Developing and Leading a World-Class Corporate University Training Course



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Amsterdam

5900 € (Per Person)

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Course Introduction / Overview:

In today's rapidly evolving global landscape, organizations face unprecedented challenges in attracting, developing, and retaining top talent. A world-class corporate university is no longer a luxury but a strategic imperative for fostering a continuous learning environment and driving sustainable competitive advantage. This comprehensive training course, offered by BIG BEN Training Center, delves into the intricate process of developing and leading a corporate university from conception to operational excellence. Participants will explore the strategic alignment of learning initiatives with overarching business objectives, ensuring that every training program contributes directly to organizational effectiveness and talent management. We will cover the essential elements of curriculum design, leveraging cutting-edge learning technologies, and implementing robust measurement frameworks to demonstrate the tangible return on investment (ROI) of corporate education. Drawing inspiration from thought leaders like Peter Senge, author of "The Fifth Discipline: The Art & Practice of The Learning Organization," this course emphasizes the creation of a true learning organization where knowledge management and skill development are deeply embedded in the corporate culture. Participants will gain practical insights into building internal expertise, fostering a dynamic learning culture, and navigating the complexities of global corporate learning to future-proof their workforce. This program is designed to equip leaders with the strategic foresight and practical tools needed to establish and sustain a corporate university that truly empowers employees and drives innovation.

Target Audience / This training course is suitable for:

- Learning and Development Managers.
- HR Directors and Business Partners.
- Chief Learning Officers and Training Specialists.
- Organizational Development Consultants.
- Talent Management Professionals.
- Strategy and Planning Executives.
- Senior Managers overseeing training initiatives.
- Project Managers in corporate education.
- Anyone involved in establishing or enhancing corporate learning functions.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Manufacturing and Automotive.
- Consulting and Professional Services.
- Retail and Consumer Goods.
- Energy and Utilities.
- Telecommunications.
- Government Agencies and Public Sector Organizations.
- Education and Academic Institutions.

Target Organizations Departments:

- Human Resources Department.
- Learning and Development Department.
- Organizational Development Department.
- Talent Management Department.
- Strategy and Planning Department.
- Operations Department.
- Innovation and Research Department.
- Executive Leadership Offices.
- Corporate Communications Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Formulate a compelling vision and mission for a corporate university aligned with business strategy.
- Design a comprehensive learning strategy and curriculum architecture that addresses skill gaps.
- Implement effective learning technologies and platforms to enhance program delivery.
- Develop robust measurement and evaluation frameworks to demonstrate learning impact and ROI.
- Foster a continuous learning culture that drives employee engagement and retention.
- Manage the operational aspects of a corporate university, including budgeting and resource allocation.
- Lead change management initiatives for successful learning transformation within the organization.
- Leverage learning analytics to inform strategic decisions and optimize program effectiveness.
- Build strategic partnerships with internal stakeholders and external vendors for enhanced learning outcomes.
- Anticipate future workforce needs and integrate emerging trends into corporate education programs.

Course Methodology:

This intensive training course employs a highly interactive and practical methodology designed to maximize learning and application. BIG BEN Training Center believes in an immersive experience that goes beyond theoretical concepts, focusing on real-world scenarios and actionable strategies. The program integrates dynamic lectures, group discussions, and collaborative workshops to facilitate knowledge sharing and peer learning. Participants will engage in a series of practical case studies, analyzing successful corporate university models and developing solutions to common challenges. Role-playing exercises will provide opportunities to practice leadership and communication skills essential for managing learning initiatives. Extensive use of interactive activities, including brainstorming sessions and strategic planning simulations, will ensure active participation and deeper understanding of curriculum design, learning technologies, and impact measurement. Feedback sessions, both from instructors and peers, will offer constructive insights for continuous improvement. This blended approach ensures that participants not only grasp the theoretical underpinnings of developing and leading a corporate university but also acquire the practical skills and confidence to implement these strategies effectively within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Corporate Universities

- Understanding the strategic imperative for corporate learning.
- Defining the corporate university concept and its evolution.
- Aligning corporate universities with organizational vision and goals.
- Key models and structures of successful corporate universities.
- The role of corporate universities in talent development and retention.
- Stakeholder analysis and engagement for corporate learning initiatives.
- Establishing a compelling value proposition for the corporate university.

Unit Two: Designing the Corporate University Framework

- Conducting a comprehensive learning needs analysis.
- Developing a robust learning strategy and curriculum architecture.
- Integrating competency frameworks and skill gap analysis.
- Designing engaging learning experiences and content.
- Leveraging adult learning principles for effective program design.
- Exploring various learning modalities: online, blended, experiential.
- Curriculum mapping and program development best practices.

Unit Three: Operational Excellence and Technology Integration

- Building and managing the corporate university team.
- Budgeting, resource allocation, and financial management for learning.
- Selecting and implementing learning technologies and platforms.
- Data privacy, security, and compliance in learning environments.
- Vendor management and strategic partnerships for content and technology.
- Marketing and communication strategies for internal learning programs.
- Ensuring accessibility and inclusivity in learning design.

Unit Four: Measuring Impact and Driving Performance

- Developing a robust measurement and evaluation framework.
- Defining key performance indicators (KPIs) for learning initiatives.
- Calculating the Return on Investment (ROI) of corporate training.
- Utilizing learning analytics to inform strategy and improvements.
- Reporting on learning outcomes and demonstrating business impact.
- Fostering a continuous learning culture within the organization.
- Benchmarking corporate university performance against industry standards.

Unit Five: Future Trends and Strategic Leadership

- Anticipating future workforce needs and skill requirements.
- Integrating AI, VR, and emerging technologies into learning.
- Leading change management for learning transformation.
- Developing a global corporate university strategy.
- Innovation in learning experience design (LXD).
- Building a resilient and adaptive learning ecosystem.
- The corporate university as a strategic business partner.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the increasing pace of technological disruption and the evolving nature of work necessitate a complete re-evaluation of traditional corporate university structures and their strategic objectives?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself through its holistic and strategic approach to corporate university development, moving beyond mere program management to encompass the full lifecycle from conceptualization to sustained impact. Unlike courses that focus solely on specific learning technologies or instructional design, this program integrates strategic workforce planning, advanced learning analytics, and a deep dive into fostering a vibrant organizational learning culture. Participants will gain insights into establishing a corporate university as a true strategic business partner, capable of driving talent management and organizational effectiveness. The curriculum emphasizes practical application through real-world case studies and interactive simulations, ensuring that leaders can immediately translate theoretical knowledge into actionable strategies. Furthermore, the course addresses the critical aspect of demonstrating tangible return on investment (ROI) for learning initiatives, equipping participants with the tools to articulate and prove the value of their corporate education efforts. It also explores future trends, preparing leaders to innovate and adapt their learning ecosystems to meet the demands of an ever-changing global workforce, making it an unparalleled offering for those committed to developing and leading a world-class corporate university.