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Phy-sical Space

D-igital Place

Phyd is a **Phy-gital** Project

Phyd is all about **Feed** ['fi:d]

*yourself - your career - your knowledge - your brain - your growth -
your skillset - your attitude - ...*



4 ITALIANI SU 10 SONO SOVRA O SOTTO QUALIFICATI PER IL PROPRIO LAVORO. È IL DRAMMA DELL'ISTRUZIONE ITALIANA.

DI GIOVANNI BITETTO 12 MARZO 2019

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Quando ho finito l'università, in quanto laureato in studi umanistici, ho vissuto un periodo che non esito a definire schizofrenico. Non è stato tanto il duro impatto con il mercato del lavoro a scoraggiarmi. Le vere difficoltà sono sorte per la mancanza di punti di riferimento che mi aiutassero a trovare una strategia efficace per la ricerca di un impiego. Ho visto il mio curriculum passato al vaglio da datori di lavoro che alzavano il sopracciglio non appena scorgevano la mia laurea umanistica, come se avessi passato gli ultimi cinque anni a studiare cose inutili. Allo stesso tempo, ho visto passarmi davanti persone meno qualificate, magari sprovviste di laurea, perché corrispondenti a profili che non vengono mai completamente specificati. Nessuno, ad esempio, è mai riuscito a capire quali siano le "doti caratteriali" testate nei colloqui motivazionali. Ai miei coetanei non andava meglio, e molti di loro si sono adattati all'idea di fuggire all'estero pur di trovare un'occupazione minimamente attinente ai propri studi. Esperienze del genere non sono luoghi



Brexit, garanzie vincolanti per Londra



Perché la legge di bilancio italiana non è piaciuta ai mercati e all'Europa



Tav? Quante fake news



Edilizia, la crisi: quanto valgono 3

LAVORO

La moda a caccia di tecnici: ne servono 47mila entro i prossimi tre anni

—di Chiara Beghelli e Claudio Tucci | 24 novembre 2018



Un'aula high tech dell'Itis di Reggio Emilia



Sono tecnici di nobilitazione e di tessitura, addetti alle confezioni, modellisti, prototipisti, meccanici, periti chimici. Nei prossimi cinque anni l'industria della moda, in tutti i suoi comparti, è pronta a offrire un contratto di lavoro a oltre 47mila "tecnici" (7% laureati, 35% diplomati). Ma se si guarda al numero di studenti iscritti oggi agli indirizzi di studio tessile-moda delle scuole (superiori e Its) si accende una "spia rossa": i frequentanti il primo anno di questi istituti tecnico-professionali non superano le 3mila unità; e dunque è molto realistico che una larghissima fetta degli inserimenti programmati da qui al 2022 dalle aziende del settore (come Gucci, Herno, Zegna, Ratti, Albini, Max Mara, solo per citarne alcuni) resteranno "posti vacanti".

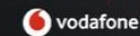
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1000 minuti
1000 SMS

Zero vincoli

ATTIVA SUBITO



I PIÙ LETTI DI MODA24

1. **COSTA MUJERES** | 11 marzo 2019
Giocando a tennis con Nadal. Tra spiagge coralline, suite e benessere a 5 stelle
2. **INTERVISTA** | 11 marzo 2019
Marchetti (Ynap): «Il business del lusso



Mismatch



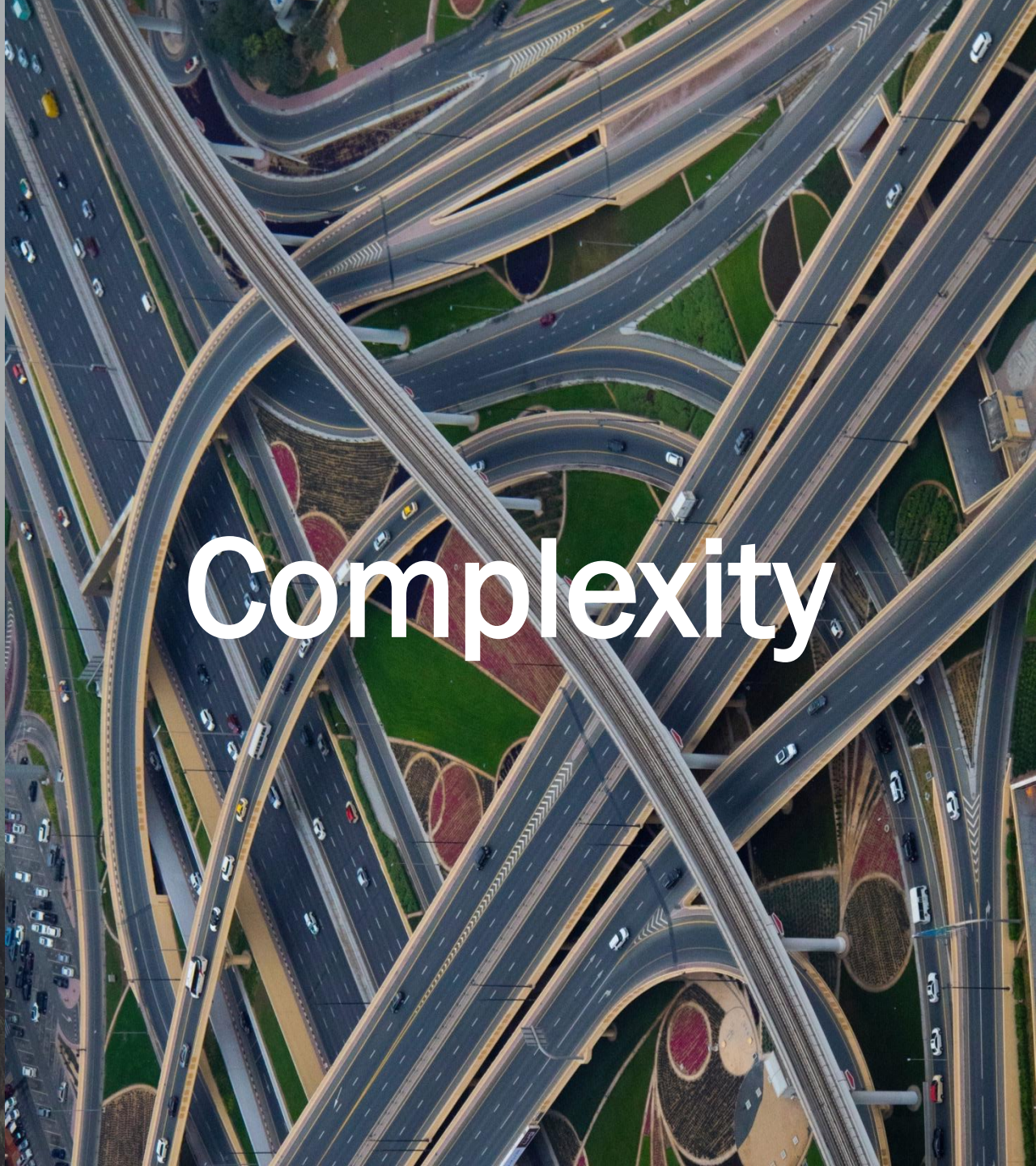
Shortage



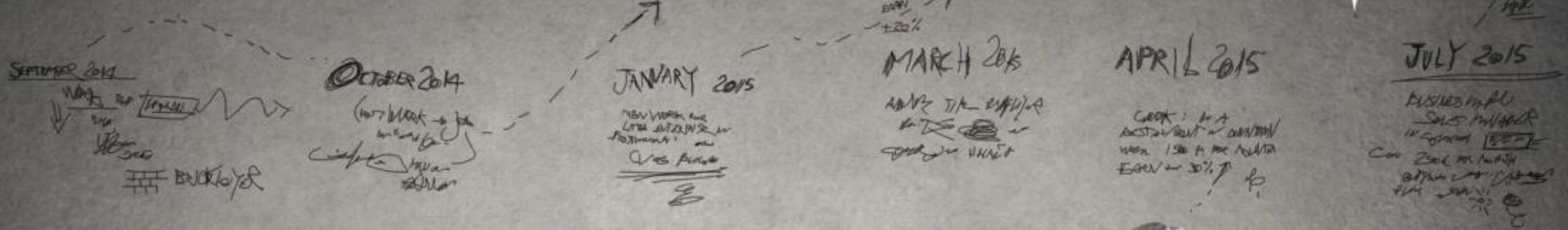
Business Transformation



Uncertainty

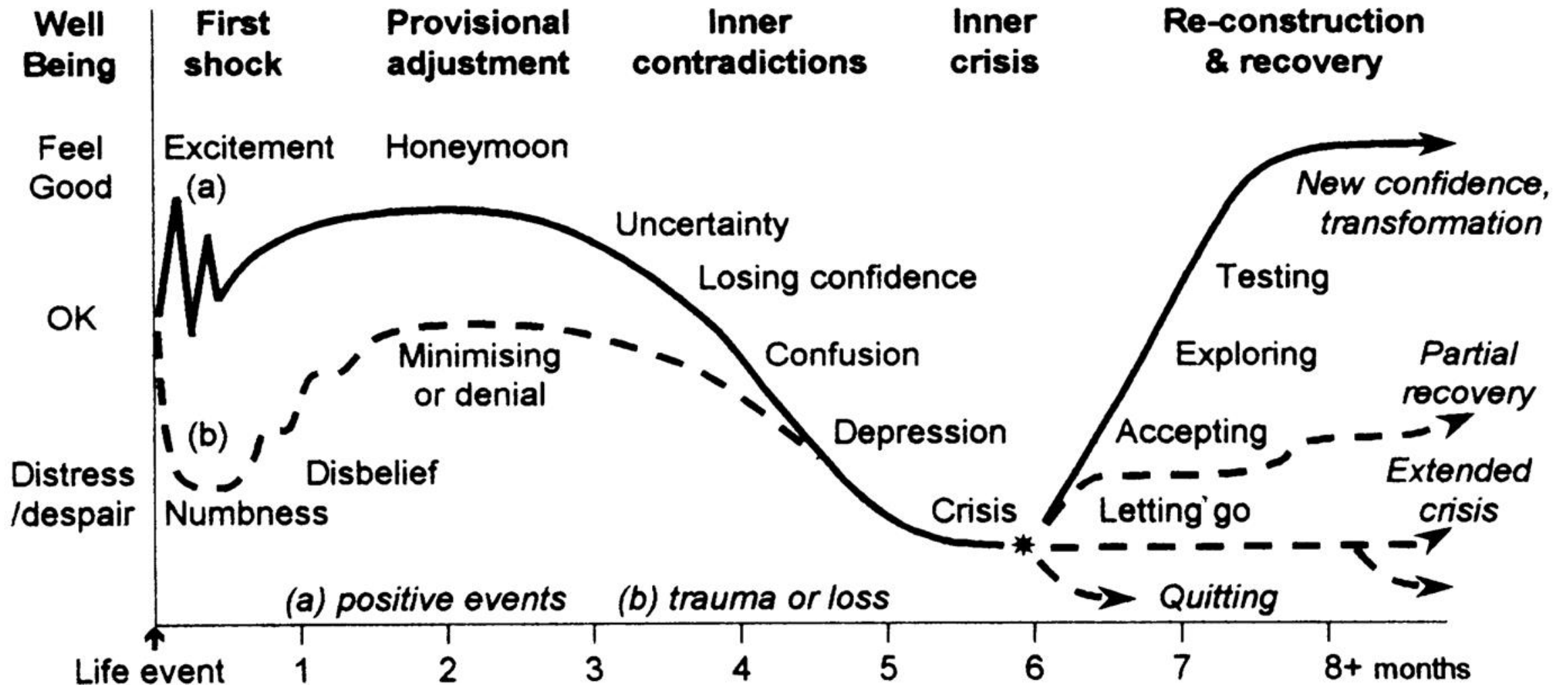


Complexity

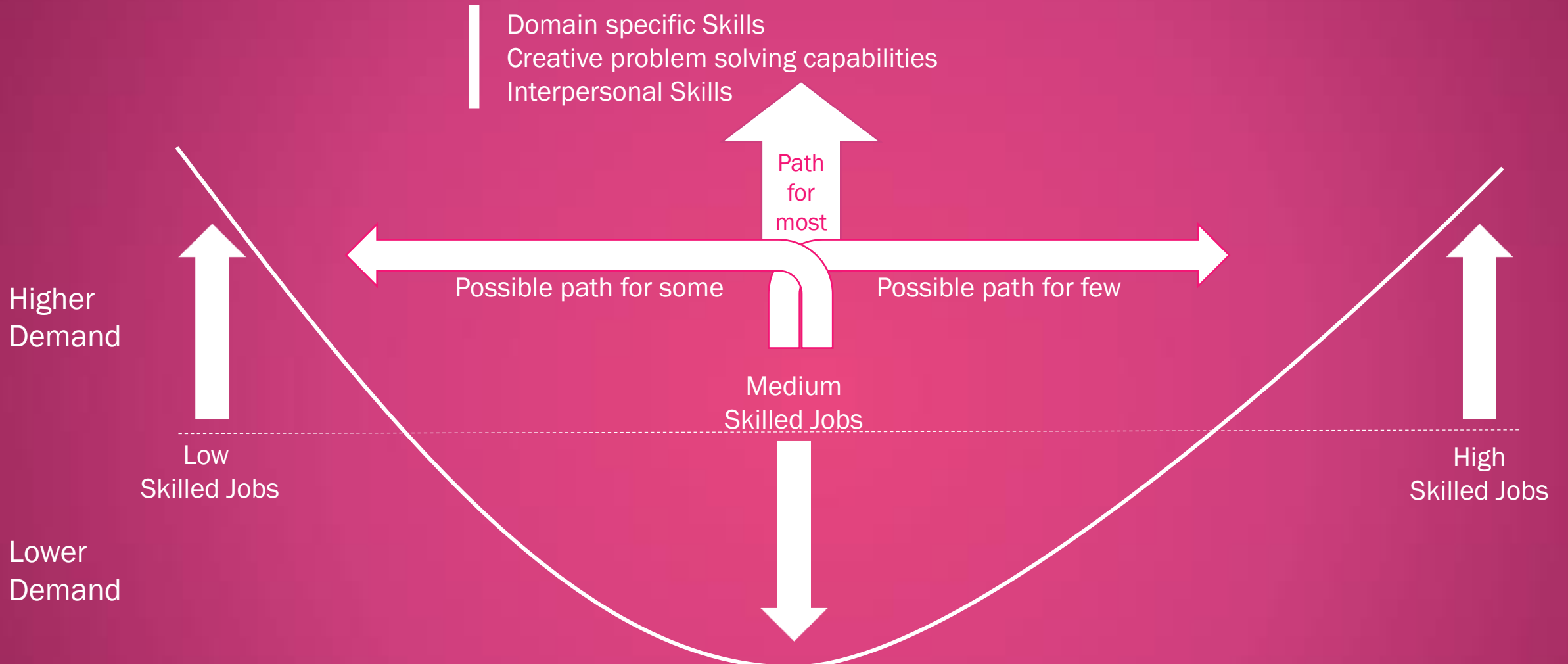


Radical Changes in an highly competitive environment are forcing individuals to adopt flexible strategies and models along the entire work life-cycle

Work-life Transitions



Increasing demand for individuals with the combined skills around:



Everybody else is getting substituted by the combined development of:

Processing Power
Access to data
Algorithms for data processing

The Dilemma

A close-up photograph of a chameleon, likely a panther chameleon, perched on a green plant stem. The chameleon's skin is a mix of vibrant green, blue, and yellow, with darker brown and black patterns. Its large, independently moving eye is visible, and its long, thin tail is curled around the stem. The background is dark, making the chameleon stand out.

How to be useful, relevant, ready, up-to-date and decisive in a such constantly evolving external context scenario?



Up-Skilling

EMPLOYABILITY

Re-Skilling

PH
YD

A collage of six vertical panels, each featuring a close-up portrait of a smiling person. From left to right: a man with curly hair and a beard; a woman with glasses and a white shirt; an older man with a grey beard and a suit; a woman with dark hair and a blue top; a man with curly hair and a red shirt; and a man with short dark hair and a yellow shirt. The word "Multigenerational" is written in large white letters across the center of the collage.

Multigenerational

Seeker

Curious

Career Mover

Employee

Neofita

Student

PHYD's engagement funnel: the user journey



Soft & Hard Skills **assessment**



Benchmark with available (4yr) market data



Employability Index Calculation



Matching algorithm that auto-recommends content from Education and Training Partners & Providers



- Collects **meaningful cognitive** data and information about students, career movers, employees, and jobseekers.
- Allows the platform to give a **high level judgement** on the user's skill baggage
- Simple and fast (few minutes)



The platform benchmarks user **competences** with job market data, employment statistics and geolocation.



Gives a clear indication about the user's **Employability Index** in order to help people to continuously adapt and develop competences based on the fast pace evolving job market.



Gives the users recommendations to **develop competences** through

- Online video courses
- Webinars
- Written content websites
- other online content platforms (fluentify, babbel, online language teaching platforms etc..)

PHYD FOR PEOPLE

A large crowd of diverse people, seen from an aerial perspective, is arranged to form a large, upward-pointing arrow. The arrow is composed of many smaller groups of people, some standing, some walking, and some on bicycles. The background is a plain white surface, and the people are wearing a variety of colorful clothing, creating a vibrant, multi-colored shape.

Support **orientation** and **professional growth** by helping people to continuously **adapt and develop competences**, know-how and best practices in order to make them future-proof.



PHYD FOR COMPANIES

Help every company to achieve its **purpose** by **embracing the employability based approach** of its human capital.

Prepare every organization to face the future challenges by upgrading, adapting and transforming the necessary knowledge base to fit with the continuous evolving skill-set.

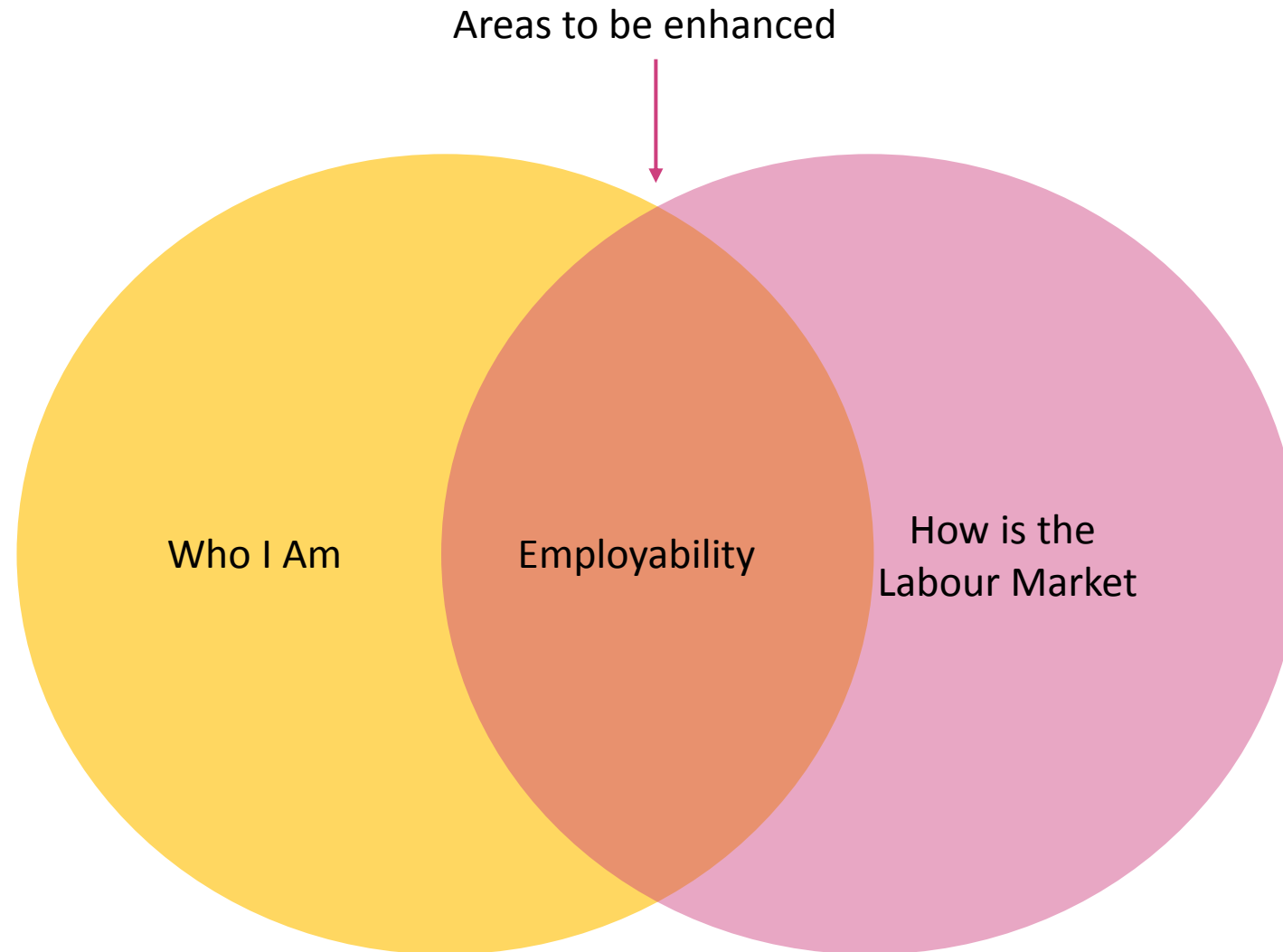


From Employment to Employability

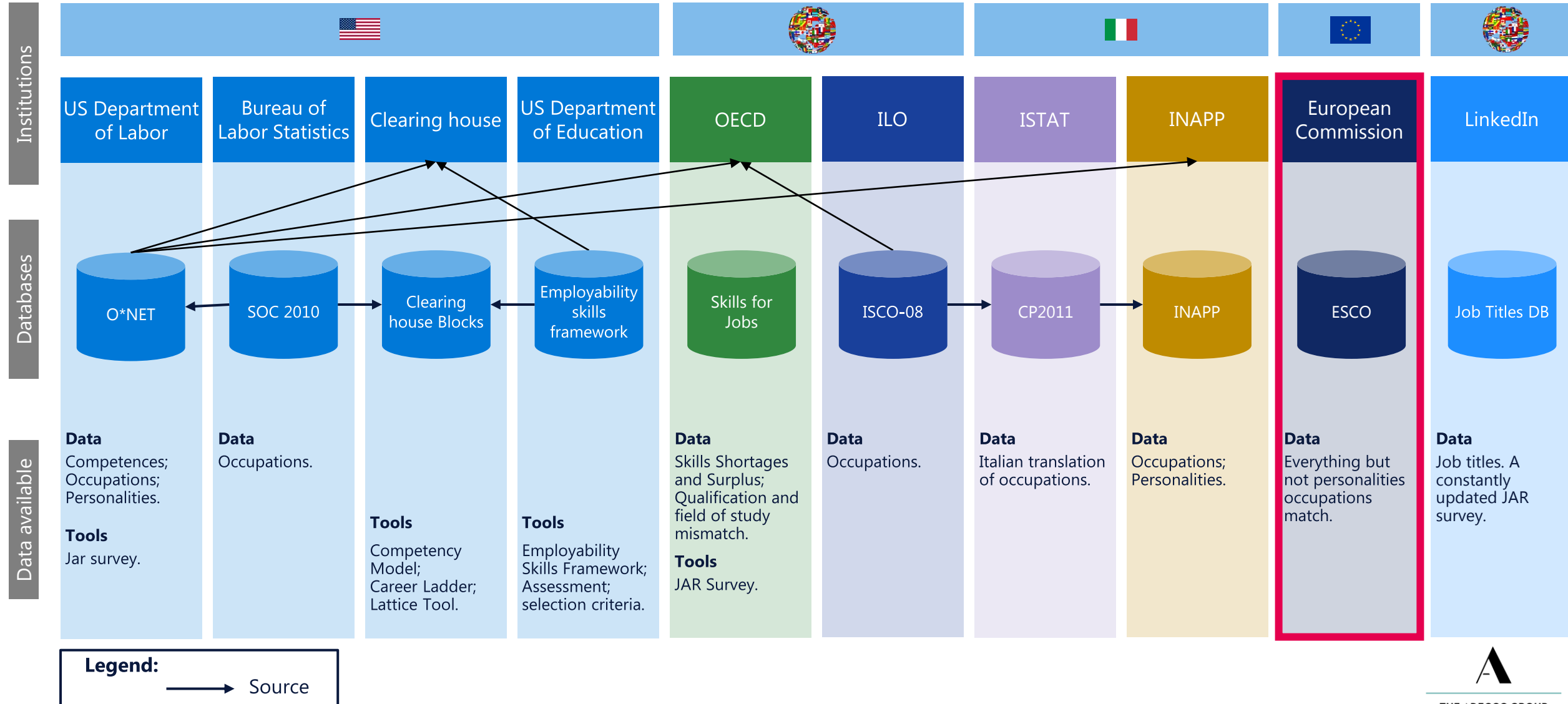
The significant increase (+ 20%) of fixed-term jobs in the period 2008-2018 puts people in the face of the gradual transition from the problem of finding “a job for life” (employment), to the problem of finding and keeping a job, in a coherent professional path (employability).

The aim of PHYD is therefore to support people, by offering suggestions in their journey towards their academic and professional paths that they could follow, in order to increase their employability, relatively to each professional path they will choose to take during their lifetime. This professional paths that PHYD suggest, describes the labour market as it is, while the choices that each *phyder* will take, will represent the labour market as it could be. For this reason it has been tested an employability map.

EMPLOYABILITY MODEL



WHY ESCO



FIVE REASONS

1. It is European, and it aims to give a “common language on occupation and skills” (see: <https://ec.europa.eu/esco/portal/news>).
2. It is not based on JRA (job requirement approach) methodology, but on real information coming directly from big data sources such as job posting websites.
3. It is constantly updated (other DBs based on JRA require about three years for the processing of data and their release). This can help PHYD to **mitigate biases** regarding the recommendation process.
4. 26 languages.
5. API (Application Programming Interface) technology.

WHAT'S ABOUT OCCUPATIONS

First of all we have selected a target of professions that could interest our platform. Subsequently, following a careful analysis, the number of professions was reduced in order to eliminate some not related to our target and "coupling" others more distant from the target, for example using the less specific level.

Finally, we have replaced the 10 ISCO's sectors with 14 economic areas taking inspiration from ISTAT's classification, in order to make the user's understanding immediate.



```
graph TD; A[ESCO OCCUPATIONS (2492)] --> B[PHYD OCCUPATIONS (246)];
```

**ESCO
OCCUPATIONS
(2492)**

**PHYD
OCCUPATIONS
(246)**

WHAT'S ABOUT SKILLS

Regarding the skills, the main problem was the too high number. Our aim was to obtain a maximum number of skills related to each profession of around 50 and most of professions did not respect this condition. As a first step, by a statistical analysis of the frequency, the skills with a very low occurrence were eliminated.

Secondly, we have divided the skills into 22 groups, maintaining the ESCO classification. To these groups, a type has been assigned between *hard*, *soft*, *ICT* and *language* skills, inherited in turn from the individual skills.

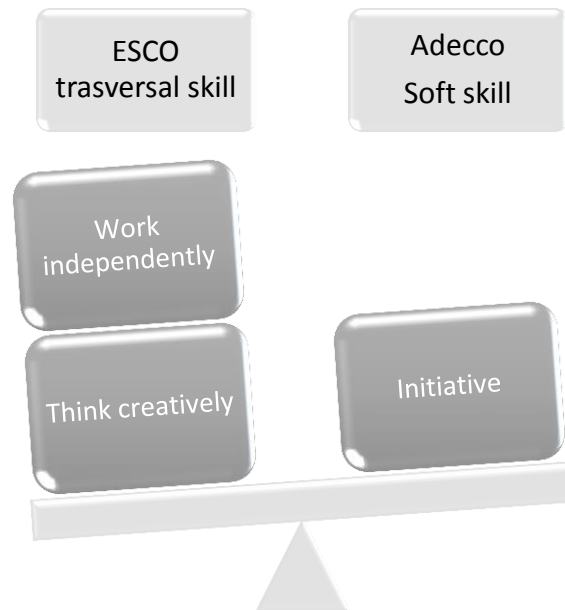
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graph TD; A[ESCO SKILLS (13.485)] --> B[PHYD SKILLS (1756)];
```

ESCO
SKILLS
(13.485)

PHYD
SKILLS
(1756)

ADECCO FOR PHYD SOFT SKILLS MAPING

Among all the skills, analyzing the different types, we have selected the so-called "soft skills", which are very important in the job market today. Through a careful analysis, we carried out a mapping between the skills called by ESCO "transversal" with the soft skills of the Adecco's dictionary. Obviously, the correspondence was not necessarily univocal, but a Adecco's soft skill could be linked to more ESCO's soft skills and vice versa.

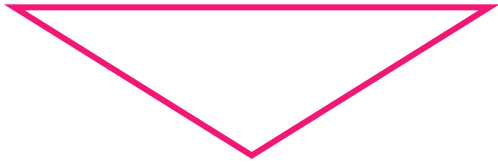


**ESCO
TRASVERSAL SKILLS
(44)**

**PHYD
SOFT SKILLS
(14)**

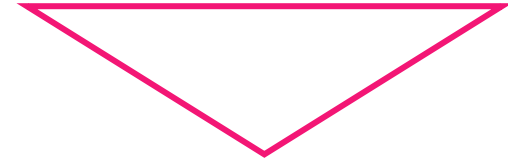
RESULTS

ESCO



Form a matrix
composed
457.624 rows

PHYD



Form a matrix
composed
457.624 rows



Thank You