



The Virtual Corporate University

Backbone of the the Learning Organization

October 11th, 2005

School for the Future, Den Bosch (NL)

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Changing Society

- Knowledge Economy
- Technology
- Globalization & networks
- Hyper competition
- Outsourcing
- Regulation and standardization



Impact for Corporations

“Learning is not compulsory.
Neither is survival”

W. Edwards Deming



Challenges for Chief Learning Officers

LEARNING SERVICES





Corporate University



Hamburger University,
McDonalds.
Founded 1961



Motorola University,
Motorola.
Founded 1981



Corporate University: Strategy

LEARNING SERVICES

	Advanced Training Department (operational)	Knowledge Backbone (tactical)	Knowledge Factory (strategical)
Goal	<ul style="list-style-type: none">• Efficiency	<ul style="list-style-type: none">• Alignment	<ul style="list-style-type: none">• Competitive advantage
Relation to strategy	<ul style="list-style-type: none">• Indirect, re-active	<ul style="list-style-type: none">• Direct, re-active	<ul style="list-style-type: none">• Direct, pro-active
Activities	<ul style="list-style-type: none">• Coordinating training activities	<ul style="list-style-type: none">• Develop and rollout learning initiatives based on corporate strategy	<ul style="list-style-type: none">• Strategic innovation in the corporation via learning and research

Corporate University: Staff

LEARNING SERVICES



Source: IDC



Corporate University: Systems

LEARNING SERVICES

- Employees
- Business Managers
- Resource Managers



Internet

Virtual Corporate University

Secure Login

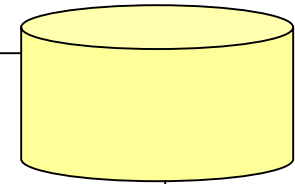
Learning Management System
Catalog, Competency Management, Ordering, Authorization & Tracking

E-Learning Platform
Virtual Classroom, Communities, Collaboration & Assessment

E-Testing Platform

Learning Content Management System
Development, Storage, Conversion & Release Management

AICC/IMS/SCORM



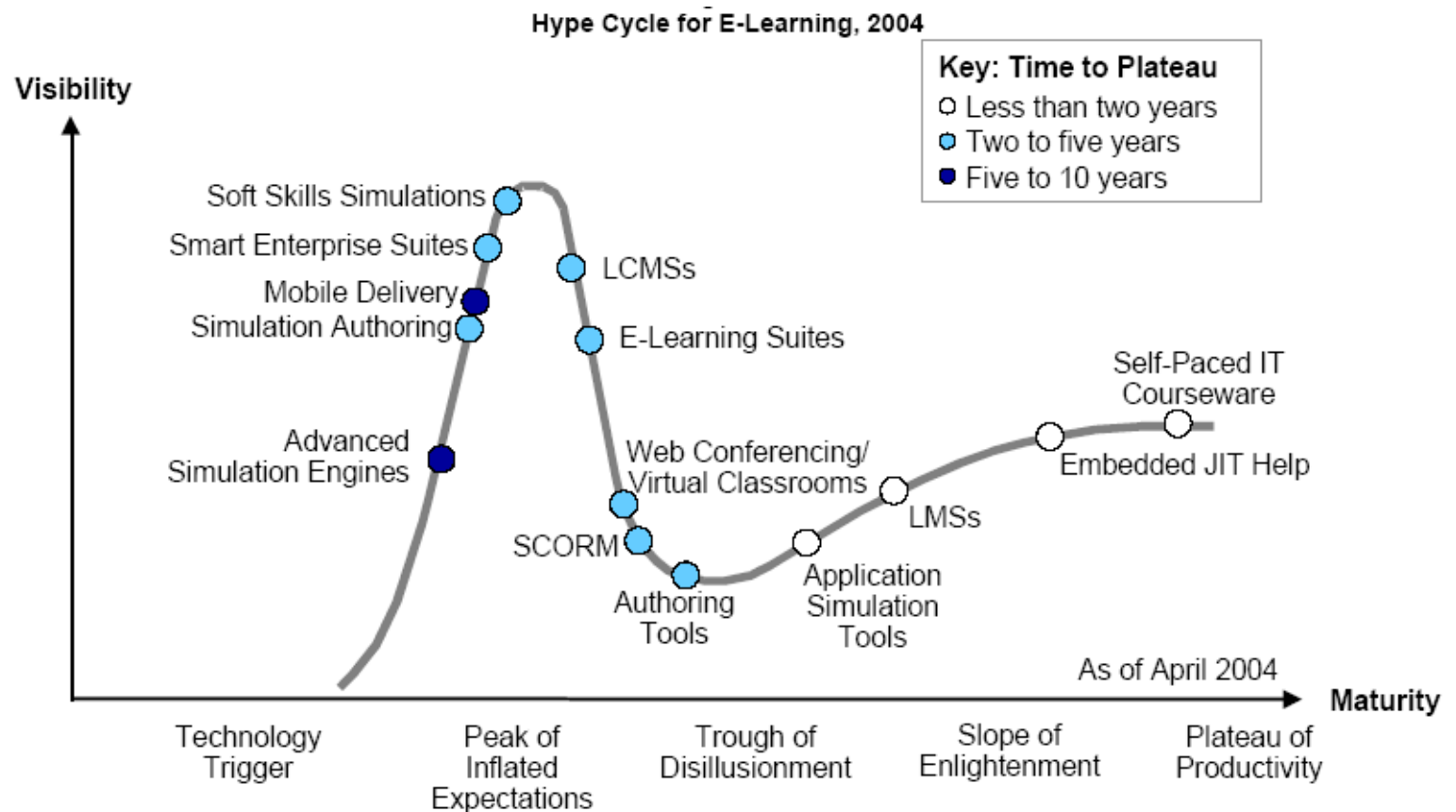
Human Resource Information System

Managed Learning Services



Corporate University: Systems

LEARNING SERVICES



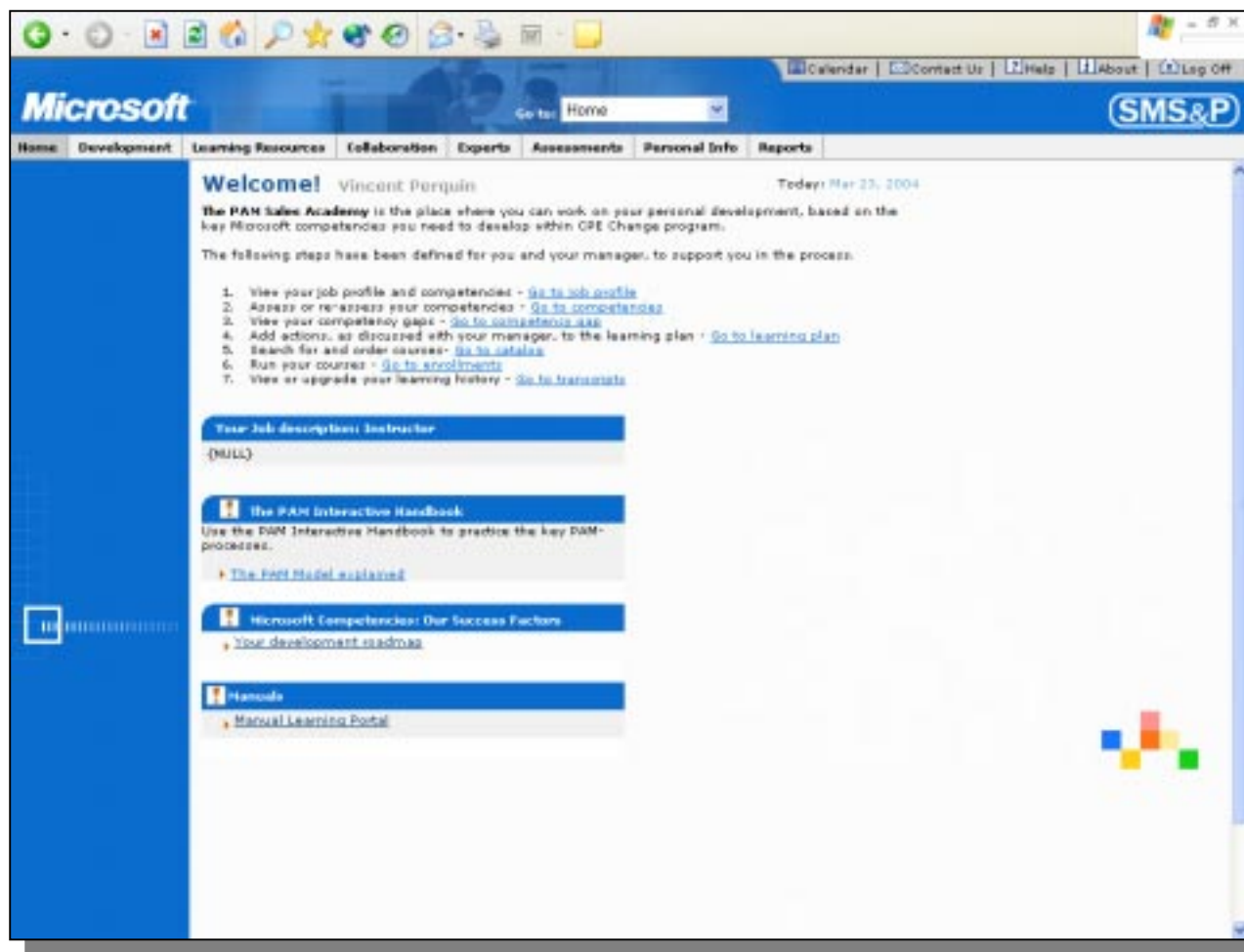
Source: Gartner

Managed Learning Services



Microsoft Example

LEARNING SERVICES



Managed Learning Services



Future Challenges

LEARNING SERVICES



Managed Learning Services



Questions & Discussion

LEARNING SERVICES



More information available via:

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Managed Learning Services