



**academyEX**

**L&D Lab**



# Foreword

“ If the past few years have taught us anything, it is that nothing can be taken for granted.

While we imagine life in a future setting, we watch as the world develops new ways to tackle climate change, carbon reduction, food and water production and security, education, privacy, cybersecurity, health and finance.

New economic models are being developed as old economic models strain under pressure. Drought, flooding, pandemics and the global demand for talent are daily headlines. The ability to lead from the front with solutions developed through science, innovation, discovery, collaborations and partnerships is the future.

New technologies are not limited to the tech team, the CTO or your kids. Knowledge of Web3, blockchain, and distributed self-organising systems are not niche, but mainstream functions of organisations across the world. ”

– **Frances Valentine**, CEO & Founder, academyEX.

# How we work to solve your learning and development needs

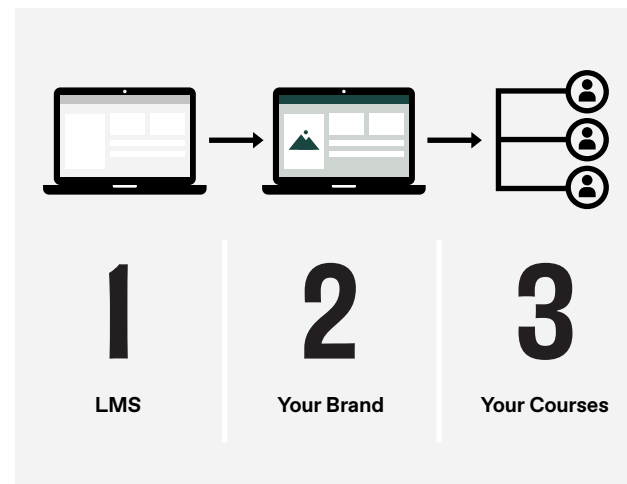
## Engaging learning content + learning management system

**Imagine if you could provide bespoke impactful course content and learning management systems as your own, without having to create it yourself.**

Instead of losing time and money on different suppliers, searching and licensing generic learning modules, let us provide you with everything you need to upskill your teams, all in one place.

Having developed multiple (digital learning) solutions for large entities from banks to government agencies, our proven tech and learning options reduce the risk of building bespoke learning platforms or licensing content that doesn't quite fit your specific learning needs.

So how does this work?



### Learning management systems

In a competitive job market, retaining top talent is crucial for any organisation. One surefire way to achieve this is by offering on-the-job upskilling and professional development opportunities. With our cutting-edge LMS system, you can easily provide your employees with these benefits without the hassle of maintaining an in-house learning and development team, or technical staff to manage the system.

### Learning content

We have a deep understanding of the Australasian market and its unique dynamics. Our approach combines pioneering research, academic rigor, and local industry insights in our postgraduate qualifications. As an Ed-Tech leader, we bring world-class education to thousands of learners weekly, erasing borders and promoting accessibility. Our unwavering commitment is to advance your workforce's skills with timely and relevant knowledge, preparing your organization to flourish amidst change and transformation.

**“ Building learning management systems from the ground up; and producing and updating engaging learning content that takes into consideration broad market and industry themes is a tall order for even the most well-resourced or largest of companies. By the time most learning content is produced and launched, it rapidly become out of date or its producers have no way of promoting and tracking uptake or understanding impact. Our learning and development options can be stood up and ready to go within weeks, and come with data tracking, and the ability to add your own brand or integrate within existing systems. ”**

– Ana Ivanovic-Tongue, Head of Delivery, academyEX.



# How are your teams making strategic decisions?

**How much does your staff really know about the macro trends changing our world? Have they considered the implications of rapid demographic changes, the demand for more transparent supply chains or the unprecedented adoption of generative AI tools?**

Operating within an industry silo, or strategic planning for the future without the benefit of up-to-date insights, or the knowledge of the far-reaching impacts of change can leave organisations vulnerable and susceptible to competition or irrelevancy.

Professional development is no longer just about training staff in areas such as compliance and technical skills for their day-to-day job. Organisations now need their teams to develop a highly informed understanding of the macro trends that will impact revenue and business performance through wide scale disruptions.

academyEX is one of the leading private graduate schools in Australasia. We have spent the past ten years working with thousands of professionals studying part-time in post-graduate programmes focused on essential business knowledge.

Our portfolio of learning options include the ability to commission academyEX to develop comprehensive courses in any field, underpinned by our own world-class Learning Management System (LMS).

Whether you are looking to deepen the knowledge of your team, or build specific capabilities such as creating a sustainable business framework, or a culture of innovation, we can develop branded learning programmes that fit around your organisation's professional development needs.



# A world shaped by chaos and complexity

Long before the global pandemic disrupted the world, our organisations were already facing significant shifts that affected how we operate. From changing consumer behaviours to cyber threats, geo-political instability to new economic models, we need to be ready for change. Success hinges on our ability to adapt in this dynamic landscape.

academyEX are experts in working with organisations tackling significant change. Let us develop courses that help your teams make informed decisions every day of the year.

## Significant levers of change that all businesses need to plan for:

01

Responding to growing inequality – distribution of health and medicine, education and knowledge, quality food and housing, employment and recreation.

02

Planning for the impact of extreme weather events on the environment, business operations, procurement and logistics.

03

How to respond to a rapidly aging population, how demographic shifts drive consumer behaviour, and new expectations around service, traceability, packaging and price.

04

Planning for the rise of Zoomers (Gen Z), as they dominate the market with their purchasing power, large numbers, and how they will be supported in the workforce.

05

Increasing the debate on economic reinvention, including circular economies, anti-consumption, the sharing economy and new models like the Universal Basic Income.

06

Anticipating mass infrastructure redundancy and the risk of legacy systems from roads, utilities, energy, tech debt and system failure.

07

Understanding cybersecurity threats and rising costs of privacy, online protection and impact of deep fakes, AI created replicas, online fraud and ethics of operating in a digital world.

08

How to up-skill our workforce and re-skill to remain competitive, responsive and attractive to employees.

09

Adopting technological advances like AI, VR/AR, robotics, automation, IoT, crypto-currencies, 3D printing and new forms of mobility and transport.

10

Preparing and responding to the influence and dominance of tech giants, and the power of social media to influence through big data & user profiling.

# Sample of course topics

## Business essentials

- Cybersecurity
- Client and data privacy
- Change and organisational agility
- Digital transformation
- Artificial Intelligence
- Data and data insights
- Responsible procurement
- Systems thinking
- Future of work
- Designing equitable solutions, services and products
- New economic models eg: circular economy, and sharing economy
- Sustainability
- Future focused leadership
- Indigenous thinking and cultural responsiveness
- Demographic shifts and new buyer behaviour
- Customer experience and responsive design
- Digital skills adoption

## Specialist topics

- Water security
- Future of mobility
- Fintech and cryptocurrency
- Blockchain
- Agritech and vertical farming
- Internet of things
- Impact Investing
- Sustainable food production
- Automation and robotics
- Foresight and futures planning
- Engaging with communities
- Stakeholder management
- Future of construction
- People management
- Asset management
- Waste management
- Carbon reduction
- Regenerative models for future stability
- Climate change mitigations



# Case study 1

## Learning management system for SMEs

### Problem

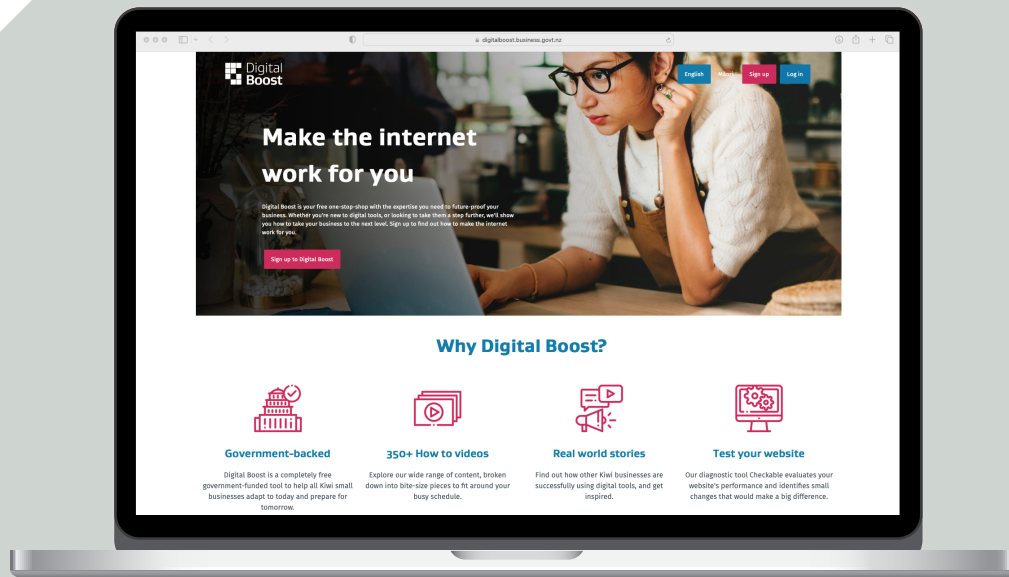
Recognising the pressing need for enhanced digital literacy amidst the global pandemic, the Ministry of Business Innovation and Employment (MBIE) spearheaded a dynamic initiative in January 2021 – the ‘Digital Boost’ programme. Born out of a passion for uplifting the SME sector’s digital adoption rates, this innovative programme offers SMEs a treasure trove of digital resources – entirely free of charge. The aim was not just for SMEs to up-skill but to also re-skill, taking their digital prowess to new heights, and ultimately, paving the way for a future brimming with digital innovation.

### Solution

academyEX worked with MBIE to create comprehensive peer-to-peer learning content, delivered via academyEX online platform.

### Result

With 60,000+ users, Digital Boost’s range of industry-specific and how-to videos has upskilled small and medium business owners, as well as produced tangible revenue benefits for those who extensively use the platform to improve their online presence.



“ The Digital Boost programme development has had an extremely demanding and changing workload with a wide range of industry transformation initiatives all revolving around the central Digital Boost Educate platform and the team at academyEX. In dealing with all these pressures and constantly changing demands, the academyEX team have been responsive, innovative, adaptable, and creative in delivering this public service for the Government. ”

– **Malcolm Luey**, Director, Digital Boost, MBIE.

# Case study 2

## Learning content for exporters

### Problem

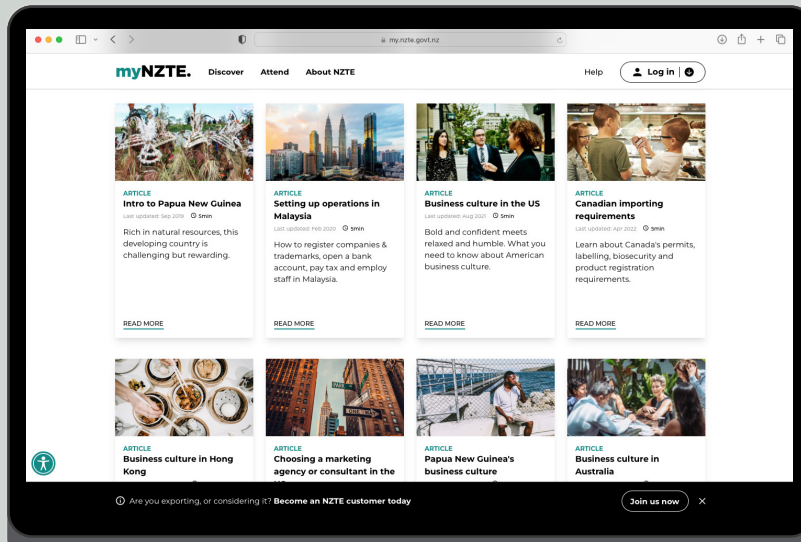
How to enable more export companies to adopt digital tools, channels and processes for international growth.

### Solution

academyEX worked with NZTE to create 50 learning resources to be shared on multiple platforms.

### Result

A suite of learning resources for exporters to improve their ability to enhance business systems, leading to higher revenue and growth opportunities particularly when it comes to selling online overseas.



“ Working with academyEX on this project has been amazing. They have been true partners in this work, hustling right alongside us to achieve what we set out to and adapting as needed. They have been so communicative and flexible within this project which has had unforeseen challenges and learnings. Their expertise in the world of learning content creation has been invaluable to us in this process. ”

– Liv Sisson, Digital Commerce Programme Manager, NZTE.



# Case study 3

## Learning platform for international students

### Problem

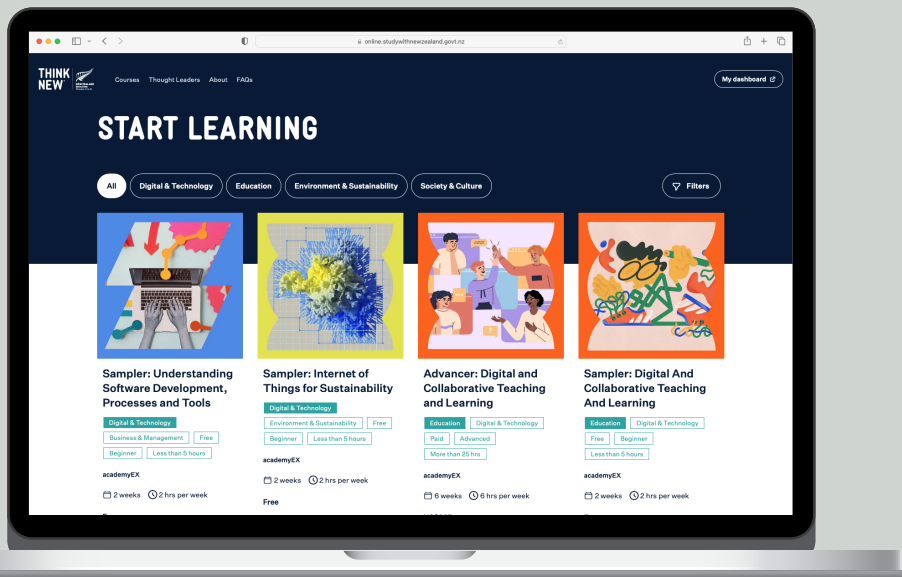
With post-pandemic drop in numbers of international students coming to New Zealand and growing global trends for online learning, Education NZ wanted to pilot an aggregate platform that will enable education providers to diversify, access new global learning communities for short courses and generate leads for graduate courses.

### Solution

academyEX was engaged to create a new instance of our LMS and built an engaging, client branded front-end website to deliver both paid and free courses to international learners. The platform, SWNZO, provides access and enables learners to deepen their knowledge and explore new subject matters, regardless of their geographic location.

### Result

academyEX delivered an exceptional solution that empowered more than 20 education providers, onboarding over 50 courses, resulting in course enrolments from over 1000 international students since its inception early 2023.



“ From a delivery angle, the team has been outstanding, particularly with their patience, flexibility and creativity. ”

– Cara Jacoby, Programme Manager, SWNZO.

# Case study 4

## Learning platform for digital skills

### Problem

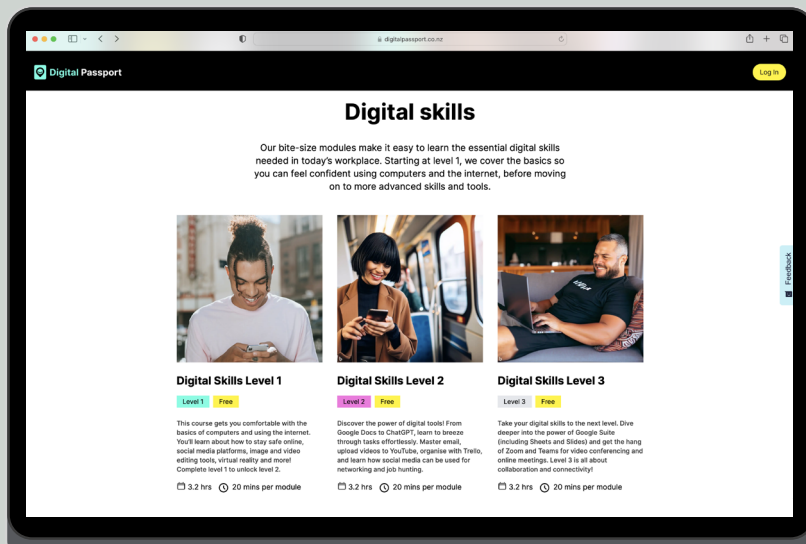
In today's job market, many face low-wage positions and job insecurity. The Ministry of Social Development (MSD) aims to address this by recognizing digital skills as a potential solution to improve job prospects for various groups, including youth without tertiary qualifications, people rejoining the workforce after a break, and older generations less familiar with technology.

### Solution

academyEX launched Digital Passport, a free online platform empowering users with essential digital and life skills. The platform offers visually engaging and user-friendly courses, enabling learners to prepare for job-seeking and access opportunities.

### Result

Digital Passport was launched in July 2023, with an expected audience of tens of thousands of participants.



“ Our clients don’t realise how much they do know. Digital Passport is a springboard for learning more, using a device like a phone that they are comfortable with. And they become hungry to learn more and more. ”

– Amanda Nicolle, Director Industry Partnerships, Ministry of Social Development.

# Our packages

## Affordable options tailored to your solutions

	Bronze	Silver	Gold
<b>Learning content – course design</b>	Create & add your own content	We create full course for you 1 course = 2hrs of learning*	We create full course for you 1 course = 2hrs of learning*
<b>LMS and admin portal</b> Our learning management system (LMS) is mobile and tablet responsive	Up to 500 learners	Unlimited learners	Unlimited learners
<b>Branding</b>	Generic	Company brand template	Company brand custom
<b>Data dashboards and analytics</b>	Basic overview	Comprehensive live dashboard	Comprehensive live dashboard with personalisation
<b>Social logins (or email)</b>	✓	✓	✓
<b>Accessibility</b>	✓	✓	✓
<b>Security</b>	✓	✓	✓
<b>Hosting</b>	✓	✓	✓
<b>Completion badges</b>	✗	✗	✓
<b>Notifications and reminders</b>	✗	✓	✓
<b>Learners can upload content</b>	✓	✓	✓
<b>Integration with Slack/Teams etc.</b>	✓	✓	✓
<b>Online events and live sessions</b>	✗	✗	✓
<b>Admin management of course assignment</b>	✓	✓	✓
<b>Course status tracking</b>	✓	✓	✓
<b>Dedicated account manager</b>	✗	✗	✓

\*A two hour course is an instructional designed learner journey comprising of subject expert knowledge, insights and information. These include a combination of the following features: video, audio files, written content, quizzes, assessments, imagery / photos.

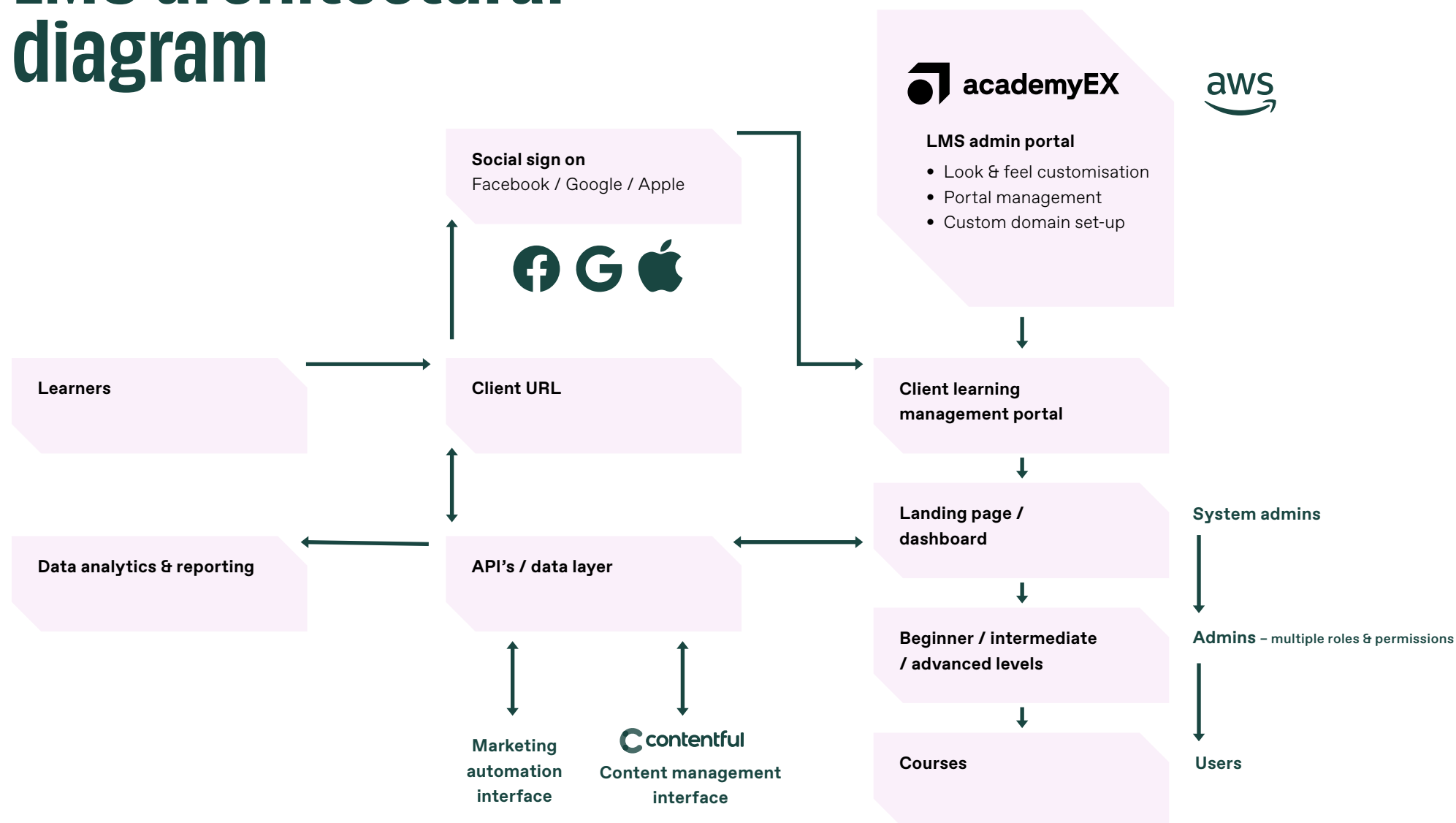
# Some of the add-ons available...

- Language subtitles and/or dubbing of the course content
- Recommend course to another learner
- Digital learning experts and instructional designers available to train corporate course authors
- Live support
- Email & marketing integration
- Design and build of customised email templates
- Discount codes

- Landing website with customised branding and UX/UI
- Payments: Credit cards, Google Pay, Apple Pay, pay with bank transfer
- SEO optimisation
- Google Analytics, Google Tag Manager, Hotjar
- Custom APIs integration
- CRM integration
- My eQuals (external validation of completion)



# LMS architectural diagram



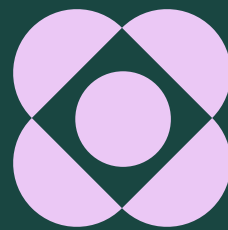


# Learn with us



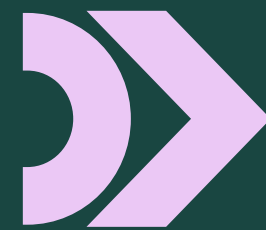
## Learning Management System (LMS)

Discover the future of learning with our advanced Learning Management System. This powerful tool stands alone or seamlessly integrates into your systems, offering features like bite-sized micro-learning for optimised knowledge intake and social learning for collaborative growth. Benefit from live updates on team progress and in-depth reports, empowering you to tailor the learning journey. With our LMS, you're not just educating your team; you're ushering in a new era of growth and success.



## Bespoke Course Design and Content

Imagine a world where your team's learning solutions are meticulously crafted, tailored to fit your unique needs, be it onboarding, compliance, or professional development. Now, step into that world with us. Our learning solutions are not just custom-made, but also vibrant and interactive, mirroring your company's unique brand identity. Embark on a transformational journey where each learning experience is more than just education – it's a celebration of your team's potential. So, don't just train your team, elevate them. Engage with us, and witness your team's growth transcend the ordinary.



## Strategic Innovation Personalised Workshops

Join us for cutting-edge technology and innovation workshops designed to tackle complex problems and cultivate the skills necessary to address business hurdles, all while aligning with your strategic objectives. Our team of seasoned experts are ready to guide your team, providing insightful understanding into customer desires, organisational obstacles, and potential future risks. Let's work together to shape a future where innovation becomes your organisation's second nature.

# Bootcamps for teams



## **EXecutive** Immersive Workshop (full-day)

We host a fully immersive EXecutive workshop to give leaders a taster of the future of technology, and understanding the fundamentals and importance of this rapidly changing world.

## **EXpert** Masterclass Series (half-day)

We can further support those that are interested in deepening their learning from the initial EXecutive Workshop with a masterclass series with EXperts advisors.

## **EXcellent** Topics

Business Disruption  
BlockChain  
VR/AR  
AI  
IoT  
Web3  
Design Thinking  
Systems Thinking  
Futures Thinking

# To learn more, get in touch:

## **Australia**

Country Manager: Cynthia Franich

Email: [cynthia.franich@academyex.com](mailto:cynthia.franich@academyex.com)

Phone: +61 401 557 588

Or visit our website: [\*\*academyEX.com\*\*](https://academyEX.com)



[academyEX.com](https://academyEX.com)