

# Helping diverse talent get into digital



Microsoft Connector: The UK hub for digital careers

**For  
Hiring  
Managers**

**For  
Career  
Seekers**

**For  
Careers  
Advisers**

**Helping organisations discover and realise new potential with diverse tech talent**

In a new era of collaboration, **Microsoft Connector** brings the tech community together, providing a virtual home for those pursuing a digital occupation and contributing to solving the UK's productivity puzzle.

Whilst training and skilling can help address challenges for those already in the tech industry, it's only by working together to introduce new, diverse talent that we can address the skills gap, and deliver dividends for talent, organisations and the UK economy.

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### Release unrecognised potential

Talent is diverse and can be found in the most unexpected places. By tapping into the UK's diverse talent pool, business leaders can unlock the potential of an under-utilised segment of the workforce. Using a skills-first hiring approach, employers can identify the skills they need most, hire apprentices from a much wider talent pool, and then train them with the exact skills they need to succeed and drive growth. This approach can add up to 10x more workers to talent pools and make the workforce more resilient and economy more productive.

### Simplifying access to UK tech talent

We face a problem of uneven opportunity that's stifling the potential of diverse, future-ready talent. The playing field isn't level enough. But that can change. Through connecting jobseekers with opportunities, talented, underrepresented candidates can realise their full potential. Microsoft Connector is an online digital career platform that connects talent with the organisations that need them across Microsoft's network of partners and customers. It widens access to the talent employers need to remain competitive and simplifies routes into the tech sector for talented individuals who want to seize all it has to offer.

#### Join the Microsoft Connector Community

and gain access to

- ➔ Community events in the real and virtual world
- ➔ Industry insights and discussion
- ➔ Digital careers online profile
- ➔ Digital Ambassador programme
- ➔ Real time data and insights

Contact us at [info@getintodigital.co.uk](mailto:info@getintodigital.co.uk) to find out how you can get involved



**78%**

of employers said apprenticeships helped them improve productivity

*apprenticeships.gov.uk*

**84%**

of careers seekers are interested in learning how to use AI more effectively

*In a survey conducted in late 2023*

Employment hours in digital disciplines expected to increase by

**39%**

by 2030

**21.2M**

workers with basic digital skills needed by 2030, with 2.6m of those needing advanced skills