CORPORATE UNIVERSITY RESEARCH

Corporate University Research (CUR) helps organizations set up or improve their corporate universities or training departments – strategic investments in talent that drive competitive differentiation.

2014

Client Case Example

RESEARCH
Assessment & benchmarks, best practices, market trends, learning strategy

CONSULTING
Building strategy, curriculum & technology for world class organizations

EDUCATION
Developing new skills for leading learning organizations

Case Study:

A global luxury retail organization based in Hong Kong was expanding rapidly. Differentiating their business in the highly competitive retail world meant constantly teaching new skills, sharing best practices and expanding both existing stores and new territories. They needed to drive service excellence, in-depth product knowledge and create the leadership bench strength to support continued global expansion.

They created a corporate university to communicate the importance of learning and their investment in talent. The corporate university needed to have both a physical presence, to encourage networking and shared learning experiences, and a virtual presence, to deliver high quality training anywhere in the world. They needed highly trained staff operating in different cultures, delivering the same high quality customer experience anywhere in the world.

To date, Corporate University Research (CUR) has completed the following:

- Benchmarking assessment based on a 12-dimension model.
- Overall strategy development for the learning organization with a 3-year operating plan.
- Facilitation of goals and plans for 4 major schools and 2 centers of expertise (COE).
- RFP management for new learning management and content management systems.
- Implementation support for a custom LMS development with social learning modules.
- Training of L&D staff on case teaching, facilitation skills and low cost video and animation development.
- Design planning for a social media based coaching platform for on-the job coaching.

For More Information

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