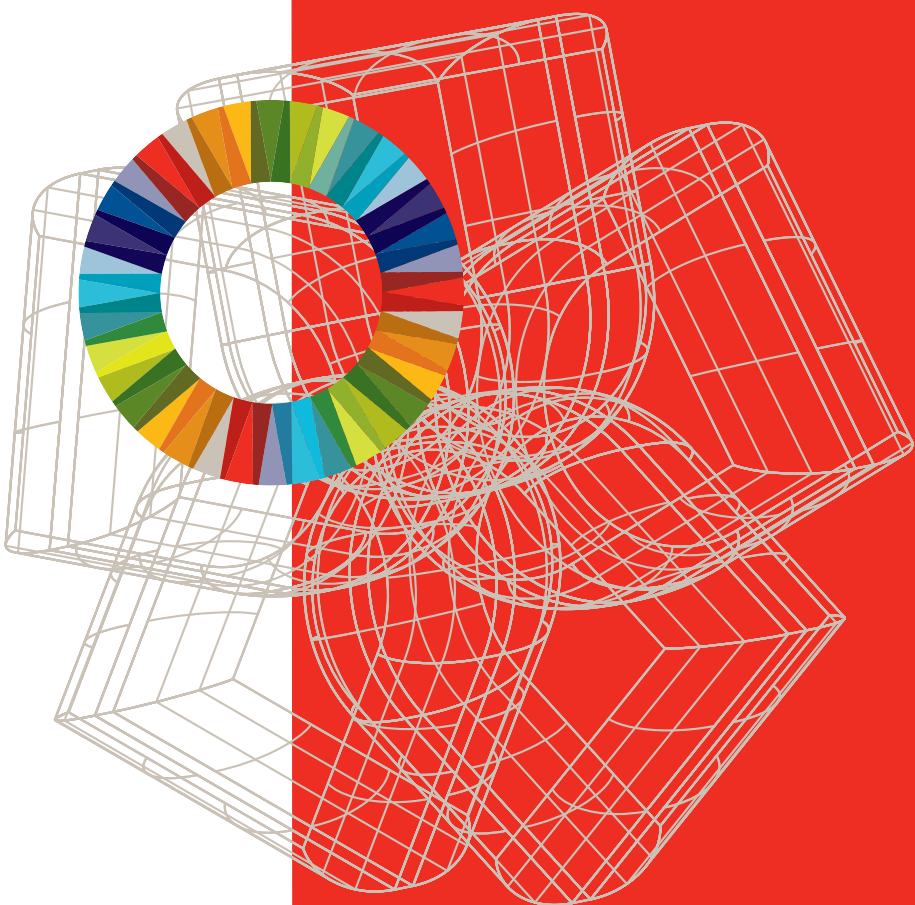
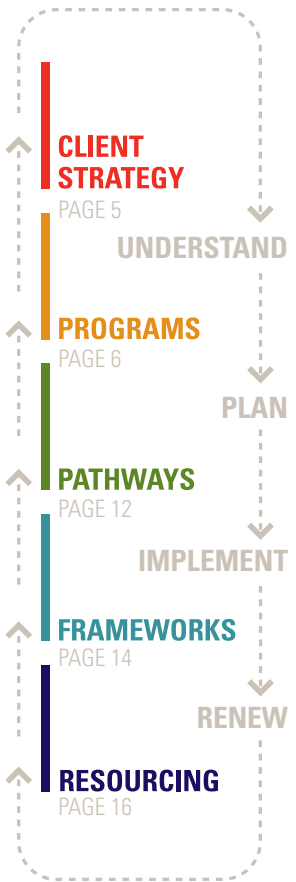


LEADER IN
AUSTRALIAN
CORPORATE
EDUCATION &
DEVELOPMENT



DEAKINPRIME
performance learning



www.deakinprime.com

Level 6, 601 Bourke St
Melbourne Victoria 3000 Australia

Tel (+61 3) 9918 9000
Fax (+61 3) 9918 9001



“From the conversations I have with our clients, it comes down to advancing three interconnected concepts: aspiration, ability and achievement. DeakinPrime has something very valuable to offer here.”

KEAN SELWAY
CEO DEAKINPRIME

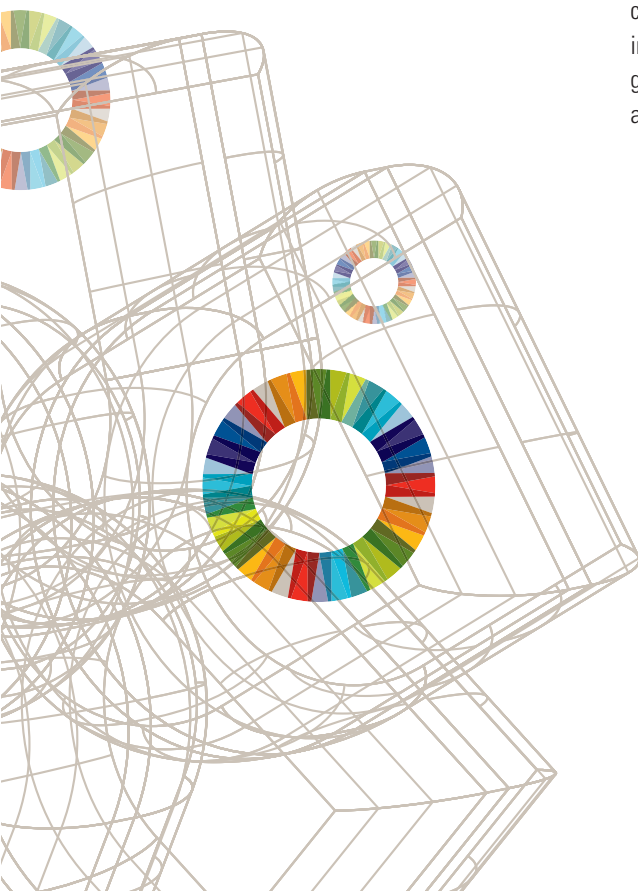
OUR PURPOSE _PERFORMANCE LEARNING

DeakinPrime, the corporate education arm of Deakin University, is a pioneer and leader in the development of corporate education partnerships with organisations in Australia, reaching over 50,000 people in work each year.

For many years DeakinPrime has designed, developed, delivered, and managed comprehensive and effective corporate education and development initiatives for major corporations, government agencies, professional associations and industry groups.

By connecting organisational and professional development, and Vocational and Higher Education, all within an organisational context, DeakinPrime helps people gain relevant management skills and upgrade professional qualifications, while helping organisations to build capability and strive for greater success.

DeakinPrime aims to genuinely enhance the capabilities and performance of people in business and the organisations for which they work, and to advance the professions and industries with which they are associated.



OUR APPROACH

_BUILDING INTEGRATED SOLUTIONS

DeakinPrime offers a comprehensive range of distinctive, integrated and effective corporate education and development programs and services:

- _ Corporate education strategy and program development, including needs analysis, design, development, assessment, certification and evaluation
- _ Organisational and professional development programs, under five key development themes: Management Essentials, Leadership Effectiveness, Business Acumen, Professional Education and Management Education
- _ Vocational and Higher Education pathways, including DeakinPrime's Vocational Education and Training (VET) programs and Deakin University's Higher Education award programs with accredited pathways
- _ Management frameworks under DeakinPrime's 'Corporate Institute and Alliance' models, providing ongoing and tailored consulting, provider sourcing and administrative services to support a client organisation's complete education and development agenda, and
- _ Educational and administrative expertise and resources drawn from DeakinPrime, Deakin University, and quality-assured providers locally, nationally and internationally.

Our continuing objective is to integrate and focus the expertise and resources needed to deliver the combination of programs and services required to advance the goals of each client organisation we support.



OUR METHOD

_PUTTING IT ALL TOGETHER

DeakinPrime designs, develops and delivers solutions through the disciplined application of its integrated solutions model:

- _ **Understanding** is about assessing where and how corporate education and development can contribute to the achievement of a client organisation's strategic and operational objectives.
- _ **Planning** is about designing an integrated corporate education and development solution, and establishing consulting and administration arrangements to ensure its effective and efficient implementation.
- _ **Implementation** is about delivering on the promise, while managing the changing needs of the participant groups and the organisation itself.
- _ **Renewal** is about evolving the total program over time, ensuring a continuing contribution to the advancement of the organisation's goals.



In developing and implementing corporate education and development solutions, client organisations engage DeakinPrime in the following ways:

STRATEGY corporate needs analysis, planning and evaluation

Our consultants provide needs analysis, planning and evaluation services to ensure that the design of a solution is aligned with, and advances, the goals of a client organisation.

PROGRAMS

tailored organisational and professional development programs

Universally, organisations need to develop management and leadership effectiveness, enriched by building the acumen required to master business, financial and regulatory environments, and ultimately advance the professional and management capabilities needed to drive organisational performance for the longer term.

We tailor programs under five key development themes: Management Essentials, Leadership Effectiveness, Business Acumen, Professional Education and Management Education.

Programs are designed to meet the strategic and operational needs of a client organisation, while meeting the education and development needs of each participant group. All programs are developed and delivered using blended-learning formats, relevant content and appropriate assessment strategies.

PATHWAYS

accredited pathways in Vocational and Higher Education

In designing accredited learning pathways, DeakinPrime can assist a client organisation in developing programs specific to the needs of an organisation, profession or industry in a way that will enable those programs to be articulated into a Deakin VET or Higher Education award course, or both. Importantly, this facilitates the recognition of industry-based learning and encourages people to continue the journey on to VET or Higher Education, or both.

FRAMEWORKS


partnership approaches including corporate institutes and alliances

In planning an overall solution, we encourage our client organisations to consider how best to manage its corporate education and development agenda over time. Under DeakinPrime's acclaimed 'Corporate Institute and Alliance' models, we provide dedicated consulting, administration, and other-provider sourcing services tailored in a way that complements, rather than competes with, a client organisation's skills and resources, ultimately to deliver the overall solution in the most effective and efficient way.

RESOURCING

expertise and resources for program design, development and delivery

As the nature, scope and scale of a solution unfolds, DeakinPrime sources and coordinates the expertise and resources required to meet the design, development and delivery needs of the total program: from DeakinPrime and its pool of consultants, from Deakin University, and from the best providers locally, nationally and internationally.

The background is a solid red color. On the left side, there are several abstract geometric shapes. At the top left, there is a semi-circular shape composed of many small, overlapping segments in various shades of brown and orange. Below it, there are several overlapping wireframe structures made of white lines, resembling 3D cubes or rectangular prisms. In the center, there is a large circular shape composed of many small, overlapping segments in various colors including green, yellow, blue, and purple. At the bottom left, there is another semi-circular shape similar to the one at the top left. At the bottom right, there is another wireframe structure similar to the ones on the left.

“To be effective, management development must be linked to corporate strategy, it must be systematic, and organisations must allow managers to apply skills learned in development programs.”

DAVID S KARPIN
ENTERPRISING NATION

ABOUT STRATEGY |

_MAKING GOOD DECISIONS

We position a client organisation's goals, values and key strategies at the heart of our integrated solutions approach.

Our aim is to assist in the development of the character, scope and scale of corporate education and development in a way that aligns with broader workforce and performance management strategies, bringing sustained value to an organisation over time.

We achieve this through:

**Learning needs analysis
Competency mapping
Program design and development, and
Program evaluation strategies.**

Through the application of a thorough needs analysis, we assist our clients to consider strategic issues and opportunities, including whether:

- _ Current workforce capabilities can meet organisational goals
- _ Capability gaps have a significant negative impact on overall performance
- _ Current talent, performance and learning management initiatives build on or at least maintain those capabilities, and
- _ The current approach to corporate education and development is effective and efficient.

By helping a client organisation make good strategic decisions about the development of its corporate education and development strategy, we are able to design, develop and deliver the best solution.

We are then able to plan for the rigorous evaluation of the learning effectiveness and organisational impact of the overall solution, leading to a process of continuous improvement and renewal, ensuring the changing needs of the organisation are met over time.

ABOUT PROGRAMS

_DEVELOPING MANAGEMENT AND LEADERSHIP EFFECTIVENESS

Management essentials

Managers and professionals at all levels of an organisation contribute more and perform better when they have the skills, confidence and motivation to effectively manage people, teams and tasks.

It's all about ensuring that people have the management essentials required to be truly effective and ultimately contribute to the improved performance of the organisation.

We provide a suite of short learning modules under key topic areas especially designed for emerging managers and people with limited management experience, who have generally come from specialist professional, technical or trade backgrounds.

Our programs encourage participants to develop just the skills they need, just when they need them. Enhanced self awareness, communication skills, critical thinking and impactful action planning are crucial to developing the confidence and capability to be effective managers.

Themes addressed

- _ Writing for results
- _ Effective communication
- _ Professional presentation skills
- _ Managing tasks and projects
- _ Critical thinking and problem solving, and
- _ Planning and decision making.

Key characteristics

- _ Topic areas are provided in short learning modules
- _ Modules can be packaged according to individual or group development needs, or both
- _ Modules can be delivered in flexible self-study and workshop modes, and
- _ Modules can be tailored to organisation-specific context and standards.

Leadership effectiveness

Leadership has to happen at all levels. It is a critical factor driving organisational culture, performance and change. However, building effective leadership across an organisation is challenging.

When designing an approach to building effective leadership, we focus on where it happens most: frontline, middle and senior management. To make it real we frame the idea of good leadership against a client organisation's context and culture.

Coaching is the thread that weaves together our approach. Through a comprehensive 360 degree assessment, our coaches encourage participants to ask fundamental questions such as "What impact do I have on other people, why would anyone want to be led by me, and what can I do to build my leadership effectiveness?"

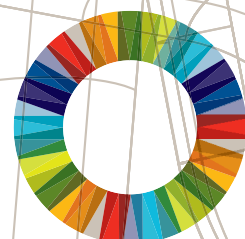
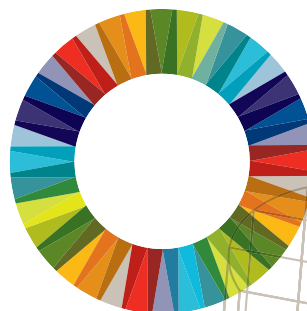
A development program is then designed for an individual or group to explore the challenges of leading organisational change and dynamic teams, by building organisational and self awareness, emotional intelligence and personal effectiveness.

Themes addressed

- _ Leading cultural and organisational change
- _ Leading dynamic teams and professional staff, and
- _ Building self awareness, emotional intelligence, and personal effectiveness.

Key characteristics

- _ Tailored experiential development program format
- _ Coaching for individuals and groups to build leadership effectiveness
- _ 360 degree and profiling assessment tools, and
- _ Organisational culture and leadership effectiveness surveying.



Business acumen

Increasingly, managers at all levels need a working mastery of relevant enterprise, financial and regulatory principles, practices and standards to ensure they can shape and control critical organisational performance and compliance drivers.

We provide customised programs that develop business acumen which include topics such as understanding the organisational environment, setting business and financial plans, interpreting financial reports, and managing enterprise and regulatory standards.

A cost-effective, technology-based learning management system is then applied to assist organisations in embedding, tracking and regularly updating participation levels and standards across the organisation.

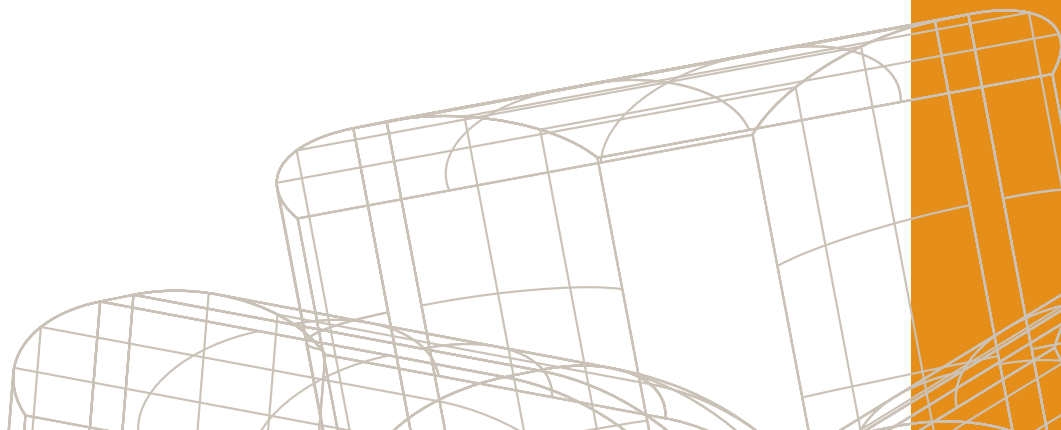
Our approach ensures that people have the required knowledge and skills to meet particular and ever-changing enterprise demands and regulatory standards at any point in time.


Themes addressed

- _ Understanding the organisational environment
- _ Setting business and financial plans
- _ Interpreting financial reports, and
- _ Managing enterprise and regulatory standards.

Key characteristics

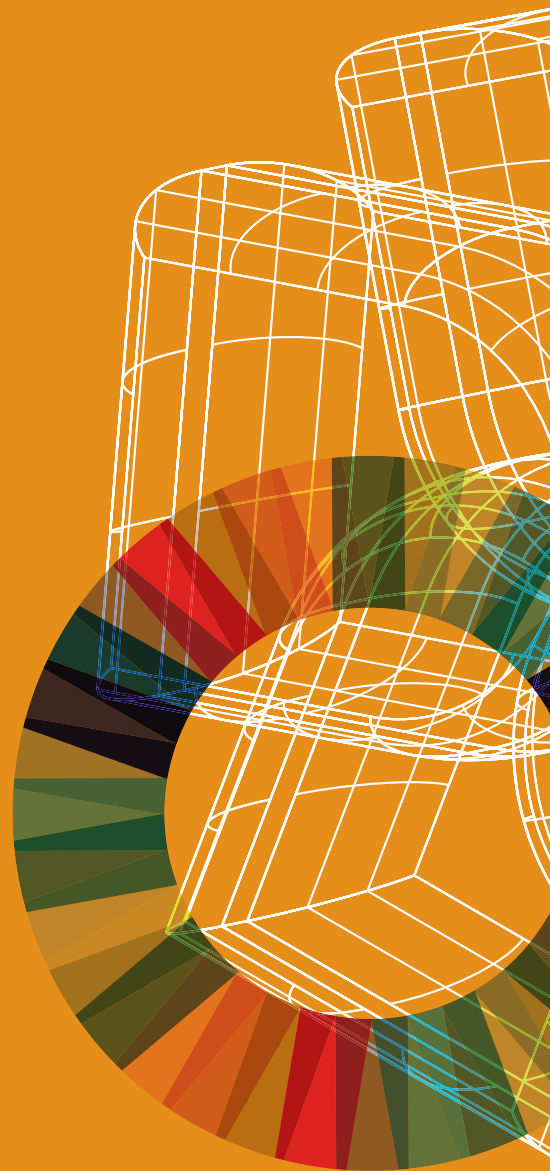
- _ Business acumen programs are tailored to meet organisation-specific requirements
- _ Regulatory aspects are developed in consultation with industry and subject experts
- _ Participants can be assessed against specific enterprise or regulatory standards, and
- _ DeakinPrime's Learning Management Systems can plan, track and assess participation.





“In an uncertain world, where all we know for sure is that nothing is sure, we are going to need organisations that are continually renewing themselves, reinventing themselves, invigorating themselves. These are learning organisations, the ones with the learning habit.”

CHARLES HANDY
LEARNING ORGANISATIONS



ABOUT PROGRAMS

ADVANCING MANAGEMENT AND PROFESSIONAL CAPABILITIES

Management education

Management education is important for organisations that want to advance the capabilities and contribution of their management and professional staff. It also provides opportunities for those people to extend their knowledge and career horizons.

Deakin offers flexible and relevant courses designed for frontline, middle and senior management, with topics covering all aspects of business, management and finance. Courses can be provided under Deakin's Vocational and Higher Education course structures.

In addition, Deakin has developed its Graduate Certificate of Arts and Sciences in response to the needs of organisations to broaden the knowledge and experience of managers beyond their typical disciplines. Organisations need people who are broadly educated, lateral thinkers rather than narrow specialists; they must be creative, innovative and able to think outside the confines of their disciplines.

All courses and units of study are based on relevant and innovative learning methodologies, content, and assessment and are delivered in flexible and blended modes. They meet the work, learning and personal needs of participants while also meeting the operational needs of an organisation.

Themes addressed

- Comprehensive subject coverage across VET, undergraduate and postgraduate courses of study in business, management and finance such as:
 - DeakinPrime's VET Diplomas of Business, Financial Services and Project Management
 - Deakin University's Certificate, Diploma and Bachelor of Management
 - Deakin University's Graduate Certificate and Diploma of Management, and MBA
- Opportunities to broaden the management education experience through Deakin's Graduate Certificate of Arts and Sciences, and
- Other award course offerings available through Deakin's faculties:
 - Business and Law
 - Arts and Education
 - Science and Technology, and
 - Health, Medicine, Nursing and Behavioural Sciences

Key characteristics

- Flexible content, delivery and assessment options for all courses of study
- Flexible progression rates and exit points for all courses
- Opportunity to pursue specialist discipline areas within the course structures
- Advanced standing assessment for prior learning and management experience, and
- All courses are informed by academic advisory boards which include industry experts.

Professional education

Sustained performance in the professions relies on the maintenance of technical competence and enhancement of strategic input. Organisations must make deliberate efforts to support the continuing education of professionals and work closely with relevant professional associations and industry groups to build the professional skills required for the future.

DeakinPrime provides precisely customised professional education programs for organisations, professional associations and industry groups. Through professional certification we assist organisations, professions, and industries in delivering universal skills across particular professional bands and, through this, advancing the standing and sustainability of the professions themselves.

DeakinPrime specialises in flexible delivery, allowing study materials to be delivered in online, hard-copy and blended formats. Supported by extensive online enrolment and assessment services, programs can be undertaken by participants globally and can be reliably assessed, ensuring accessibility and quality of outcome.

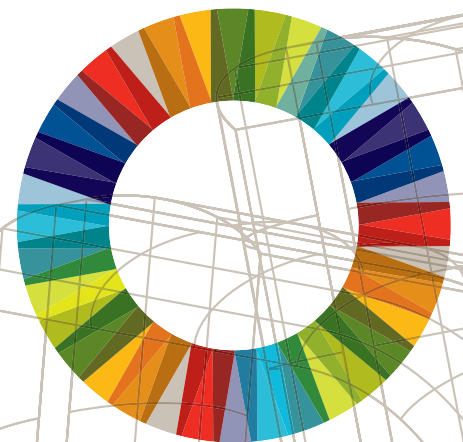
Professional education programs may also lead to advanced standing arrangements with Deakin University's Higher Education courses, thus providing relevant and continuing educational pathways for professionals moving into senior management roles.

Themes addressed

- Professional Diplomas and Licensure programs
- Continuing professional development programs
- Specialist VET programs at certificate and diploma level, and
- Finance industry accreditation programs.

Key characteristics

- Customised content, delivery and assessment methodologies for all programs
- Certification against relevant industry standards, and
- Opportunities to establish advanced standing into Deakin's award courses.



ABOUT **PATHWAYS**

LINKING INDUSTRY, VOCATIONAL AND HIGHER EDUCATION

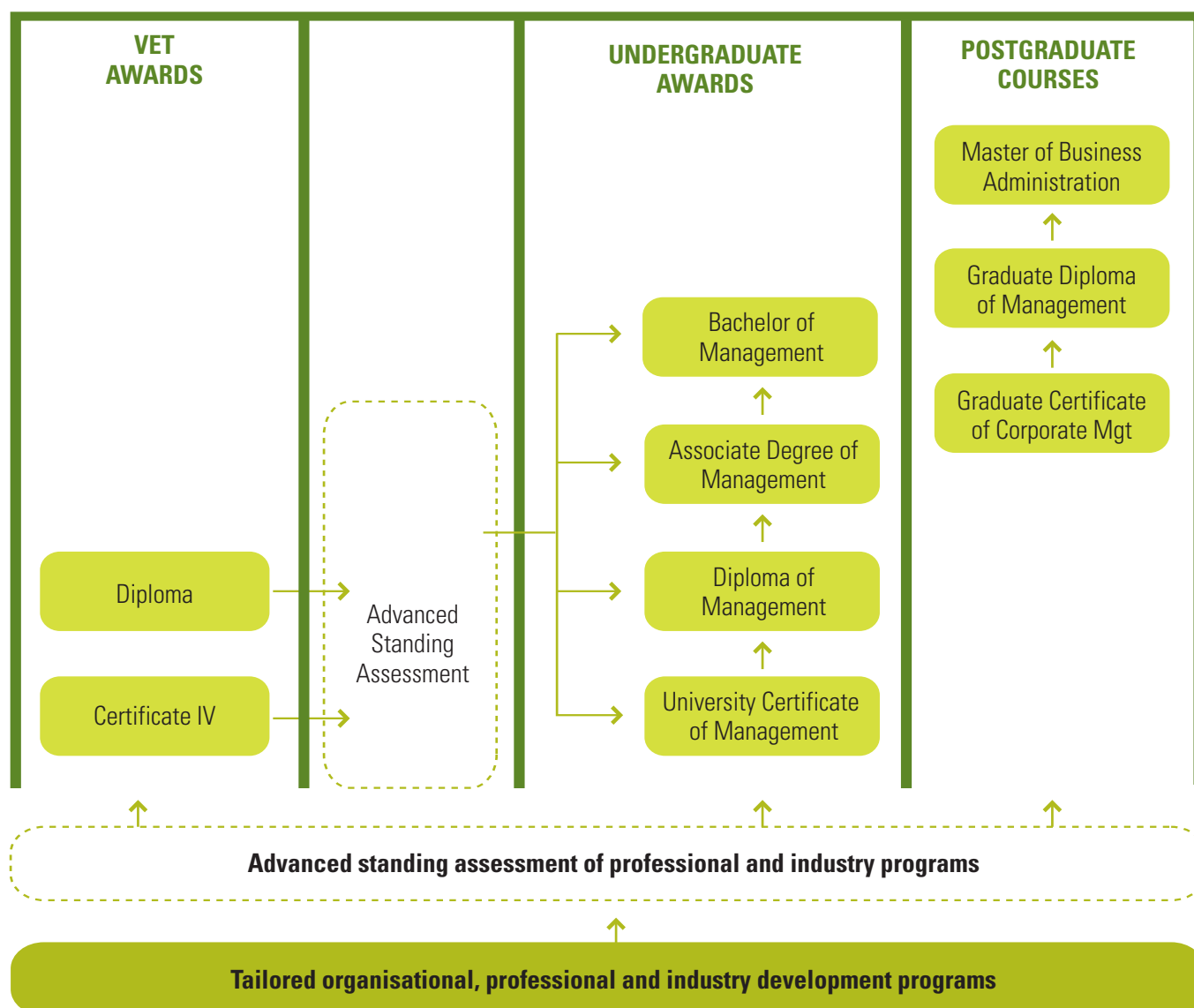
Deakin's accredited pathways give organisations the opportunity to advance talented and motivated management and professional employees, providing a clear route for progressing from entry-level vocational courses or industry education programs through to a Masters qualification.

We work closely with clients to develop learning pathways that include a range of management topics relevant to their organisation and industry context. From an employee perspective, they can clearly identify the education required to achieve greater success and progress in their career opportunities.

Our learning pathways also provide options for taking single units from entire awards so that courses can be modified to suit shorter-term business requirements. This means that employees can undertake 'just-in-time' learning that can also be accredited toward formal qualifications.

Many of Deakin's courses are flexible in duration and have multiple entry and exit points. Nested awards do not necessarily include core or compulsory units from target awards. However, careful selection from the available units will enable employees to maximise the credits available to them as they progress along their learning pathway.

Deakin University's accredited pathways in professional and management education



Accredited pathways may also be developed in specific professional disciplines

ABOUT FRAMEWORKS INCREASING EFFECTIVENESS AND EFFICIENCY

The larger and more diverse an organisation's workforce, the more difficult it can be to maintain a cohesive organisational culture and sustain an organisation-wide focus on strategic objectives. The risk of strategic drift or cultural fragmentation increases further if the workforce is geographically dispersed.

An effective way to meet this challenge is to adopt a coordinated and flexible management approach to the development of people. This ensures all corporate education and development is informed by a strategic vision, planned in a manner that aligns with organisational culture and longer-term goals, and is implemented in a way that ensures the changing needs of participants and the organisation are met.

DeakinPrime's 'Corporate Institute and Alliance' learning models, under the guiding theme of our partnership framework, facilitates a centralised approach, while bringing a new level of expertise and flexibility into the organisation.

In tailoring a partnership framework to form a Corporate Institute or Alliance, DeakinPrime is able to take responsibility for the planning and implementation of the total program, thereby supporting and advancing the client organisation's objectives in the most effective and efficient way.

This approach provides an organisation with a defined and distinctive capability in a way that complements, rather than competes with, its organisational development plans, expertise and resources. In addition, it enables DeakinPrime to work in greater collaboration with other providers of organisational development and human resources services that are different from, and generally lead into, the scope of DeakinPrime's activities.



DeakinPrime's client partnership framework



CLIENT ORGANISATION

Business objectives
Education and development goals

CLIENT PARTNERSHIP

Strategy and solutions development

DEAKINPRIME

Planning and coordination of programs and services

PROVIDER RELATIONSHIPS

Sourcing and contracting

EDUCATION AND DEVELOPMENT PROVIDERS

Delivery of programs and services

ABOUT **RESOURCING** _BRINGING EXPERTISE AND CAPACITY

DeakinPrime provides a depth and diversity of expertise and resources that enables the design, development and delivery of the most effective corporate education and development solutions:

- _ We employ approximately seventy full-time staff members, in addition to maintaining links and relationships with a comprehensive range of quality-assured consultants, facilitators, coaches, tutors, researchers and subject experts.
- _ Our online learning management systems allow individualised course delivery and assessment. Our systems do the same for data collection and program analysis, letting us maintain and centralise quality assurance.
- _ We draw on the extensive resources and infrastructure of Deakin University including its online learning technologies, program administration and course materials production.
- _ We have priority access to run programs at Deakin's world-class residential conference facility, the Deakin Management Centre.
- _ We work closely with the Deakin Business School to continually strengthen the match between its postgraduate courses in a wide range of business disciplines with the needs of corporate Australia.
- _ We facilitate collaborative endeavours with Deakin's faculties, schools and research centres to connect leading academics and the teaching and research strengths of the University with the interests and needs of corporate Australia.
- _ In order to source the best providers and negotiate optimal arrangements on behalf of our clients, we regularly investigate the programs and services of leading management consultancies, business schools and universities around the world.