

# Employment Excellence: Social Enterprise Experts Listening Session

*Cognitive technologies, Blockchain, and Data Analytics are transforming every single industry*

By: Marquis Cabrera

Global Head of Government Garage, North America and Europe  
IBM Global Government Center of Competency

Date: March 1, 2018  
Twitter: @MarquisCabrera

Any use of this material without specific permission of IBM and ACF is strictly prohibited.



**OFFICE OF FAMILY ASSISTANCE**

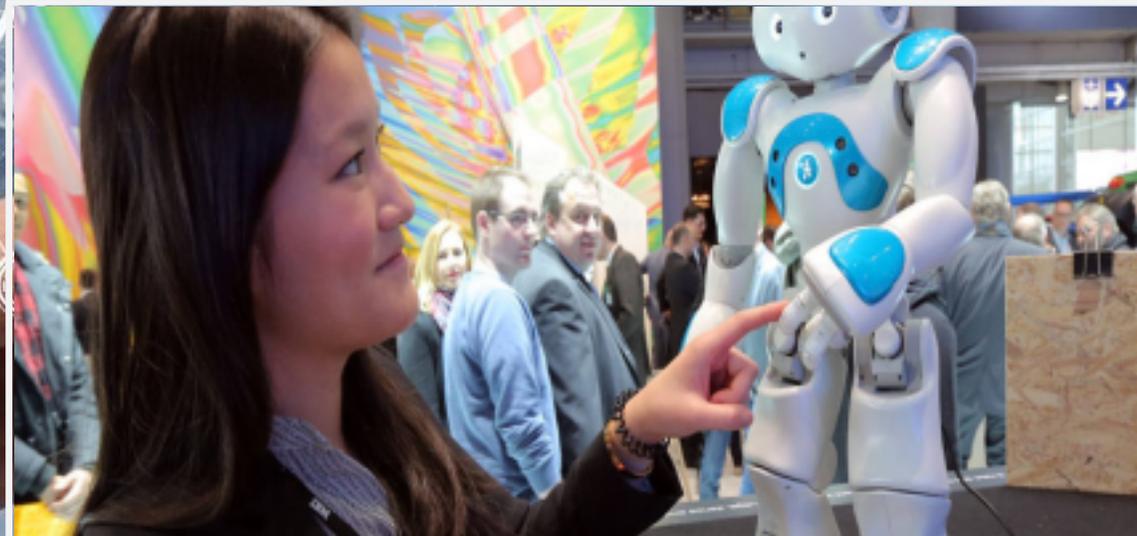
An Office of the Administration for Children & Families



To improve and increase employment opportunities for vulnerable populations, government leaders are increasingly convening multidisciplinary stakeholders to discuss job creation in the 4<sup>th</sup> Industrial Revolution.

# Our Point of View: The World Has Changed and College Degrees Shouldn't Be The Only Way to Obtain a Good Job

IBM Welcomes Introduction of the Perkins CTE Act Reauthorization



# Our New Collar Populations and Programs



P-Tech  
(i.e. New York City)



Badge Programs  
(i.e. Northeastern University)



Cognitive, Watson,  
Blockchain Developer  
Programs  
(i.e. Veteran)



Partnerships with  
Startups like  
Galvanize  
(i.e. Career  
Changers)

# Our New Collar Examples



## Taking a Chance on a New Collar Career

IBMer Rey Lozano’s decision to take a chance on New Collar IT skills helped him make the jump from fast food to the fast-growing technology industry.



## Cecelia Schartiger: My New Collar Journey

Cecelia Schartiger made the jump from education to technology, and didn't stop there. Her new collar path has led to the exciting field of cybersecurity.



## Hacking His Way to a New Collar Education

For P-TECH graduate Gabriel Rosa, a love for experimenting led from hacking his school’s computer system to a NASA hackathon to a New Collar job with IBM.



## Writing a New Collar Story, In Code

“I consider myself a creator,” said Savannah Worth, Software Developer at IBM’s Bluemix Garage in San Francisco. “My passions have always revolved around creating content – whether it was writing, drawing, or singing.” Since childhood, Savannah has used sketchbooks to express herself – and ultimately, refine her craft. From watching Star Wars to playing video [...]



## Meet Ty Tyner, a New Collar IBMer

Ty Tyner's New Collar career path started in comic book illustration and app animation. Now, he's applying in-demand design skills for IBM cloud. Here's his story.

# We also have Think40 and Think Academy!

The screenshot shows the Think Academy mobile app interface. At the top, there is a status bar with signal strength, 3G, time 8:27 PM, and 65% battery. Below the status bar is the 'THINK ACADEMY' logo. A large white box contains the text 'Welcome to the Cognitive Era.' with a right-pointing arrow. Below this is a 'NEW FOR YOU' section with a plus sign icon. At the bottom, a teal box contains the text 'Welcome to the Cognitive Era.' and 'Learn More' with a right-pointing arrow.

**IBM Blockchain**  
FOR BUSINESS CONSULTING

## Foundation Consulting Course

Want to be on the leading edge of a disruptive technology that will change how business is done?

This Course will provide you with the **foundations of IBM Blockchain** for initiating conversations with your client.

Earn your **Blockchain Foundation Consulting Badge** and begin your journey into the **new IBM Blockchain business era.**

*Think40 credits awarded on completion.*

**TAKE THE COURSE**



The advertisement features a dark green background with a cityscape at night. A circular badge on the right side contains the IBM logo and the text 'IBM BLOCKCHAIN CONSULTING FOUNDATION'. A 'TAKE THE COURSE' button is located at the bottom left.

**Here's why blockchain is a game changer for IoT**

Leveraging blockchain for your IoT data offers new ways to automate business processes among your partners without setting up a complex and expensive centralized IT infrastructure.

**Blockchain's data protection fosters:**

- Stronger working relationship with your partners
- Greater efficiency as partners take advantage of the information provided



Enable IoT devices to participate in blockchain transactions

Reimagine the world's most fundamental business interactions; open the door to invent new styles of digital interactions

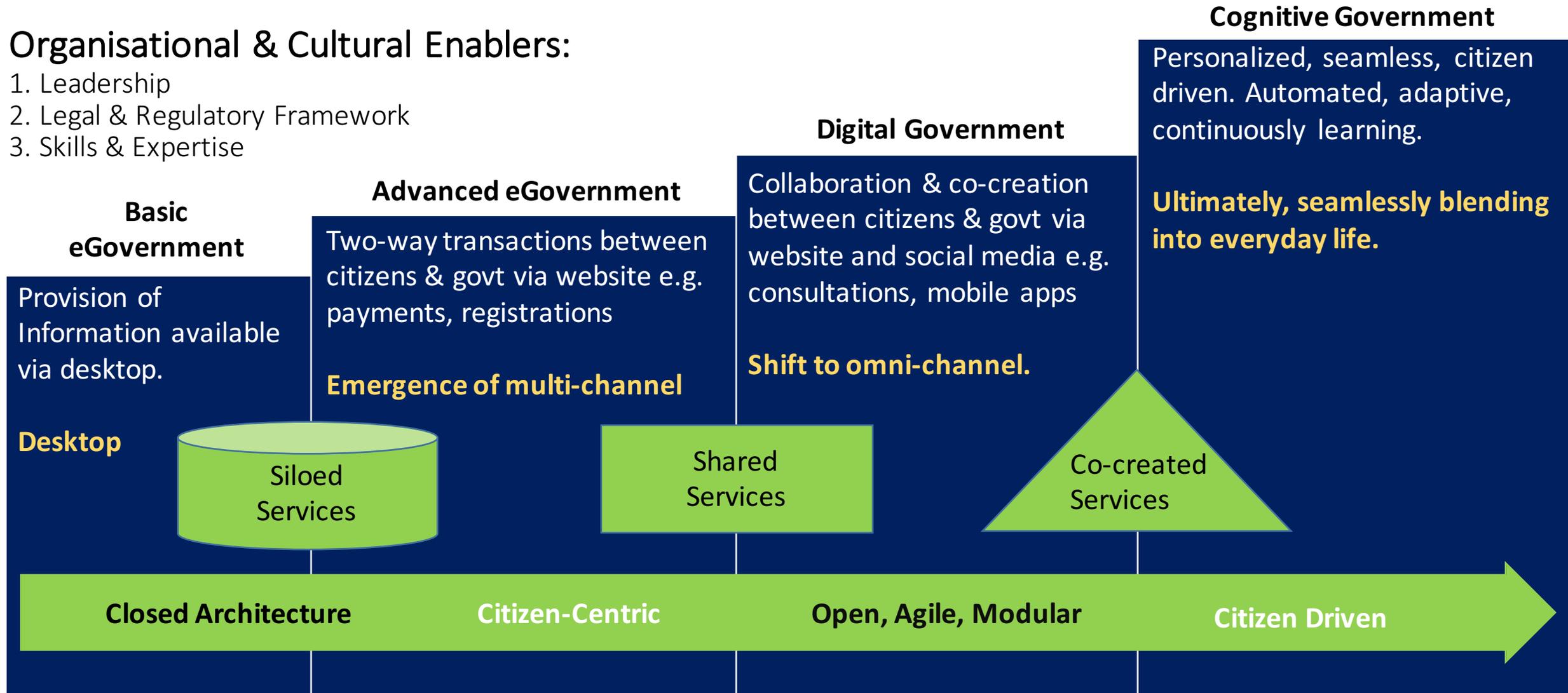
Reduce the cost and complexity of operating sustaining business



# Beyond creating our programs, our secret sauce is identifying the digital maturity of global government workforces

## Organisational & Cultural Enablers:

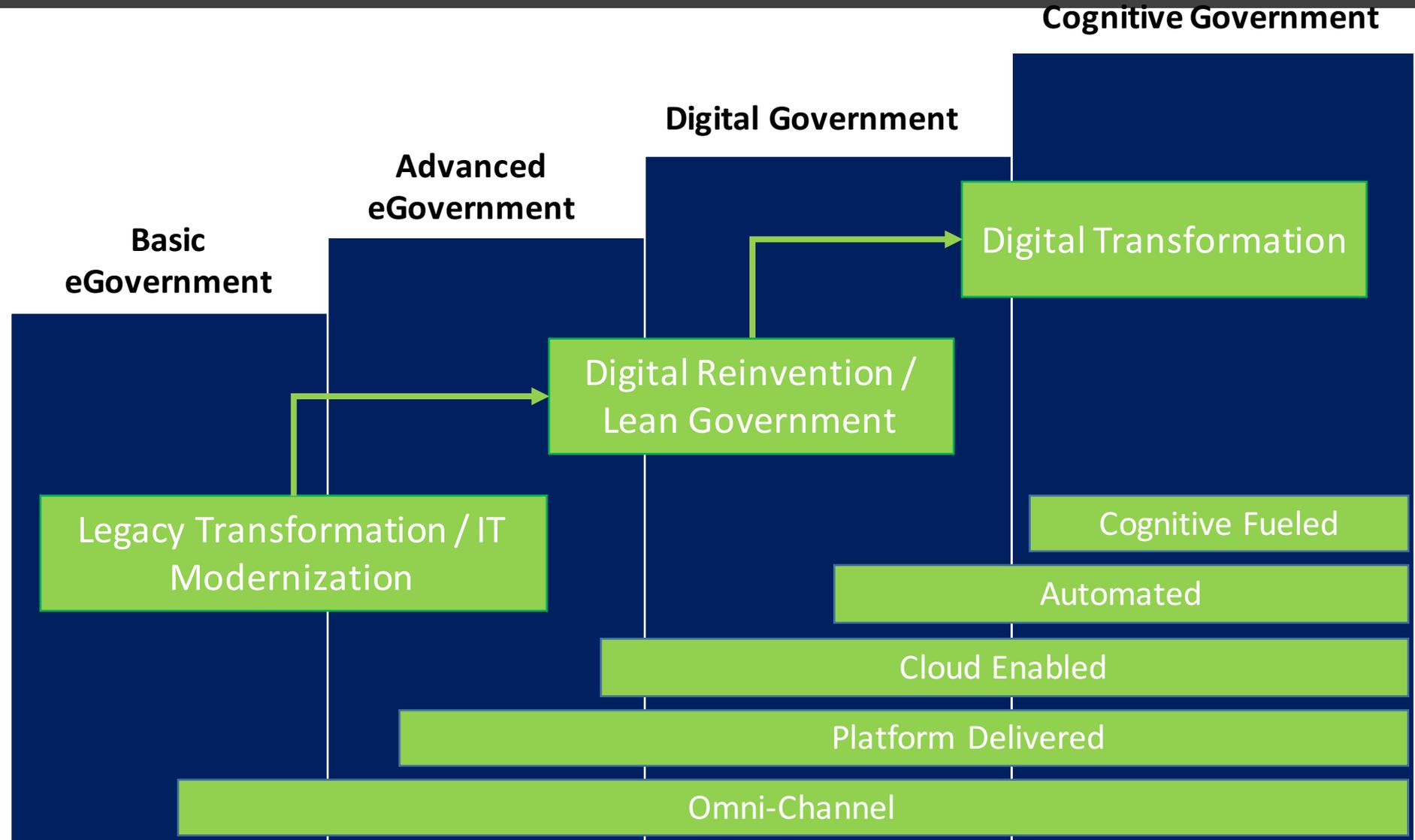
1. Leadership
2. Legal & Regulatory Framework
3. Skills & Expertise



# We begin transformation by identifying where client is in the digital journey...

## Organisational & Cultural Enablers:

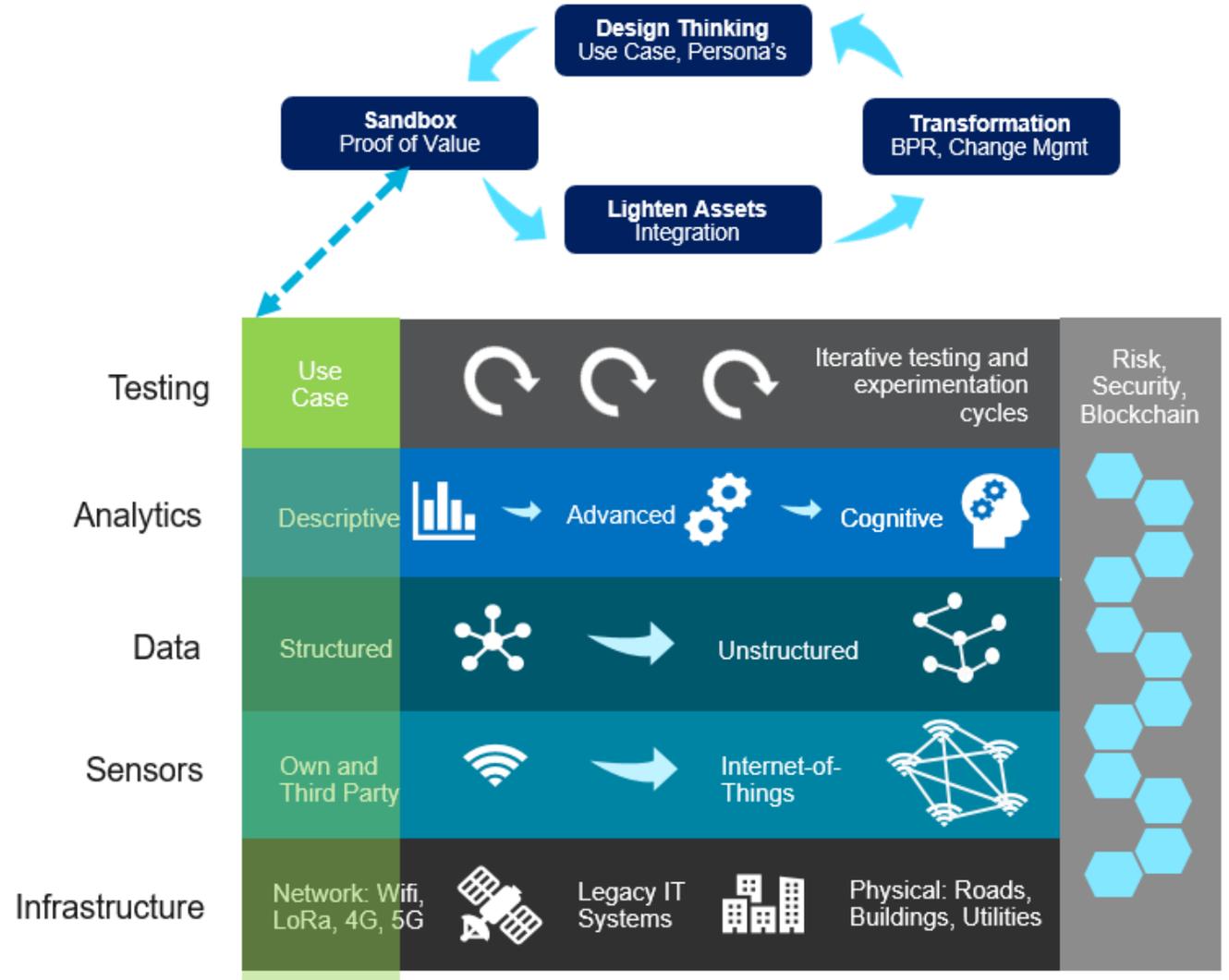
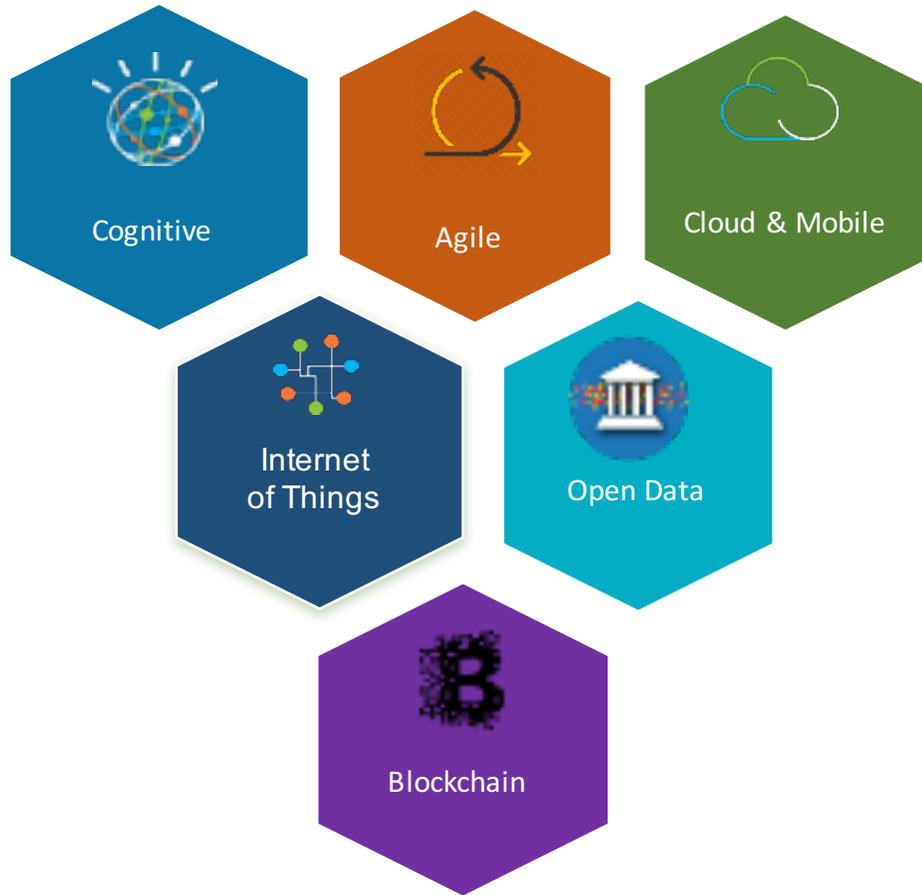
1. Leadership
2. Legal & Regulatory Framework
3. Skills & Expertise



Then use human-centered Design Thinking to re-imagine where they want to be...



# ...and draw upon IBM's full suite of capabilities to create and deliver a customized digital transformation strategy & roadmap for your organization



**Our goal is to help reinvent governments as we know it -- to better serve citizens.**



**“Let’s work together to scale up this approach of vocational training, creating a national corps of skilled workers trained to take the “new collar” IT jobs that are in demand here in America.”**

**IBM CEO and Chairman Ginni Rometty**

Thank You

