

Partner with Us

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 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.

The GreenFig digital marketing science program is well-aligned with our objectives for the new Marketo University. GreenFig provides students with digital marketing concepts and the basic Marketo skills, proficiency and certification they need to gain entry-level positions.

- Steve Lucas,
CEO, Marketo



“My experience with GreenFig played an important role in securing my first job with GroupOn. Everything I learned is relevant to what I do.”

- Owen Buehler,
Cornell University

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 PARTNERS - WORKING TOGETHER TO CREATE THE 21ST CENTURY WORKFORCE

It used to be that companies relied on corporate training programs to train new hires on their business application software. Today's competitive and fast-paced business climate means most employers do not have the luxury of time or resources to internally train new – or upskill existing – workers. Companies are desperately seeking recruits already skilled in these operational functions and business applications.

As part of our mission to strengthen the 21st century workforce with the skills they need to succeed in the digital economy, GreenFig partners with a select group of industry leaders and innovators. Our industry partners play an essential role as job and workforce investors.

GreenFig partners benefit from our student projects, in which teams of students collaborate to create real-world product or marketing campaigns on behalf of our partners. Partners also have access to talent visibility and recruitment, as well as proprietary training opportunities.



OUR PARTNER PROGRAM

Partner Benefits		Silver	Gold	Titanium Platform Anchor
Company Branding	Branding <ul style="list-style-type: none"> Multiple channel presence: website, onsite, social + Positioned as innovator, leader & investing in jobs 	✓	✓	✓
Sponsor Students	<ul style="list-style-type: none"> Provide financial support to select students Positioned as investing in jobs 	—	✓	✓
Talent Recruitment	Top Recruiting Position <ul style="list-style-type: none"> Web-based presence + Paid access to events OR Free access to events 	✓ ✓ —	✓ — ✓	✓ — ✓
Host Student Project	New Product or Marketing Campaigns <ul style="list-style-type: none"> Creative minds competing to win your seal of approval + Free labor and knowledge sharing to your current teams 	—	✓	✓
Students Trained on Your Platform	<ul style="list-style-type: none"> Strengthen ecosystem with quality volume of skilled labor 	—	—	✓
Students Trained at Your Facilities	<ul style="list-style-type: none"> Additional branding, visibility to talent 	✓	✓	✓