

Reaching the full
WorldSkills potential



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international



www.worldskills.org

Reaching the full WorldSkills Potential

As we welcome you to the 40th WorldSkills Competition in Calgary we would like to provide you with a progress report on the WorldSkills International (WSI) 2008-2011 Action Plan and the "WorldSkills Champions on the World Stage" strategy.

Over the past decade WSI has seen many improvements and a shift from just focusing on a WorldSkills Competition to a broader mandate of impacting global skills issues and change. In recent years, WSI has seen more external communications and marketing of the organisation to business and industry, governments, educators and potential Member countries/regions.

The 2008-2011 WSI Action Plan also highlighted the need for a review of WSI as a brand and understanding what WSI means (or could mean) to a variety of stakeholders and interested parties. This brand review has been done and provides some interesting and compelling support for the future direction.

WSI has come a long way, here are some of the milestones at a glance:

a new look, name and logo for WSI
global appeal causing growth in membership
new international industry partnerships and sponsors
diversifying into non-Competition events like WorldSkills Leaders Forum, WorldSkills Youth Forum, engaging a wider, external audience
supporting grass roots development by partnering with regional competitions such as - EuroSkills, GCC Skills; ASEAN Skills; WorldSkills Americas
improvements in Competition marking and reporting
skills Experts sharing and working together on Competition practices, sustainability etc.
increased media engagement and exposure
expanding the web-based capabilities and tools for communications and information delivery
development and expansion of a contemporary and effective operational and strategic WSI secretariat

These all represent an evolution of strategies and tactics developed over the past few years and now form a basis for WSI's vision going forward. There will be a more focused plan to put WSI on the world stage in a leadership position, contributing to and collaborating with other change organizations and providing enhanced value with a wider Member base – all with a common vision and objective.

The WorldSkills Competition continues as a key element in the strategy to bring the best of the best together to showcase their skills, new skills and technologies. It will continue to provide a platform for young people, skill sectors, educators, government, associations and industries to see the effects of their work on skills programs over the intervening years. Groups will be able to further share and discuss ideas, and see the future skilled workforce in action.

The need and timing for WSI to continue its proactive role in influencing attitudes and change is driven by dramatic changes in the socio-economic environment and workplace needs globally. From post-world war economic recovery through technology meltdowns and the current recession, the importance of a properly skilled workforce has always been key in any country's or industry's growth and development.

But the past decade has seen compounded challenges, with increased demand for selected skill sets, advances in technology and worker training, increased regulatory and environmental requirements and a retiring generation of workers - all leading to severe worker shortages and incompatible or limited skills sets.

More recently, government stimulus investment in infrastructure combined with growth in emerging markets in parts of Asia, Latin America, Eastern Europe and the Middle East is creating increased demand for the right skilled workers in a shorter time window. This is truly a global issue, requiring sharing, understanding of regional issues and communication amongst the various stakeholders.

WSI is in a position to facilitate that discussion and communication amongst not only its Members, but also other business and industry organizations, associations, international bodies and government agencies with similar issues and agendas. By doing this we start to reach WorldSkills' full potential.

WorldSkills Movement: The Future

The WorldSkills Movement is the future direction, launching WSI around the world and making it a common household term. Through various phases we plan to increase the reach and awareness of WSI and its activities but also its influence. WSI will be the aggregator and the catalyst to bring the right people together to talk about current global skills issues and to have a real impact on the world.

Phase one: Informing and understanding

Through this education phase, WSI will utilize and enhance its existing activities and communications to develop more awareness and understanding with the general public, youth and leaders about global skills issues. By bringing together people from all levels of skills, the youth, educators, government, industry and labour organisations, through a two-way process, WSI will also gather information from Members, stakeholders and other organisations. Once WSI has compiled this information, they will be armed with the tools to spread the message through the worldwide Movement.

This involves:

Creating new levels of partnerships to allow associations and educational institutions to become affiliated with WSI.
Expanding the various forums like the Youth Forum and Leaders Forum beyond the internal audience of Members and past Competitors and encourage youth and leaders in other organizations to join the forum for a new perspective on global skills.

Continuing to push the boundaries with communication tools and information technology to stay on the leading edge of all communication.

Expanding the information technology capabilities of WSI to teach more people about the messages and tools that are available. This can be done through e-learning, online discussion forums and readily accessible intellectual property.

Phase two: Support and Encouragement

After the ground work has been laid, WSI will continue to support and encourage people to push the message further around the world. By aligning with organisations with similar goals and utilising their networks, WSI will be able to influence global skills issues and become a true global change agent.

This involves:

Affiliating WSI with other international organisations that work to influence change in governments and policy makers so that the skills agenda is top of mind.

Further develop the Global Skills Ambassadors to leverage their status and fame to bring WSI and its activities to a global platform and awareness level.

Continue to work within regions and with Members to build stronger regional representation and commitment to the WorldSkills Movement through increases in Membership and working in partnership with the regional Competitions.

Phase three: Events and Communications

With all the tools and information in place, WSI will continue to improve and enhance their existing projects, events and communications. This will enable the WSI message to get well beyond our internal core of stakeholders and Members.

This involves:

Furthering the reach and direction of the WorldSkills Brand Identity Strategy.

Continually accessing and using all the social media tools to get the WorldSkills Movement message to a greater audience.

Increasing the communication and networks beyond the current stakeholders in WSI through e-newsletters, targeted emails, etc...

Continue to increase the media and visitor experience for all WorldSkills activities specially the WorldSkills Competition and associated regional competitions.

Elevating all WSI activities to a new level of engagement so that we develop strong relationships with new groups and organisations and connect with their activities and directions, where appropriate.

What WorldSkills International has been doing to work towards a WorldSkills Movement?

WorldSkills International currently has a number of initiatives developing and advancing the WorldSkills Movement. These are continually being improved and enhanced. Here are the highlights:

WorldSkills Brand Identity Strategy

In 2008, WSI embarked on a full brand identity strategy to clarify where it stood in the world today and what it should look like in the future. The major finding was that in order to advance to the global platform WSI needs to focus on becoming a WorldSkills Movement (WSM).

WorldSkills Leaders Forum (WSLF)

Future WSLFs will engage more world class speakers and draw hundreds of leaders in government, industry and education. We want to use the power of this event to make a difference in global skills initiatives. We envision sessions with the leaders and youth working side by side on today's and tomorrow's issues.

For more information please visit:
www.worldskillsleadersforum.com

WorldSkills Youth Forum

As part of the future of WSI, the WSYFs will continue to be an integral part of the networking and information gathering. By bringing past WorldSkills Champions and other youth together every two years, WSI will look to them for guidance on global skills development. Connecting youth with leaders is a priority for WSI in the long-term.

For more information please visit:
www.worldskillyouthforum.com

60th Anniversary of WorldSkills international 2010 will mark WSI's 60th Anniversary. There will be packages available for Members and Stakeholders to create a celebration in their region. The main celebration will happen in Kingston, Jamaica during the WSI General Assembly in October 2010.

WorldSkills Competition

The WorldSkills Competition continues to be the pinnacle event for showcasing world class skills and abilities in trades, services and technologies. Every Competition, WSI works closely with the host Members to reach beyond the previous Competitions in terms of visitor and media awareness and engagement as well as issues of environment and sustainability. The Technical Committee and Secretariat have worked hard and will continue these efforts to increase the relevance and quality of the Competition.

For more information on the next WSC in 2011 please visit: www.worldskills2011.com

Chief Experts Meeting, March 2009, Calgary, Canada
WorldSkills Calgary 2009 hosted the Chief Experts and Workshop Supervisors in Calgary in March 2009. The group came together to tackle challenges, network and learn from each other in order to make the 40th WorldSkills Competition one that reaches new levels in many areas.

Daily Reporting

As part of WorldSkills Calgary 2009, the WorldSkills Competition will produce daily reports in the majority of skills after Day 1, 2, and 3. The results will show the top 5 in random order. This will engage the media and visitors in the process and help them to understand the marking of various skills.

People's Choice Awards

The skills showcased at the WorldSkills Competition are very engaging and visual for the public and all the visitors have an opinion on who should get the medal. Now there is an award to allow public to pick the winner. On Day 3 and 4 in seven skills, the public will have a chance to say who should get the People's Choice Award that will be given out to the winners at the Farewell Party.

Sustainability Award

As an incentive and reward for skills that demonstrate the most improvement towards environment consciousness, future growth and best practices, WSI has created the Sustainability Award.

Competition Information System (CIS)

Every Competition sees great improvements to the CIS to increase the efficiency of our marking system and overall knowledge management. This year the improvements have enabled the results to be calculated on a daily basis and to have the Closing Ceremony the day after the last day of Competition.

Information Technology

WSI has embraced technology and social media to its fullest extent and is constantly pushing the limits of what can be done virtually and online.

WorldSkills Connect

WorldSkills Connect is a social networking website that connects those that support the mission of WSI e.g., Members, potential Members, Champions, sponsors, partners and those supporting the WorldSkills Movement.

For more information please visit:
www.worldskillsconnect.com

WorldSkills TV

WorldSkills Calgary 2009 and WSI are introducing a brand new project in time for the 40th WorldSkills Competition. Through a unique and creative videography approach we want to bring world recognition and awareness to the WorldSkills Movement and Competition. But more importantly we want to make the Competition more accessible to every student, teacher and parent.

For more information please visit:
www.worldskills.tv

WorldSkills Official Media Website

In order to engage the international media more, WSI created a comprehensive media website that is user friendly and fully populated with all the information that media is looking for. The purpose of this official media website is to provide global media with a 'one-stop-shop' for all their needs leading up to WSI events and afterwards.

For more information:
<http://media.worldskills.org>

WorldSkills Portal

As part of the WorldSkills Movement, the WorldSkills Portal is providing the public with a chance to cheer the Competitors on through the Competitors' blogs. WSI will continue to push the barriers with the Portal to make it more interactive and engaging as well as more encompassing and global by increasing the numbers of languages and Members that are actively populating it.

For more information please visit:
www.worldskillsportal.com

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