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COURSE BROCHURE

Corporate Academy Design and Launch Training Course

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Amsterdam

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Registered in the United Kingdom and Saudi Arabia

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Ref: 1246_46886 **Date:** 5 – 9 April 2027 **Location:** Amsterdam **Fees:** 5600 GBP

Corporate Academy Design and Launch is a 1-week training course for heads of L&D, HR directors and academy leads who must turn scattered training spend into a structured academy, and who leave with a corporate academy charter ready for executive sign-off. As skills shift faster than hiring can follow, organisations need an internal engine that builds capability by job family. Jupiter Prime Training offers this course on corporate academy design.

Why Corporate Academy Design Matters Now

Three pressures push organisations toward academies: executives who want capability building tied to strategy rather than to annual course catalogues, scarce technical talent that must be grown internally, and line leaders who expect to teach as well as manage. An academy with clear sponsorship, faculty and funding becomes the place where critical skills are built and retained; one launched as a rebranded training department soon loses credibility and budget. The course draws on ISO 30422:2022 for learning and development processes, ISO 10015:2019 for competence management and the Kirkpatrick four-level evaluation model.

Who Gains Most from Corporate Academy Design

- Leaders accountable for the learning strategy and its link to business priorities
- Directors who secure sponsorship, funding and board approval for capability investment
- Academy leads who shape schools, faculties and curriculum by job family
- Talent leaders who connect academy pathways to succession and career frameworks
- Function heads who will act as deans or faculty sponsors for their discipline

An HR and learning leadership group that attends with one business sponsor gains most, because academy charters stall when only the learning function owns them.

Corporate Academy Design Capabilities

Participants work through the choices that decide whether an academy becomes a lasting institution or a short-lived brand.

- Assess academy operating models — choice of centralised, federated or networked structure
- Design a governance board and sponsorship structure — executive committee approval
- Build a curriculum architecture of schools and pathways by job family — function heads
- Specify a faculty model mixing internal experts and external partners — line leaders and suppliers
- Calculate funding options including chargeback and central budget — finance partners
- Apply academy value measures across reach, capability and business results — the board

Key Corporate Academy Design Terms

- Corporate academy — an internal institution that builds strategic capabilities through structured schools, pathways and faculty linked to business priorities.
- Academy charter — the founding document setting an academy's purpose, scope, governance, funding and success measures.
- Job family — a group of roles sharing similar skills and career paths, used to organise academy curricula.
- Faculty model — the mix of internal subject experts, leaders as teachers and external partners who design and teach academy content.
- Chargeback — a funding method where business units pay the academy for the learning their people consume.
- Accreditation partnership — an agreement with a university or professional body that recognises academy learning toward an external qualification.

Corporate Academy Design Day by Day

Day 1: Academy Purpose and Strategic Fit

- Capability Gap Scan — Which Skills the Strategy Cannot Hire For
- Academy Operating Models — Centralised, Federated or Networked Structures
- Academy Maturity Stages — From Training Department to Institution
- Sponsor Interviews — Executive Expectations and Success Definitions
- ISO 30422 Process View — Positioning the Academy Within L&D

Day 2: Governance and Funding

- Academy Governance Board — Membership, Decision Rights and Cadence
- Dean and School Leadership Roles — Ownership by Business Function
- Funding Models — Central Budget, Chargeback or Hybrid Allocation
- Academy Business Case — Costs, Benefits and Risks for Approval
- Brand and Identity Choices — Signalling Purpose to Employees

Day 3: Curriculum Architecture by Job Family

- Job Family Mapping — Grouping Roles into Academy Schools
- Competence Profiles With ISO 10015 — Linking Skills to Pathways
- Pathway Design — Foundation, Practitioner and Expert Tiers
- Core and Elective Mix — Balancing Shared and Specialist Content
- Curriculum Prioritisation Grid — Sequencing Launch Schools

Day 4: Faculty, Partners and Platforms

- Leaders-as-Teachers Model — Selecting and Preparing Internal Faculty
- Subject Expert Faculty Agreements — Time Release and Recognition
- University and Professional Body Partnerships — Accreditation Options
- Supplier Panel Design — When to Buy Rather Than Build
- Academy Platform Requirements — Catalogue, Enrolment and Records

Day 5: Practising the Academy Charter

- Academy Value Scorecard — Reach, Capability and Business Measures
- Applying the Operating Model — Choosing Structure for a Real Case
- Applying Governance and Funding — Drafting Board Terms and Budget
- Applying Curriculum Architecture — Launch Schools and Pathways
- Corporate Academy Charter — Purpose, Governance, Faculty and Measures

Applying Corporate Academy Design After the Course

- Hold sponsor interviews with three executives and use the findings to confirm the academy operating model.
- Map one job family into a pilot school with foundation, practitioner and expert pathways and present it to the function head.

Corporate Academy Design Questions FAQ

What is corporate academy design and why does it matter now?

Corporate academy design is the work of setting up an internal institution that builds strategic capability through schools, pathways and faculty. It matters now because critical skills change faster than recruitment can supply them, so organisations must grow them internally.

Which roles gain most from corporate academy design training?

Heads of L&D, HR directors, academy leads and talent leaders gain most, together with function heads who will sponsor schools. They own the governance, funding and curriculum choices that shape an academy.

How does corporate academy design differ from a training management course?

Corporate academy design builds a new institution with its own charter, governance and faculty. A training management course focuses on running existing courses, calendars and suppliers efficiently within an established learning function.

What do you bring back from corporate academy design training?

You bring back a corporate academy charter: the chosen operating model, governance board terms, funding approach, launch schools by job family, faculty model and a value scorecard ready for executive review.

Corporate Academy Design: The Way Forward

The corporate academy charter first informs the executive decision on which operating model and funding approach to approve. Learning leaders, deans and finance partners use it to stand up the first schools and faculty. After the first year of operation, revisit the charter with value scorecard evidence to decide which schools to expand, merge or close.