



## PREPARATION FOR THE DIGITAL ECONOMY

The World Economic Forum cites, “[the digital economy] is disrupting almost every industry in every country. And, these changes herald the transformation of entire systems of production, management, and governance.”

Where land, oil and capital drove the past 3 Industrial Ages, this new “4th Industrial Age” is powered by “**digital oil**” – data. Companies are building and deploying **systems of intelligence** to prospect, discover and refine the digital oil of the digital economy. And, the miners of digital oil are “business scientists”.

Business scientists must understand how to capture, observe, and utilize customer, financial, market, and product data. They don’t necessarily have to be technical. But, they must learn how to generate and review business data and use their creative skills to operate business application software.

GreenFig is a Micro Education company, offering microdegrees in applied in business science; its mission is to train business scientists. GreenFig offers courses in applied business science, including: digital marketing, customer success, finance, marketing, product, sales operations, service, and support. GreenFig provides a hybrid training platform that combines live, interactive online, and offline team-based learning with real-time, hands-on instruction from industry experts to deliver job-ready talent in less than 200 hours.

The first GreenFig course in Digital Marketing Science will be offered Fall 2017, with virtual cohorts in the San Francisco/Bay Area and New York, NY. GreenFig may support additional locations within these states through virtual learning teams where there are groups of 5 or more.

## CURRICULUM MATCHED TO INDUSTRY NEEDS

To compete and win in the digital economy, companies must have a workforce that possesses digital literacy, yet many are struggling to find talent with industry-current skills. The GreenFig curriculum is precisely targeted – and continually evolving – to match the high-demand skills companies and hiring managers are looking for now. Whether a higher-ed student is looking to augment a traditional academic program, a professional is in career transition or a lifetime learner is seeking market relevance, GreenFig offers a 21st century learning experience designed to help its students become business scientists in a selective, team-based program.

## THE DIFFERENCE IS JOB-READINESS

GreenFig is laser focused on developing job-ready talent in applied business science. Our hybrid training platform accelerates proficiency and job-readiness using a comprehensive and integrated learning approach that enables students to acquire proficiency in “the science” of a business function. To be job-ready for the digital economy, GreenFig graduates are awarded certificates in high demand from industry-leading business application software providers.

## A HYBRID LEARNING APPROACH

This is not your typical online education course. GreenFig combines both online and offline formats, with live instruction and opportunities for team collaboration in a state-of-the-art learning experience. The selective application process is designed to identify individuals who are motivated to learn. Course curriculum includes a collaborative resume-building project for a real company – not a hypothetical – where students create, design and implement under the mentorship of field experts. The result is a job-ready skill set and invaluable industry connections.

“Amber is highly educated with an undergrad degree from Boston University, a Master’s from Concordia University, and lived and worked abroad in France. However, as educated as she is, there is no way she could have adapted so quickly to her responsibilities at Kollektive without her training from GreenFig. She jumped right in and made an immediate impact with our customer engagement programs. We would hire another person from GreenFig, and would consider sending our current employees through relevant courses at GreenFig for more specialized training.”

- Dan Vetras, CEO,  
Kollektive Technology

*“The GreenFig microdegree program provided mentoring from business leaders at companies such as Google and Marketo. The Digital Marketing Science course provided me with hands-on instruction using business applications that I couldn’t get through my MBA program. Since I was already proficient with the marketing technology my employer used, I was able to dive right into projects without a huge learning curve. I think that gave me an edge over others vying for the same position.”*

**- Amber Caisse,  
GreenFig Graduate**

## INDUSTRY-CURRENT MENTORS

GreenFig instructors are innovators, market leaders and field experts passionate about sharing their business acumen and helping our students succeed. By sharing knowledge and providing mentorship, our who’s who list of entrepreneurs, executives and strategists are creating a new generation of business thinkers and doers **prepared** to succeed wherever they go.

## GREENFIG FOR RECENT GRADS

In 2015 more than two-thirds of college graduates graduated with debt averaging \$35,000. Lacking skills proficiency and applicable experience, those same graduates struggle to land jobs to support the debt they have accumulated. The solution is a job-ready resume that is industry current.

Students in GreenFig’s Digital Marketing Science course, for example, learn how to set up and run leading digital marketing applications that companies use to convert marketing strategy into operational execution. All students work with industry experts to apply what they’ve learned in the classroom on a real project – such as designing and executing a pay-per-click program or creating a content strategy, for a real company.

## GREENFIG FOR PROFESSIONALS

The pace of industry change is accelerating – exponentially. To be successful and remain relevant, professionals need to commit to lifelong learning and skill development.

GreenFig’s microdegrees in applied business science offer professionals the opportunity to quickly adapt to rapidly changing industry requirements. Whether the goal is to change jobs, return to the workforce after a life sabbatical or career advancement, GreenFig’s microdegrees offer the in-depth subject matter proficiency and the certifications industry demands for current professionals to stay relevant and in demand.

## GREENFIG FOR VETERANS

Many veterans face a challenging time returning from active duty to civilian roles. While veterans have acquired significant management and leadership experience during their tour of duty, these skills can be difficult to translate into private sector jobs.

GreenFig’s microdegrees in applied business science offer veterans the opportunity to quickly add highly sought after industry skills to their resume of service. When combined with their military experience, a GreenFig microdegree and certificate of proficiency can give veterans a substantial advantage when seeking positions in the private sector.

# CHECKLIST

**A microdegree from GreenFig provides the following benefits:**

- Job-ready in less than 200 hours
- Accelerated, experiential hybrid training model leveraging live, interactive online and offline team-based learning
- Hands-on, real-time business application software instruction taught by industry experts
- Work experience gained through real-world projects mentored by industry experts
- High-demand certifications from industry-leading business application software providers
- Intimate collaboration and networking between students, instructors and industry leaders

