



Fostering employee development in times of change

Technology and a culture of learning are keys to an engaged, highly skilled and successful government workforce



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MILLIONS of Americans have lost their jobs due to the pandemic, and many of those jobs could be gone forever. In addition, those who are employed are looking for pathways to be successful in this all-digital, work-from-anywhere world.

Now is the time for workers to learn new skills that can help them qualify for high-impact positions in government and industry or thrive in jobs they already have. Technology provides a way to offer training for new skills and to develop new career pathways.

At Salesforce, we believe industry and government collaboration can provide education, job matching and mentoring at scale.

Adapting to a changing workplace

Given the pace of change in the workplace and the need for new ways to deliver services, legacy system modernization is an imperative. As a result, employees need to reskill quickly to adapt to changing technological needs.

Salesforce created Trailhead, our free online learning platform, in 2014 to help

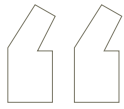
people learn in-demand skills that lead to fulfilling jobs. The idea is that people don't need a computer science degree to configure, install or implement Salesforce technology. They just need the opportunity to learn and earn the appropriate credentials.

To date, more than 2.7 million learners have skilled up on Trailhead, earning over 33 million badges in Salesforce, business, partner and soft skills. Trailhead has enabled individuals to make impactful career moves, like [Aaron McGriff](#), who went from navigating an abrupt layoff to a career in tech.

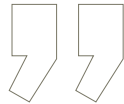
Agency leaders will also need to adapt to this changing work environment by embracing new ways of thinking. They should begin by recognizing that the workplace will continue to evolve and that technology will continue to play a part in the way we work. By investing in technology, creating pathways for employees to learn new skills and highlighting career growth opportunities, government can broaden its mission impact and appeal to the best and brightest job candidates. And it can boost its efforts to engage younger workers, who have demonstrated an interest in values-driven, purpose-based work and the sort of sustainable careers that government can offer.

Governments can remove barriers to learning and leverage technology and data to provide skills training and job matching at scale – similar to how we support our Trailblazer Community, by leveraging our technology to identify the skills people already have and the skills they need to learn to unlock even more job opportunities.





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Leveraging technology for scalable impact

Salesforce shares the public sector's core values of building trust, providing services to constituencies and making the world a better place. We are always looking for opportunities to use our technology to make it easier for government employees to apply their dedication and passion to serving their customers.

During the pandemic, agencies have

turned to the Salesforce Platform for emergency response management, such as personal protective equipment (PPE) distribution, [contact tracing](#), [vaccine management](#), and managing the [inspections and licensing](#) that needed to happen for small businesses and other workplaces to reopen safely.

As the agency responsible for coordinating statewide disaster response and recovery, the [California Governor's](#)

[Office of Emergency Services](#) (Cal OES) deployed a cloud-based PPE management platform in two weeks to get the state's frontline workers the PPE they needed. To date, the team has distributed over 1 billion PPE units. Cal OES is a trailblazer, and it's this type of industry and government collaboration that drives us. ■

Sarah Franklin is Chief Marketing Officer at Salesforce.

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