Millions dream of fulfilling careers but lack guidance or have been overlooked. Organizations struggle to fill critical roles, impacting business and threatening national security.

IBM had built a world-class apprenticeship program and online learning platform with the goal to train 30 million students. But they experienced low enrollments, high dropouts and failed apprenticeships. They needed to help people identify the right career paths before they begin their journeys.

IBM asked MyInnerGenius to help solve these problems by matching people to ideal careers using its unique competency-based innovation.

MyInnerGenius has revolutionized IBM’s learning initiatives, addressing high attrition and low placement rates. Integrated into programs, it swiftly assesses strengths and developmental areas, offering tailored recommendations.

In the Mainframe Apprenticeship Program, MyInnerGenius identifies candidates suited for the field, boosting engagement and slashing dropout rates to near zero.

With a focus on durable skills, it ensures graduates are highly employable, achieving 100% placement. By evaluating personality traits and skills, it increases assessment accuracy, streamlining student readiness for employment.

MyInnerGenius enhances IBM SkillsBuild, curbing costs and boosting learner success with personalized learning experiences. It democratizes tech-focused education, issuing Open Badges to signal employability and foster employer trust.

MyInnerGenius yielded multifaceted benefits for IBM and its students, from enhanced self-perception to tangible improvements in professional outcomes.

1. Increased satisfaction
2. Increased earning potential
3. Improved career fit
4. Increased grit, determination and perseverance
5. Reduced time to competence
6. Increased engagement
7. Reduced frustration
8. Enhanced self-concept and self-confidence

IBM’s integration of MyInnerGenius sparked a remarkable shift in ROI, yielding unprecedented outcomes. Learners benefited from accelerated career trajectories and earnings, advancing competence rapidly. This transformative solution boosted engagement and positioned IBM for sustained success.

- 100% placement of apprentices
- 85% lead conversion rate
- Massive talent pool of 200,000+ students
- Near zero dropouts
- Surplus talent pool
- Reduced turnover
- Reduced training time
- Reduced learner time to career
- Increased graduate earning potential
- Reduced time to competence
- Increased engagement
- Infinite scalability

Try it! techtypequiz.com

Take the Tech Type Quiz, the first step in the IBM SkillsBuild journey!