

# Skills and Knowledge for 21st century elites

## HighEd in Croatia and Microsoft

Partners in Learning  
MS Croatia

# Overview

## Topics of Discussion

- About Microsoft
- Global Change
- Local Elites
- Leadership
- Learning
- Research
- Knowledge and Skills
- ICT – technology as the facilitator of change
- Corporations as resources
- Conclusion

# Microsoft

## Our mission

- To enable people and businesses throughout the world to realize their full potential

# Global Change

How to approach it on national level?

- Understand its inevitability, its fast pace and overwhelming impact on the global scale
- Perception change needed: opportunity, not a threat.
- Adaptation and Action: Clear Vision and feasible Call for action on the national level.
- Proactivity in the “learning arena”: leading, not just following.

# Local Elites

## Their roles and responsibilities

- Intellectual Elite.
- Educational Elite.
- Political Elite.
- Common responsibility of them all: provide guidance for the whole society in the times of change.
- Common requirement for them all: leadership qualities

# Leadership

## Requirements:

- From Michael Fullan's: "Leading in the Culture of Change":
  - Moral Purpose
  - Understanding Change
  - Relationship Building
  - Knowledge Creation and Sharing
  - Coherence Making
  - Personal Energy, Enthusiasm, Hope

# Learning

- Whitepaper: Educating the 21st Century Citizen

- <http://www.microsoft.com/Education/21stCenturyCitizen.aspx>

- Partnership for 21st Century Skills

- <http://www.21stcenturyskills.org>

- Skills, Tools, Context and Content

# Research

- **Innovation Through Collaboration**
  - **Research platform:** Corporation through its Research Centers invests in the products, technologies, tools and content to advance research in *strategic domains*
  - **Technology Transfer:** Fosters technical collaborations between researchers within corporation, product groups and academic community
  - **Community:** Vibrant physical and virtual communities to collaborate and share research results

# Knowledge and Skills

- Essential and generally lacking assets in societies and countries in transition like Croatia are:
- Management skills - in general taught individually and after the formal Education is over – expensive and inefficient.
- Learning skills – ability to “learn, de-learn, and re-learn”
- ALL post-graduate studies should include courses providing those assets i.e. teaching the future elite those skills.

# ICT – technology and skills

- The awareness problem: Technology is present and able to meet the demands, yet is neither understood nor adequately perceived and used by the elite in general.
- The Importance of ICT literacy in EDUCATION. It is essential, but not sufficient!
- ALL under-graduate and post-graduate studies should include courses teaching students the essential ICT skills and offer additional courses teaching how to use ICT effectively for learning and performing in the future business environment.

**Today's digital kids think of information and communications technology (ICT) as something akin to oxygen: They expect it, it's what they breathe, and it's how they live; They use ICT to meet, play, date, and learn; It's an integral part of their social life; It's how they acknowledge each other and form their personal identities**

**(Seely-Brown, 2004)**

# Corporations as resources

- Success of every organisation lies in
  - Clear vision
  - Effective performance
  - Culture that fosters innovation and creativity
  - Knowledge sharing
- Do we (as a society) learn from corporations as success stories?
- Do we (as a society) use successful Croatians in global corporations as a resource and how?

# Conclusion

- The importance of the academic title is dwindling in the business sector, the importance of real-life competencies rises.
- Post graduate Education should provide Students with competencies needed to act successfully and effectively in the business environment of the global market
- As world changes new skills will be required on permanent basis.

# Conclusion - Working Together to Bring the Pieces Together



# Achieving Our Mission

Through working with educators, policy makers, parents and partners to provide innovative products, solutions and programs that build a rich platform for 21st Century learning and school management, so that all students can realize their full potential

**Government**



**Community**



**Administrators**



**Students**

**Educators**



**Parents**

**Partners**

# Conclusion

- Microsoft Mission is being delivered through global programs and initiatives.
- Programs like “Partners in Learning” provide framework for putting corporate resources in service of the Education community.
- An opportunity for those willing to use these programs to access and use various assets (especially knowledge and skills that are lacking and needed and can benefit both individuals and whole communities) on a long term basis.
- Maximizing potential benefits for Croatia and its Education is and should be our joint effort.



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