**Gale Presents: Udemy**

**Blog**

Primary Audience: Small Business Owners

Secondary Audience: Local organizations that support the business community, such as Chambers of Commerce, SCORE chapters, Economic Development Councils, Incubators, etc.

**How to Use:** (1) Customize the copy as needed. (2) Hyperlink to the resource on your library’s website. Shorten the link with bit.ly, if needed. (3) Copy and paste the copy into your blog. (4) Proof and ensure hyperlink works. (5) Post.



Make Learning a Constant for Your Business

Think continuous learning isn’t as necessary for a small business? Think again! In a 2019 [Capterra survey](https://blog.capterra.com/upskilling-the-workforce/#survey) of 224 employees at small businesses (defined as having 100 employees or fewer), 86 percent considered upskilling to be “very” or “moderately” important in their career.\*

So how do you and your staff develop the skills needed to stay ahead of the curve? Our library now offers *Gale Presents: Udemy*. This dynamic online platform is powered by the Udemy for Business collection. This is the same source that has earned the trust of 80 percent of Fortune 100 companies for employee upskilling. With *Gale Presents: Udemy*, users can connect to more than 4,000 on-demand video courses covering the freshest and most relevant content on leadership and management, coding, design, marketing, IT operations, data science, project management, human resources, sales, accounting and finance, and productivity—critical topics for a growing business. Here’s an example of how a business course stacked up for one user.



**Productivity and Time Management for the Overwhelmed**



“This was an excellent course. I plan to share what I’ve learned with my co-workers and I’ll encourage them to enroll and complete the course as well.” Student rating 5.0

**How to Get Started**  
All it takes is a library card and a Google or Microsoft account to get unlimited access to thousands of online courses. Users can filter search results by course features, competency level, duration, topic, and ratings—and pave their own learning journey. Learners can also see top courses and trending skills. Plus, smart recommendations provide suggested courses based on previous interactions with the platform. When courses are completed, users can download a certificate of course completion.

**The Bottom Line**The success of your business extends far beyond your doors. As part of our community, we want to ensure you and your employees have the needed resources to help take your business to the next level. Visit <LIBRARY URL> for access to *Gale Presents: Udemy* today.

\*Westfall, Brian. “[It’s Time for Small Businesses to Take Charge of Upskilling Their Workforce](https://blog.capterra.com/upskilling-the-workforce/#survey),” Capterra (blog), March 6, 2019.