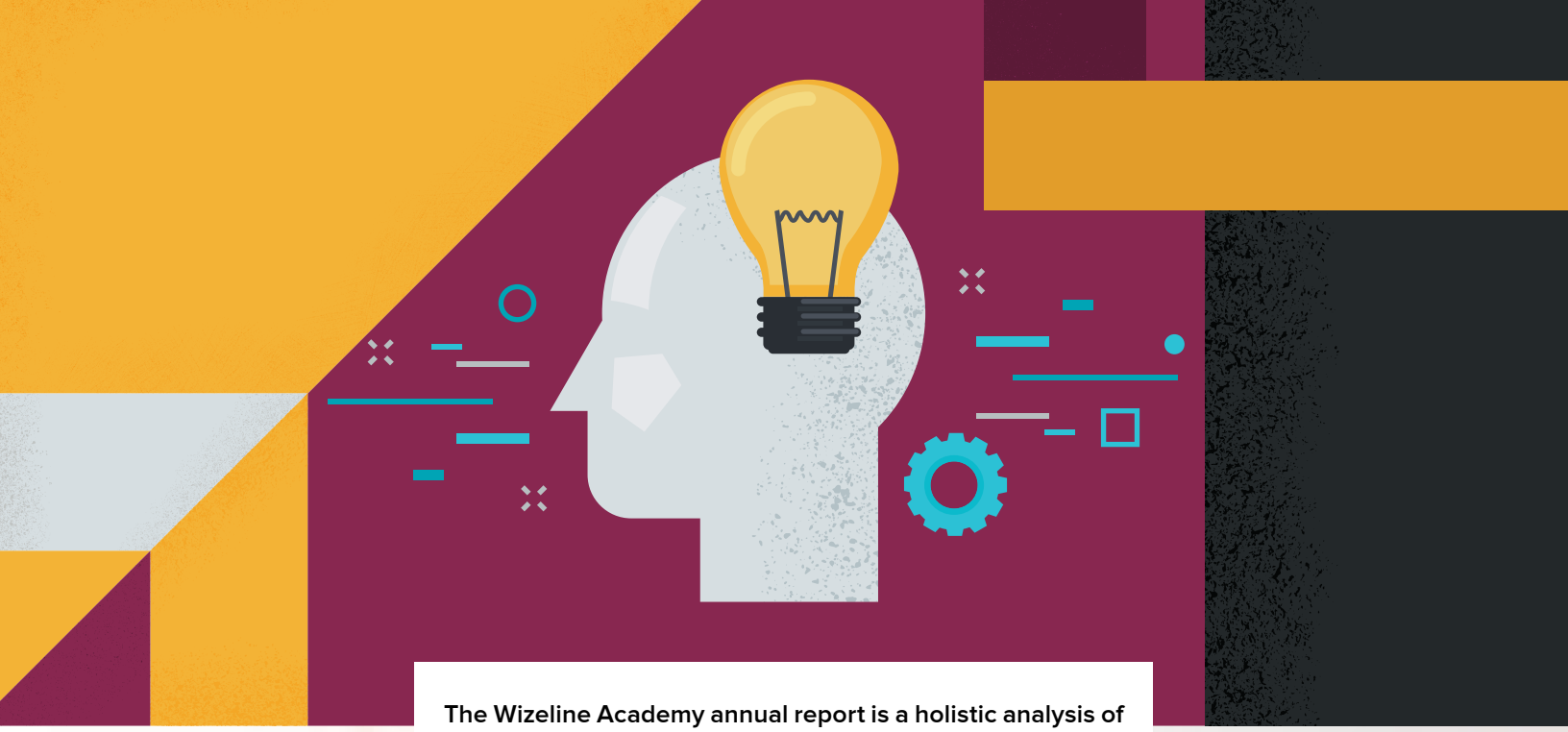
WIZELINE
ACADEMY

The State of Wizeline Academy

Wizeline Academy takes a proactive approach to build tech communities through education



The Wizeline Academy annual report is a holistic analysis of how Academy has helped shape and build tech communities through a proactive approach to education: technologies, methodologies, culture, and best practices acquired from working with top-tier clients. We embrace the opportunity to share the methods and strategies we apply every day.

2019 is expected to be an exciting year of new challenges and continued growth. The following is a review of past initatives and an analysis of the current state of Academy.

The Institute for the Future estimates that 85 percent of the jobs that will exist in 2030 have not even been invented yet.[1] What does this mean for the future of work and education? As the pace of change moves more and more rapidly, the ability to gain new knowledge will be more valuable than the knowledge itself.

The global education industry is the second-largest industry after healthcare. Global education and training expenditure are set to reach at least $10T by 2030 as population growth in developing markets fuels a massive expansion and technology drive unprecedented re-skilling and upskilling in developed economies.[2]

Past generations were raised to see education as a stage in life. Once immersed in their profession, adults would develop their skills almost exclusively through opportunities presented at work. Society then evolved to encompass continuous education, through postgraduate studies. Now, however, the number one thing students and professionals look for in a job is growth and learning. Formal education remains valuable because it provides professionals with critical thinking and research skills, but today, education is complemented by vocational training and professional development.

The future of work is set to be very different. The traditional resume will eventually disappear and hiring will happen based on skills, first and foremost. Teaching has always tended to be retrospective. Our approach to education has been to share past knowledge. However, it is becoming more forward-thinking and skills-based.

There has been a lot of controversy around how the educational system should change. It is not a matter of replacing traditional sources of education, but rather working together to develop a more balanced experience for students.

This initiative should work in a four-helix bundle, where formal **education**, **government**, **private industry**, work together to teach and develop individuals by rapidly adapting to new standards and needs. This alliance impacts **social causes** and the community, making education more accessible for all.

1 Institute for the Future. Emerging Technologies' Impact on Society & Work in 2030 (2017)

2 https://www.holoniq.com/2030/10-trillion-global-education-market/

People

As catalysts of innovation and growth, we must teach the next generation to accomplish the tasks that technology cannot. We should focus on building a skill set appropriate for an automated world where humans will add value through imagination and vision.

Traditional classes will need to be redesigned for a new generation of students. Curiosity is the best fuel for learning, which is why students are turning to more TED talks for knowledge. These lecturers are concise, passionate, and often controversial. This style of teaching communicates genuine interest in the technologies and themes that develop within each domain. Focusing on doing what we enjoy, as opposed to trying to learn everything, can help strike a better work-life balance.

Learning is no longer attached to a determined group, it is an ongoing process that we can apply anywhere, at any time—microlearning. Microlearning happens while in line, or at an appointment; quick, bite-sized content in the form of infographics, explainer videos, or podcasts. Microlearning is 17 percent more efficient than traditional learning and 50 percent more engaging.[3]

Specifically, in the tech industry, there is an interesting theme when examining what employees look for in their desired job.[4] Developers want a great work-life balance, but they also have an insatiable thirst and desire for learning.

"WE BELIEVE THAT A TECH EDUCATION HAS THE POWER TO CHANGE ANYONE'S FUTURE."

Under this context, teachers are no longer an authoritative source of content. Now, they must focus on motivating and assisting students in making the best use of content at their fingertips. Thanks to technology, students are equipped with unlimited resources of information.

A teacher's duty is to act as a guide or mentor; students will learn how to discriminate sources of information and develop critical thinking. Having exceptionally talented staff and certified frameworks is essential. The new-age professor should always be up to date on trends, practices, and methodologies. **We believe that a tech education has the power to change anyone's future.**

Teaching is learning. Sharing our knowledge helps us grow as individuals and professionals. In today's hyper-connected world, we have the opportunity to pass on our knowledge to future generations and different cultures more effectively than ever before.

3 https://www.shiftelearning.com/blog/numbers-dont-lie-why-bite-sized-learning-is-better-for-your-learners-and-you-too

4 https://research.hackerrank.com/developer-skills/2018/#talent-attraction

Platform

The tech ecosystem is growing fast and as new technologies emerge, best practices tend to shift. This helps explain why there is not one ideal way of sharing knowledge. There are different ways of bringing hands-on education to fast-paced learning, in addition to traditional education.

Intensive Courses
Dive deep into a new area of focus with a multi-week intensive course. Students receive a mix of lectures and projects to learn about specific topics and apply them in the real world. After an intensive course, many students find the opportunity to pursue a new focus in their career based on their studies.

Workshops
Workshops offer tech talks from industry experts with ready-to-use frameworks to implement immediately. 2-4 hours in length on a single night, workshops teach a discrete skill or paradigm and offer students the opportunity to apply the framework to their existing traits.

Certifications
In this approach, students learn, apply, and research new ways to apply existing technologies. Usually a multi-week course in which the student recieves formal knowledge that can be immediately applied to his or her current projects.

Trainee Program
Multi-month modality, a tailor-made program that focuses on closing the gap between recently graduated professionals and industry demand. Strongly focus on client projects with full-staff engineers collaborating as mentors and coaches to deliver continuous evaluation.

Bootcamp
A multi-month modality, similar to a traditional way of education with in-demand topics. Keeping a short multi-month course allows the student to fully comprehend and adhere to the concepts and best practices while solving real-life problems. This model helps experienced professionals to develop new traits and skills, allowing them to upskill into software engineers without formal preparation.

Wizeline Academy

Wizeline developed Wizeline Academy to offer free courses and teaches today's most valuable technical skills. Wizeline Academy complements traditional education and has been a secret weapon for rising tech professionals. Wizeline Academy was born from the demand of specialized skills. There were not enough graduates with these skills in the local ecosystem so Wizeline created the opportunity for knowledge and the power to innovate. The team launched the first multi-week UX Academy in 2016, which proved to be a tremendous success.

Every Wizeline Academy course is taught by industry experts who are thought leaders and expert practitioners in their area of focus. All courses are composed of engaging lectures, class projects to apply new concepts, and peer collaboration to develop soft skills. The program also offers one-on-one mentorship with experts for personalized learning and growth.

Wizeline Academy has reached over 20 different nationalities of students, instructors, and mentors. The program has continued to grow more and more since launching two years ago, signaling more growth and potential in the coming years.

Wizeline Academy by the Numbers:

- ~100 courses
- 10 cities
- 4 countries
- 5,500+ applications
- > 60% attendance rate
- 3 mega talks (200+ audience)
- 15+ guest speakers from companies like YouTube, Amazon, Apple, Google, Microsoft, and Facebook
- Partnerships with YouTube, Google, Google Cloud, Amazon, Tecnologico de Monterrey, Jalisco Ministry of Innovation
- Academy helped non-profits projects: Laboratoria and HolaCode
- 300 certificates endorsed by Tecnologico de Monterrey
- Launched the Wizeline Trainee Program
  44 student bootcamp
  >80% conversion rate
  >30% women in the program

2 success stories

number of students who started their own consulting business after participating in a multi-week workshop

35% of students have been hired by Wizeline full-time

200+ women trained in the latest engineering technologies

85% of students see a boost in their careers after an Academy workshop

70% of students say they apply what they learn in courses

25% of students found new job opportunities at companies like Google and Facebook thanks to the Academy network

Skills Deficit

At Wizeline Academy, we launch new courses based industry-leading topics and in-demand skills. Over time, we have learned to identify key areas of expertise to develop, such as:

- User Experience
- Technical Writing
- Artificial Intelligence
- Software Development
- Project Management
- Product Management
- Engineering Management
- Leadership

Some of our most valuable offerings range from highly technical certifications to courses where engineers can develop well-rounded skills.

UX Academy
A series of courses to develop students into UX Designers. This program focuses on a thorough foundation in UX principles and tools.

QA Automation Certification
The students will gain the necessary skills to implement end-to-end automation of a project, utilizing agile testing and common automation frameworks for web development.

Agile Program
The Agile Basics training is based on industry best practices, imparted by experienced Wizeline engineers who have applied these concepts across multiple projects. Their experience empowers them to put these Agile principles into practice. Course content and examples are based on Wizeline client projects.

Product Management Fundamentals
Effective product management is essential to successful product development. Wizeline product leaders lend their expertise on what makes a product successful.

Engineering Leadership Certification
This course aims to not only address the specific needs of new or aspiring managers of tech teams but to organize a network of technical leaders who can empathize with shared challenges and facilitate learning through peer coaching.

Technical Writing Academy
Technical writing is an emerging profession and this course is a unique opportunity to learn about technical writing from both experienced writers and software engineers.

Big Data Engineering with Spark
This is a course to get existing software engineers comfortable with Spark. The topics include fundamental concepts for large-scale data processing and its most important transformations.

◆◆◆◆◆◆◆

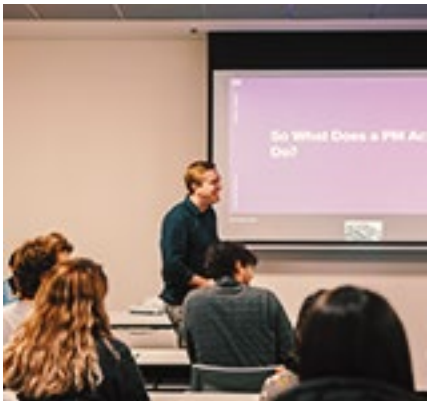
Programming languages aren't adopted in the industry as quickly as they are created, but JavaScript is changing the game with its frameworks. The most in-demand frameworks are JavaScript frameworks—it's the only language versatile enough to build front-end, backend, mobile, and browser extensions.

However, JavaScript has its limitations. The JavaScript ecosystem is rapidly changing, and this creates knowledge gaps in some JavaScript frameworks as a result.

Problem-solving skills are the most important qualification employers look for in potential employees—above programming language proficiency, debugging, and system design.[5] Demonstrating computational thinking or the ability to break down large, complex problems is just as valuable (if not more so) than the baseline technical skills required for a job. We use this insight to create Academy coursework that applies to real-life scenarios.

Wizeline Academy has a method for deciding which topics to teach, and it greatly depends on the experts we have at hand. Wizeline works with top-tier clients. This enables us to develop expertise in different technologies and detect areas of opportunity within our community. We have developed a network of leads in recruitment, staffing, and engineering among others to decide which topics are relevant and how we should distribute our efforts at Wizeline Academy.

5 https://research.hackerrank.com/developer-skills/2018/#qualifications



Onward

2019 is shaping up to be an extraordinary year.

As Wizeline evolves, it is only natural that our Academy evolves with it, further developing our ecosystem and communities. 2019 will bring new challenges as we develop industry-ready graduates. We will provide opportunities for graduates with bachelors in computer science, but also in mechatronics, electrical, mechanical, industrial, and similar fields. We will also work to create an industry standard as we aim to reach more senior-level professionals. With these efforts, we hope to impact thousands of students more.

Wizeline has become a strong figure in Latin America, partnering with top-tier universities and education leaders (both public and private). In 2019, we've set our sights on the APAC ecosystem, with plans to develop the rapidly growing tech industry. Growing our roster of partners in the APAC region has created a demand for training programs and bootcamps to develop high-performance engineers.

Wizeline Academy is proud to work with top educational institutions to deliver effective programs and prepare students to solve problems that don't yet exist; to become entrepreneurs or work at emerging companies. Latin America is still an endless hub for opportunities. We plan to work with our partners more closely and engage with our government to create long-term strategies and impact more citizens in our local ecosystem.

A note for the Wizeline Academy community:

Thank you for the evenings of hard work, the weekends you dedicated, the ideas committed, the code you crafted, and the future you're building for us all.

For those who have yet to participate in one of our Wizeline Academy courses, you can sign up to receive Academy news at academy.wizeline.com