sales Development Representative Professional Certificate. Now she works in the tech industry as an Internal Communication Specialist at a startup.

Agile and Scrum Skills can be Attained through industry micro-credentials

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Agile and Scrum methodologies can help drive employability and business impact for tech professionals. One of the most effective routes to attaining these skills is through non-degree credentials, attained through courses like:

- Google Project Management from Google

- Scrum Master Certification Specialization from LearnQuest

Trend #4

Skills that blend technical expertise and project management have surfaced as fastest-growing

Globally, **scrum software development** is the fastest-growing digital skill (+86 ranks in 2022) and tops the regional charts in Europe, Latin America and the Middle East and North Africa. Meanwhile, **agile software development** is the 7th fastest-growing skill (+61 ranks in 2022).

Agile is a broader approach to product development and project management—also built around an ethos of continual, iterative improvement. Scrum can be understood as a specific, practical framework for bringing agile approaches to software development.

This once again suggests that skills that blend digital and human expertise are continuing to gain importance. Agile and scrum skill sets require a strong grasp of both technical concepts and human skills like **communication, collaboration,** and **planning**.

As employers invest in more digital skills, approaches like agile and scrum will become increasingly important ways to manage and structure digitally-skilled teams. With frameworks like scrum and agile in place, technical teams can work more effectively and productively—in turn maximizing the value of their wider digital skill sets for the business.

Trend #5

Data visualization and analysis are some of the fastest-growing skills and can complement traditional human skills like people management and storytelling

Data visualization—including courses such as Data Visualization with R, taught by IBM—is the 2nd fastest-growing digital skill this year, and was also one of the fastest-growing digital skills last year. Relatedly, people analysis emerged as one of the top ten fastest-growing human skills in both the Latin America region and the Middle East and North Africa region.

According to Harvard Business Review,[21] "data skills are now essential for almost every role in every organization," and last year we identified that data skills were no longer required only in technical roles. This trend has remained, with data-centric skills seeing continued high interest from learners.

However, work still needs to be done to increase data literacy—for example in areas such as reading charts, interpreting data, and undertaking analysis—across the workforce. Just 21% of the global workforce[22] are fully confident in their data skills today and just 27% of business leaders[23] in the US believe their current data and analytics projects generate actionable insights.

The urgency for data upskilling—which businesses, educators, and governments must all play a key role in—will continue to grow as traditional human skills, like people management, become more data-driven. People analytics, for example, is an emerging approach to managing people at work by undertaking deep analysis of workplace data to make better decisions.

The ongoing 'datafication' of different elements of work is an opportunity for learners and institutions. By building data-based skills, learners can build transferable competencies and stand out in a global talent pool that currently falls short in this area. Employers of all kinds meanwhile benefit, as data-driven operations are shown to make workplaces more efficient, effective, and equitable.[24]

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I've been able to break free from the cycle of poverty, and I would not be where I am today without the knowledge and skills I've gained on Coursera.

Michael C.,
Data Operations Executive

Michael Sharpened his Data Skills—and his Career—With Coursera

Coming from a disadvantaged background and as a first-generation college student, Michael C. discovered Coursera could open up new opportunities for him to engage in world-class learning from institutions like Stanford. He soon decided to start using Coursera to gain an edge as he built his career. Today, Michael is a successful professional at Ford, where the business has recognized his credentials as a thought leader and value creator in his field. With skills in data science, machine learning, and deep learning honed on Coursera, Michael is flourishing as an individual worker and a leader—thriving even in challenging situations.

Establishing Foundational Data Literacy with Coursera

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Coursera's Data & Analytics Academy offers a one-stop-shop for deploying a high-quality data science and analytics learning program. Designed to develop learners at any level of data proficiency across business functions, the Data & Analytics Academy features content and lessons from top universities and companies.

Management skills to guide teams through change are among the fastest growing

Human skills in change management, organizational development, culture, and people management, are growing fast.

These skills help teams navigate uncertainty while helping organizations execute strategic initiatives like digital transformation. With growing macroeconomic turbulence, intensifying demands on middle managers since the pandemic,[25] and increasing demands for flexible work environments, these skills will grow in importance in 2023.

Leadership skills are increasingly important for all employees. Just 19% of business executives believe traditional work structures should continue, whereas 60% say we should be moving toward a fractionalized working approach (whereby workers flexibly flow to tasks and projects based on their skills and interests).[26] These structures will disrupt traditional management relationships and place an increasing onus on individuals to "self-lead", or to take on leadership positions depending on projects or task requirements.

To date, leadership training has often lacked impact. While 70% of Fortune 500 companies offer mentoring programs, there's little evidence of their effectiveness—likely due to such programs remaining optional. Mandatory mentorship programs can produce more tangible gains.[27]

Investing in the Success of Managers with Coursera's Leadership Academy

From change management to organizational development, organizations must provide employees with the human skills needed to adapt and lead in afast-changing world. With job-based programs and unrivaled teaching quality across 42 skill sets, Coursera's Leadership Academy is designed to provide every individual, team, and organization with the human skills necessary to flourish.

As managers face more pressure to drive performance while reducing costs—likely only exacerbated by macroeconomic uncertainty—in 2023, businesses, governments, and higher education institutions will need to expand investment in leadership skills. These skills will help job seekers advance their careers while positioning employers to support existing managers, fill gaps in the event of hiring freezes or layoffs, and transition their workforce to more autonomous, flexible approaches to work.

Trend #7

Communicating with peers, customers, and prospects is key for hybrid work

Communication, storytelling, and influencing remain in the top ten fastest-growing human skills this year, showcasing the continued importance of sharing information and persuasion. These skills enable individuals and organizations to effectively communicate with customers and peers, navigate management discussions, and guide direct reports.

Storytelling—including courses like Storytelling in Branding and Content Marketing—is the overall fastest-growing human skill and led in four out of six regions analyzed (Europe, the Middle East and North Africa, North America, and Sub-Saharan Africa).

In an information landscape which has seen trust fall in news organizations—particularly in the US—and as concerns around misleading information remain high, clear communication and messaging are only becoming more valuable to businesses.[28] Likewise, as the pandemic shone a spotlight on both the physical and mental health of the workforce, 90% of HR leaders believe they must focus on being authentic,[29] empathetic, and adaptive.

With economic pressures rising, the media landscape is likely to remain contentious and polarized. Meanwhile, the workforce continues to demand flexibility and compassion from organizations. With these contexts in mind, human skills such as **storytelling, communication,** and **influencing** will be vital for organizations looking to manage both internal and external outreach.

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By working with Coursera, we give employees flexible, convenient options to build business and leadership skills. That improves career satisfaction for our employees and makes our organization stronger.

Siva Kulasingam,
Digital Learning Manager, Coles

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Coursera Delivers the Human Skills Central to Effective Communication

Coursera offers a wide range of courses that can boost an individual's information-sharing abilities in key human skill sets. These include:

- Storytelling courses such as Viral Marketing and How to Craft Contagious Content
- Communication courses such as Improving Communication Skills
- Influencing courses such as Influencing People

Conclusion

In 2023, human and digital skills will only become more interdependent.

While digital skills have been the fastest-growing skills this year, our report reveals that both digital and human skills are in-demand by employers. In the year ahead, effective skill programs will recognize that digital and human skills are increasingly interdependent—and complementary of one another.

Whether it's IT using **scrum software development** to marry technical expertise with management to release new software or sales embracing **CRM software** to automate follow-ups and deliver top-tier customer service, many of the fastest-growing digital skills leverage or enhance traditional human skills.

Meanwhile, as demand for management and leadership skills rises and organizations prioritize autonomy and flexibility, human skills like **communication** and **storytelling** are becoming more important for roles across organizations.

This changing landscape only strengthens the case for life-long learning as a way for institutions to ensure their people have the skills necessary to flourish and drive success. By investing in valuable, in-demand skills that blend human and digital proficiencies, like **people analysis** and **agile software development**, higher education institutions, businesses, and governments can prepare their learners for a fluctuating job market and fast-changing economic conditions.

As workers around the world look with uncertainty at the year ahead, government agencies, higher education institutions, and businesses all have a responsibility to prioritize learning programs focused on the skills that drive employability. In doing so, they will strengthen their own organizations, the job market, and the careers of the people powering them.

Career Academy from Coursera

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Coursera's Career Academy offers courses that prepare learners for in-demand, entry-level roles with expert guidance and hands-on projects. Developed in collaboration with leading global companies like Google, IBM, Meta, and Salesforce, the Professional Certificates found in Career Academy help job seekers build confidence and a strong portfolio, with no need for a degree or previous experience.

Learn more about Career Academy by booking time to speak with our solutions consulting team today.

Request a Consultation

> " Our partnership with Coursera—and specifically Career Academy—is really a perfect match as it fits into our larger vision on how the Alamo Colleges is innovating and preparing learners of all backgrounds for the future of work. We are excited to have this partnership to offer training for learners to gain the skills needed for high-wage, high-demand jobs across San Antonio.

Luke Dowden,

Chief Online Learning Officer and Associate Vice Chancellor of Academic Success, Alamo Colleges District

ALAMO COLLEGES DISTRICT

Regional Data: The Fastest-Growing Job Skills for 2023

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Fastest Growing Job Skills for 2023

Asia Pacific

	Rank	Skill name	Rank Change*
Human Skills	1	Change Management	+54
	2	Storytelling	+40
	3	Culture	+25
	4	Decision Making	+21
	5	Organizational Development	+19
Digital Skills	1	Data Visualization	+90
	2	Customer Success Tools	+79
	3	Software Framework Development	+74
	4	Scrum (Software Development)	+70
	5	E-Commerce	+69

Fastest Growing Job Skills for 2023

Europe

	Rank	Skill name	Rank Change*
Human Skills	1	Storytelling	+48
	2	Change Management	+41
	3	Organizational Development	+26
	4	Collaboration	+24
	5	Negotiation	+19
Digital Skills	1	Data Visualization	+98
	2	Customer Success Tools	+65
	3	Software Framework Development	+64
	4	Scrum (Software Development)	+61
	5	E-Commerce	+60

*Number of ranks this skill moved up from 2021 to 2022, based on the skill's share of enterprise learner enrollments

Fastest Growing Job Skills for 2023

Latin America and the Caribbean

	Rank	Skill name	Rank Change*
Human Skills	1	People Analysis	+95
	2	People Management	+77
	3	Change Management	+66
	4	Storytelling	+41
	5	Collaboration	+34
Digital Skills	1	Scrum Software Development	+166
	2	Process Analysis	+150
	3	Agile Software Development	+104
	4	Data Visualization	+88
	5	User Experience Design	+82

Fastest Growing Job Skills for 2023

Middle East and North Africa

	Rank	Skill name	Rank Change*
Human Skills	1	Storytelling	+70
	2	Influencing	+44
	3	Training	+38
	4	People Management	+36
	5	People Analysis	+33
Digital Skills	1	Scrum Software Development	+96
	2	Agile Software Development	+66
	3	CRM Software	+65
	4	E-Commerce	+63
	5	Back-End Web Development	+62

*Number of ranks this skill moved up from 2021 to 2022, based on the skill's share of enterprise learner enrollments

Fastest Growing Job Skills for 2023

North America

	Rank	Skill name	Rank Change*
Human Skills	1	Storytelling	+61
	2	Change Management	+43
	3	Communications	+33
	4	Organizational Development	+17
	5	Culture	+15
Digital Skills	1	E-Commerce	+108
	2	Customer Success Tools	+84
	3	Search Engine Optimization	+80
	4	CRM Software	+76
	5	Back-End Web Development	+69

Fastest Growing Job Skills for 2023

Sub-Saharan Africa

	Rank	Skill name	Rank Change*
Human Skills	1	Storytelling	+70
	2	Communications	+44
	3	Influencing	+38
	4	Change Management	+36
	5	Decision Making	+33
Digital Skills	1	Scrum Software Development	+96
	2	Agile Software Development	+66
	3	CRM Software	+65
	4	E-Commerce	+63
	5	Back-End Web Development	+62

*Number of ranks this skill moved up from 2021 to 2022, based on the skill's share of enterprise learner enrollments

Technical Appendix

About Coursera Learner Data

The Data Scientist Behind the Job Skills Report

Anna Zhao is a Data Scientist on the Enterprise & Thought Leadership team at Coursera. Her role is primarily focused on generating insights related to the Coursera Skills Graph to support skills products as well as external data reports. Anna holds an MS in Management Science & Engineering from Stanford and a BA in Economics from UC Berkeley.

The skill trends and proficiency analyses in this report represent a view of the world through the more than 4 million enterprise learners on Coursera. While Coursera facilitates the education of more than 113 million total learners, enterprise learners are those who are specifically enrolled in a course on Coursera through a partnership between Coursera and a business, government, or educational institution. A person can be enrolled in multiple classes, but we count them as a learner once.

An individual's ability to access and use Coursera is influenced by many factors, including internet infrastructure, educational background or past training, and local culture or norms. We also use learner profile data such as location.

The results may also be influenced by local economic or social conditions. For example, economic downturns sometimes drive learners to Coursera. Our industry partnerships also sometimes quickly bring thousands of new learners onto the platform. The results of this report may also reflect the availability of new content launched by Coursera partners.

In general, our goal is to objectively represent what is happening across the Coursera ecosystem. Sometimes our results capture what is happening across an entire economy. Other times, the demographics and behavior of Coursera learners mean that some results should not be extrapolated or interpreted as representing broad populations but as a way of indicating directional shifts in enterprise learner interest.

Overview

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The Job Skills of 2023 Report assesses the skills demand and online learning trends among Coursera enterprise learners globally. Building this report involves data from several components:

1. The Coursera Skills Graph

2. Growing skills
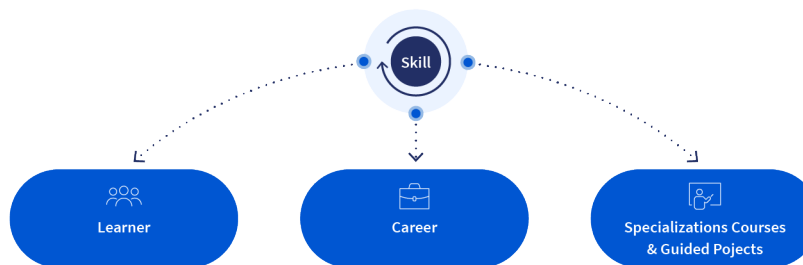
3. Share of enrollments among enterprise learners

The Coursera Skills Graph

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The Coursera Skills Graph maps the connections among skills, content, careers, and learners on the Coursera platform.

For the Job Skills of 2023 Report, we leverage the following parts of the Skills Graph:

1. Skill to skill: Describes the connections among skills and generates a skills taxonomy where broad, higher-level skills are parents of more granular, lower-level skills.

2. Skill to content: Maps skills to the Coursera courses that teach them.

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Figure 1: The Coursera Skills Graph

Growing Skills and Share of Enrollments among Enterprise Learners

To determine which skills are growing, we study two year-long periods:

- October 1, 2020 through September 30, 2021 (the "start period")

- October 1, 2021 through September 30, 2022 (the "end period")

For each of the two periods, we measure each skill's popularity by calculating the share of Coursera enterprise learner enrollments in content that teaches the skill. We then calculate growth as follows:

1. For each time period, rank each skill by its enrollment share in descending order (say skill S is ranked 70th in the start period and 50th in the end period)

2. Compute the "rank improvement" of skill S by comparing the start period rank and the end period rank (skill S rank improvement is 70 - 50 = 20)

3. Highest-growing skills are the skills with the largest rank improvement (if skill S2 has a rank improvement of 25 ranks, it grew more than skill S1 that saw a rank improvement of 20 ranks)

We consider the same set of skills in both the start and end period: all granularity 2 and granularity 3 skills in Coursera's clean skill taxonomy, which spans business, technology, and data science domains. The notion of whether a course teaches a skill is derived from the Coursera Skills graph, which was described earlier in this appendix.

Endnotes

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