

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

Maybe you want greater earning potential. Or, you're ready to take on a more challenging role at work. It could be, that in order to stay competitive, you need to acquire high-demand certifications from industry-leading business application software providers. It used to be that employees could count on their employer to provide corporate training – but times have changed and the training and skills that are needed to stay current go beyond what HR can offer. Today, smart organizations rely on GreenFig to provide that training.

GreenFig's microdegrees in applied business science offer professionals the opportunity to quickly adapt to rapidly changing industry requirements. Whether the goal is career advancement, career change, or simply to keep pace with the latest business trends, GreenFig's microdegrees offer the subject matter proficiency and the certifications industry demands for current professionals to stay relevant and in demand.

Read five reasons why a microdegree from GreenFig is a smart decision.



## How to **CONVINCE** Your Manager You Need a Microdegree from GreenFig and Why It Makes Sense for the Organization



**1 INDUSTRY-CURRENT MENTORS**  
GreenFig instructors are innovators, market leaders and field experts passionate about sharing their business acumen and helping our learners 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. That means you'll be ready to hit the ground running in your new position (or your current one with added responsibilities) without additional training or the time lapse of a learning curve.

**2 A HYBRID LEARNING APPROACH**  
GreenFig combines both online and offline formats, with live instruction and opportunities for team collaboration in a state-of-the-art learning experience – ideal for professionals who want, or need to maintain their day job. Our selective application process is designed to identify individuals who are motivated to learn. Course curriculum includes a collaborative project for a real company – not a hypothetical – where learners create, design and implement under the mentorship of field experts. The result is skills that will translate to higher value at work.

**3 ACCELERATED LEARNING**  
We know you don't have a year to develop the digital skills you need to make an impact at work. Our accelerated courses offer the training you need in less than 200 hours.

**4 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 need now. From digital marketing and customer success to finance and sales ops, our mission is to train business scientists who can move the needle now.

**5 BRING OUTSOURCED SKILLS IN-HOUSE**  
For many small and medium-sized companies, social media programs, SEO, content and other marketing strategies are outsourced to agencies or freelancers. Armed with a digital marketing microdegree from GreenFig, you can bring those skills in-house. Your company saves money and improves the bottom line. You have greater earning potential in a high-demand field. A win-win for all involved – well, maybe not the outsourced agencies!

*Whether you want to change jobs or your career trajectory, return to the workforce after a life sabbatical, or are committed to remaining relevant and advancing in your current career, GreenFig microdegrees offer you the in-depth subject matter proficiency and the certifications industry demands from you to make this change. What are you waiting for? Visit [greenfig.net](http://greenfig.net) for more information and to get started.*