



Shaping the Enterprise Workforce for 2030

IBM and Pearson have launched a landmark global strategic partnership to help organizations navigate the next decade of disruption. IBM's leadership in technology and transformation, combined with Pearson's expertise in learning, assessment, and workforce analytics, move clients from **AI ambition to sustained advantage**.

Why This Matters Now

By 2030, learning will be embedded into the flow of work, and verified skills will be the ultimate currency - a fundamental workforce redesign.

- **The Urgency:** According to the IBM Institute for Business Value (IBV), 39% of existing skillsets will be transformed or outdated by 2030.
- **The Shift:** Success requires closing capability gaps and building accountability in an AI-driven economy where humans work alongside digital agents to execute work.

The Vision: Enterprise 2030

As AI agents move from experimental to operational, organizations must ensure they are safe, technically validated, and aligned to enterprise standards. This partnership introduces a "Trust Layer" for the future—leveraging credentials and continuous validation to enhance the performance of the entire workforce.

Better Together: Connecting Strategy to Execution

IBM Strengths	Pearson Strengths
Large-scale organizational change	Workforce analytics
AI, Cloud, and Agentic delivery	Adaptive learning and skills diagnostics
Global program management	Credentials and certifications

The result? An end-to-end model that moves from roles and skills understanding >> learning activation >> verification.

Preview of the Future

Through a scalable platform approach—the **AI Control Plane**—we are bringing agentic AI into everyday workflows and creating a repeatable model:

- **AI Upskilling:** Rapidly leveling up teams on generative tools.
- **Skills Transformation:** Redesigning roles for a hybrid workforce.
- **Verification:** Establishing an industry standard for certifying human and digital capability.

Together, IBM and Pearson are defining a new standard for the AI-driven era, empowering organizations to bridge the skills gap and achieve sustained competitive advantage through 2030 and beyond.