

Executive Summary: Google Cloud Skill Badge Impact Report



Abstract

When people invest in earning their Google Cloud skill badges, they develop the latest, in-demand cloud skills needed by organizations. After completing their skill badges, earners surveyed indicate gaining real-world experience and an ability to confidently showcase their cloud skills. Additionally, holders report that Google Cloud skill badges helped them be more prepared to pursue Google Cloud certifications.

Interested in beginning your Google Cloud skill badge journey? Join the myriad of learners who have already found value. Get started [here](#).

Introduction

More than 90% of IT leaders want to grow their cloud environments in the next several years. However, more than 80% of those same leaders feel they have a lack of skills and knowledge among their employees to achieve this growth.¹

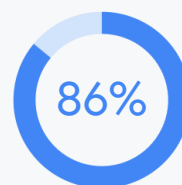
As technology continues to change employees and organizations need to stay ahead of the skills gap. Google Cloud skill badges offer a solution to validate extensive knowledge across a rapidly evolving cloud technology. Google Cloud skill badges are micro-credentials that equip learners with real-world, hands-on experience in specific knowledge areas. Skill badges recognize people for their proficiencies and give them the opportunity to validate their skills.

To measure the impact of Google Cloud skill badges on individuals, Google Cloud commissioned an independent third-party research organization, Gallup, to conduct a web survey of 2,012 recent Google Cloud skill badge earners. The goal of the study was to identify the level of value and satisfaction among Google Cloud skill badge holders.

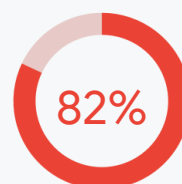
The results of the survey detailed in this report show that skill badge earners overwhelmingly gain value from and are satisfied with Google Cloud skill badges. Skill badge holders also report they can easily apply the competencies they learned to their career development.

¹ Germain, J. M. (2020, November 3). *Skills shortage rains on cloud advances*. TechNewsWorld. Retrieved March 29, 2022, from <https://www.technewsworld.com/story/skills-shortage-rains-on-cloud-advances-86906.html>

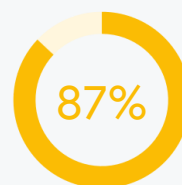
Impact of Google Cloud Skill Badges



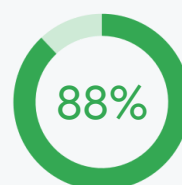
agree that skill badges helped build their cloud competencies.



agree that skill badges allowed showcasing of growing cloud skills.



agree that skill badges provided real-world, hands-on cloud experience.



are satisfied with the fairness of the challenge lab assessment.



A Google Cloud skill badge is a digital badge issued by Google Cloud in recognition of an individual's cloud proficiency with Google Cloud products and services. Using the challenge lab, Google Cloud skill badges also test individuals' ability to apply that knowledge in an interactive, hands-on environment. A skill badge is earned by completing a series of hands-on labs and taking a final assessment challenge lab to test a learner's skills. Skill badges are earned through the Google Cloud Skills Boost learning platform.

Growth Today and Success Tomorrow: People pursue skill badges for both immediate learning and long-term advancement.

Survey responses show that skill badge holders fall into two primary groups — people who desire new skills for their immediate needs and those looking for future advancement. Specifically, the majority of Google Cloud skill badge holders surveyed report a desire to learn about Google Cloud (87%) or to expand their existing Google Cloud knowledge (61%).

While skills development and growth are the two primary motivators for earning skill badges, over half of earners also report using the Google Cloud Skills Boost learning platform to prepare for a Google Cloud certification or enable their professional advancement. Specifically, 55% report earning a skill badge to enhance their resume and 50% report earning one to help prepare for Google Cloud certification(s).

Primary reasons to earn a skill badge

To learn about
Google Cloud

To grow existing
Google Cloud
knowledge

To enhance
resume

To help prepare
for Google Cloud
certification(s)

The Far-Reaching Benefits of Skill Badges: Earners gain confidence and relevant, applicable abilities.

Skill Badge Earners feel well-equipped with a wide variety of accurately tested and validated skills

Of the holders who were surveyed, 89% report being satisfied with Google Cloud skill badges overall. Respondents are most satisfied with the completeness of topics covered (83%) and the accurate testing and validation of skills (83%). That is, skill badge earners feel well-equipped with a wide variety of accurately tested and validated skills that are relevant and applicable for day-to-day use.

Overall satisfaction with
Google Cloud skill badge program
(n=1,153)

57%

5 - Extremely satisfied

32%

4

9%

3

2%

1-2 - Not satisfied



Skill badge holders feel more confident in their cloud skills and professional endeavors.

Earners are more than satisfied with what they learn through the Google Cloud skill badge program. They feel more prepared to achieve their career goals, confident in their current cloud skills and poised to succeed in their long-term professional endeavors. Specifically, upon completion of Google Cloud skill badges:

- 83% feel more confident in their cloud skills.
- 78% feel more confident in their professional future.
- 76% feel they can prove cloud skill competency to recruiters for in-demand jobs.

These various confidence boosts contribute to more than seven in 10 (73%) earners believing that their resume is more impressive because they earned skill badges on the Google Cloud Skills Boost learning platform.

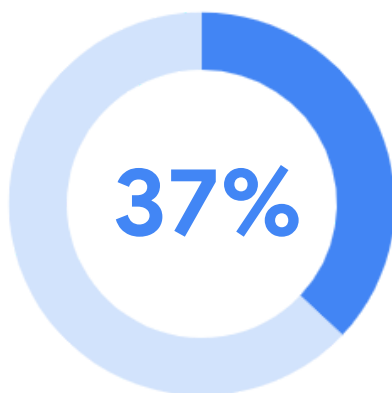




Earners Eagerly Promote Their Skill Acquisition to Peers and Employees

Skill badge holders are eager to share their newly acquired skill badges in a wide variety of professional venues. Specifically, 93% of Google Cloud skill badge holders report that they have shared or plan to share their skill badges on their LinkedIn profiles. Furthermore, more than four in five skill badge earners have shared or plan to share their skill badges in their professional interviews (88%) or on their resumes (86%).

These skill badge holders perceive high value in simply displaying and promoting their Google Cloud skill badges. Plus, more than one-third of earners report going a step further and applying for a job or internship where they can use the skills they validated with their skill badges.



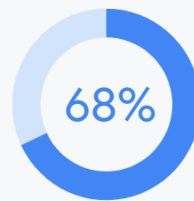
More than one-third of earners report applying for a job or internship where they can use the skills they validated with the skill badge(s)

Preparing for Future Growth and Opportunities: Skill badges give earners the tools, training and confidence they need to achieve future learning goals.

Skill Badges Enhance One's Certification Journey

Nine in 10 skill badge holders report being interested in Google Cloud certification preparation following skill badge completion. Furthermore, 68% of earners report specifically using skill badges as a preparation tool for a future Google Cloud certification. Of these, 90% report that skill badges in fact helped them in preparing for their Google Cloud certification journey.

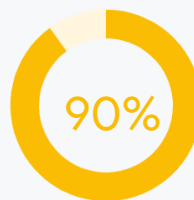
Impact of Google Cloud Skill Badges



used skill badges to prepare for a Google Cloud certification.



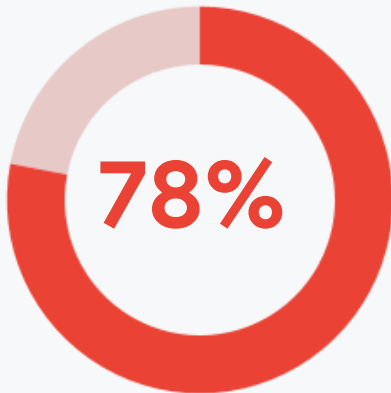
agree skill badges have helped in their Google Cloud certification journey.



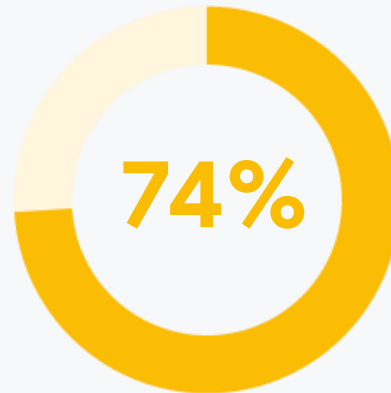
are interested in Google Cloud certification preparation as a result of completing a skill badge or badges.

Skill Badge Holders Satisfaction Leads to Further Learning with Google Cloud

Google Cloud Skills Boost platform users are engaged learners who desire to acquire new skills. This is illustrated by earners' plans within the six months following completion of their skill badges. Specifically, 78% plan to complete additional Google Cloud skill badges while 74% plan to utilize their real-world, hands-on experience and pursue a Google Cloud certification.



plan to complete additional Google Cloud skill badges in the next six months.



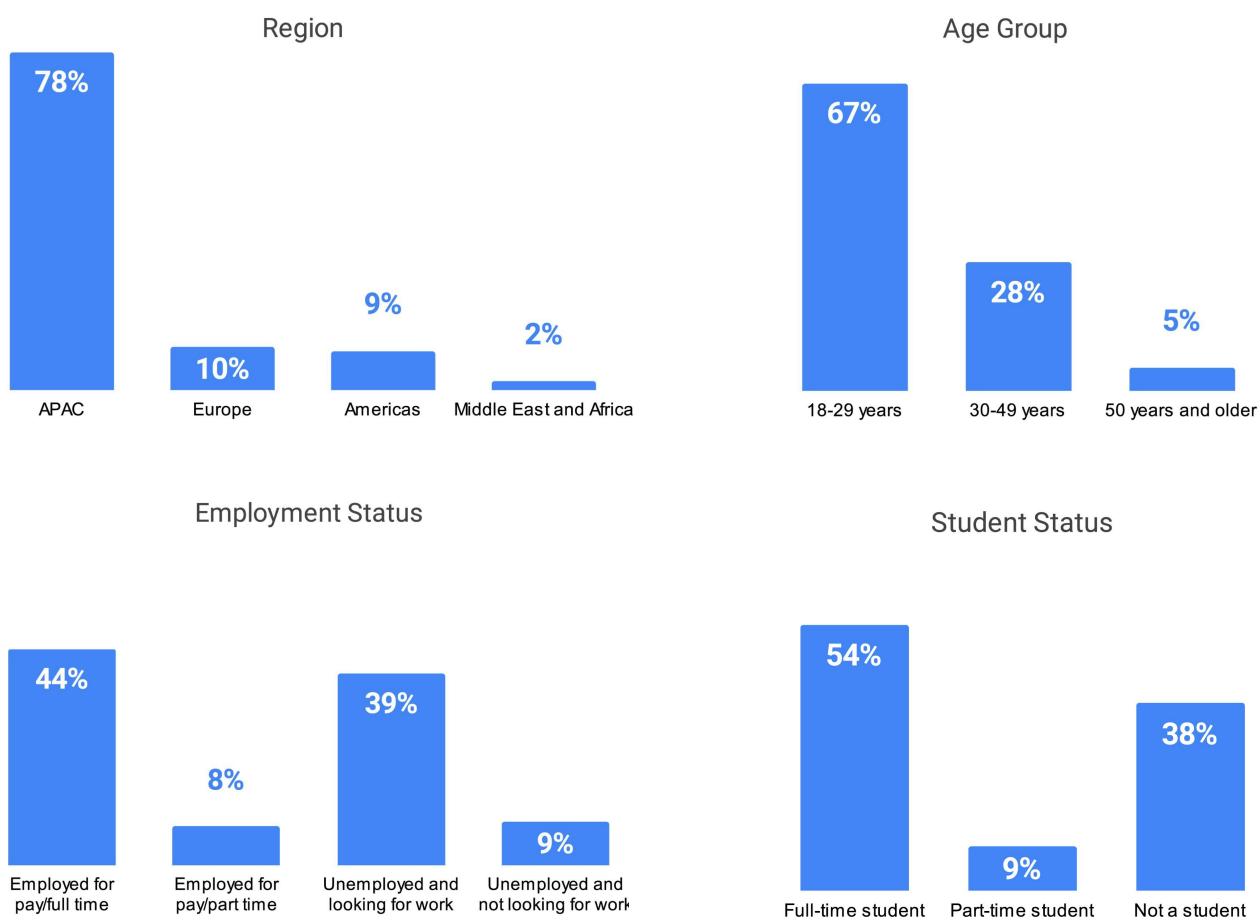
plan to complete a Google Cloud certification in the next six months.



Survey Methodology

This report is based on survey insights from 2,201 participants who had earned a Google Cloud skill badge on the Google Cloud Skills Boost learning platform. Surveys were conducted in a single wave between March 28, 2021, and August 20, 2021. All participants were sent email invitations containing survey links which were managed by Google and data was collected using Google's Qualtrics platform.

Participant Profile



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