Recommended Sequence for Applying the

Corporate University Blueprint

"I am an apostle of experience"

Leonardo Da Vinci
Designer, Innovator & Visionary
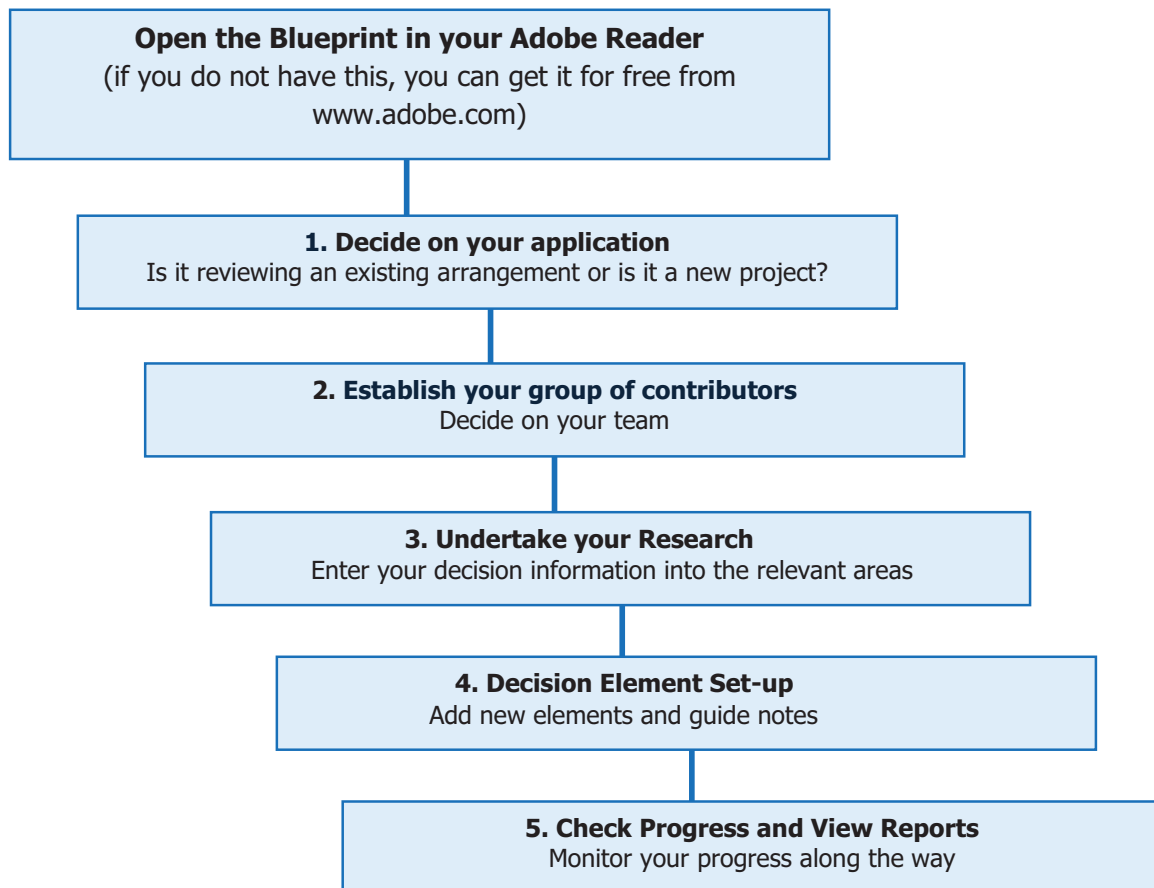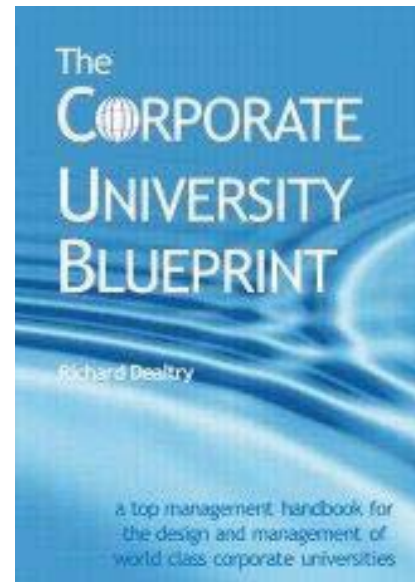
acua
The Global Association of Corporate Universities and Academies

Introduction to the Corporate University Blueprint

In order to fully achieve maximum benefit from using the G-ACUA Corporate University Blueprint, we recommend that you follow a sequence of activities.

The flow of activities below illustrates what is involved in setting up your first Blueprint application.

Open the Blueprint in your Adobe Reader
(if you do not have this, you can get it for free from www.adobe.com)

1. Decide on your application
Is it reviewing an existing arrangement or is it a new project?

2. Establish your group of contributors
Decide on your team

3. Undertake your Research
Enter your decision information into the relevant areas

4. Decision Element Set-up
Add new elements and guide notes

5. Check Progress and View Reports
Monitor your progress along the way

Step One – Decide on your application

This stage describes the factors that need to be considered when choosing your application target area. You may be conducting a reflective review of an existing programme, or you may be introducing a whole new corporate university development.

It is of real value to have a clear vision of the research outcome and to obtain good project engagement with the people in your organisation.

Consider the following factors in selecting your Blueprint application:

- In which areas of the organisation do we need to focus, or will it be a whole organisation application?

- Where is there a need for clarification, improvement or development in current practices that are affecting performance?

- What priorities and time frames are we working to?

- What do we want to achieve as a result of this work?

- Who are the best people to contribute to this Blueprint application? Which people within the organisation and externally should be involved and at what level – managers, administrators, technicians, etc? Who will be able to provide valuable, objective contributions to the process in specific disciplines or areas of activity?

- How will this programme of action research and development be communicated to the whole organisation so as to maximise company-wide interest in the corporate university activity and its outcomes.


Step Two – Establish your group of contributors

As the team leader you take ownership of the application and manage the Blueprint process. This is a role that calls for capabilities in leadership, decision making, network linking skills and team building.

It is important to select the right people for your team. These specially selected people will undertake research and analysis activities.

The team will work with you to define the factors that influence best practice and make recommendations for customising and extending the scope of the Blueprint in their particular corporate university application.

Select your team, assigning roles and responsibilities. Alternatively, you may choose to undertake the research yourself by using questionnaires and interviews.

The section within the Blueprint entitled *"Applying the Blueprint: Leadership Roles and Helpers"* considers the issues involved with team selection.
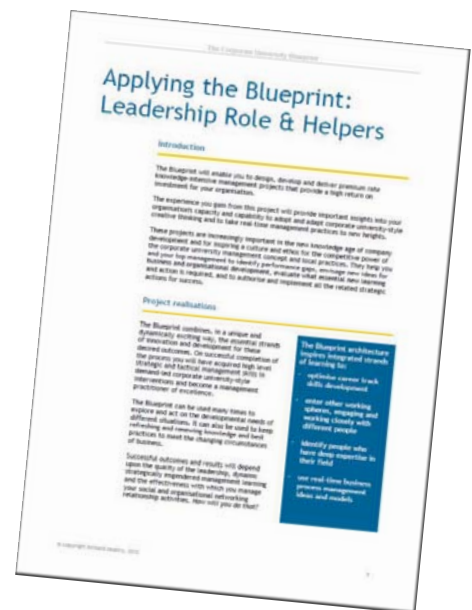
Step Three – Undertake your research

At this stage you are ready to implement your plans. Your team of contributors will be ready to collaborate in their research activity, moving from element to element

As you progress through your review or development activity you may find that, rather than progressing through the elements in order, you will jump around within the Blueprint, as connections come to mind.

You may complete known element areas quickly and then move onto other elements. Finding out what is known and what is not known (or should be known) is a key development stage in exercising the Blueprint process.

Although the elements are shown as separate activity areas they are in fact all connected in different ways to produce a dynamic whole.

The Blueprint Tree of Knowledge is a convenient mind map of the total corporate university development landscape.
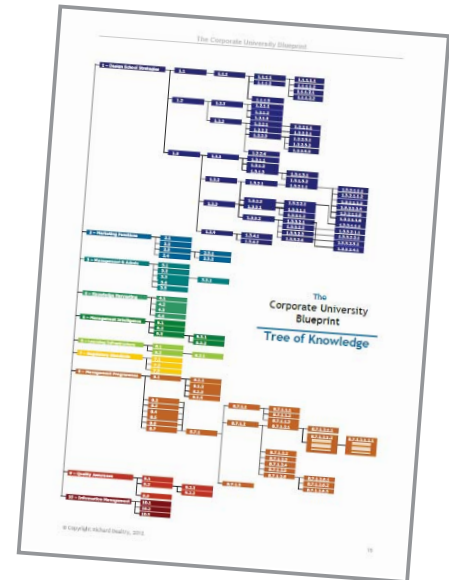
Step Four - Decision Element Set

If your Blueprint application requires additional decision strands or elements to those that are already featured in the Blueprint, you can add them using the blank template elements that can be found after Strand 10 in the Decision Index
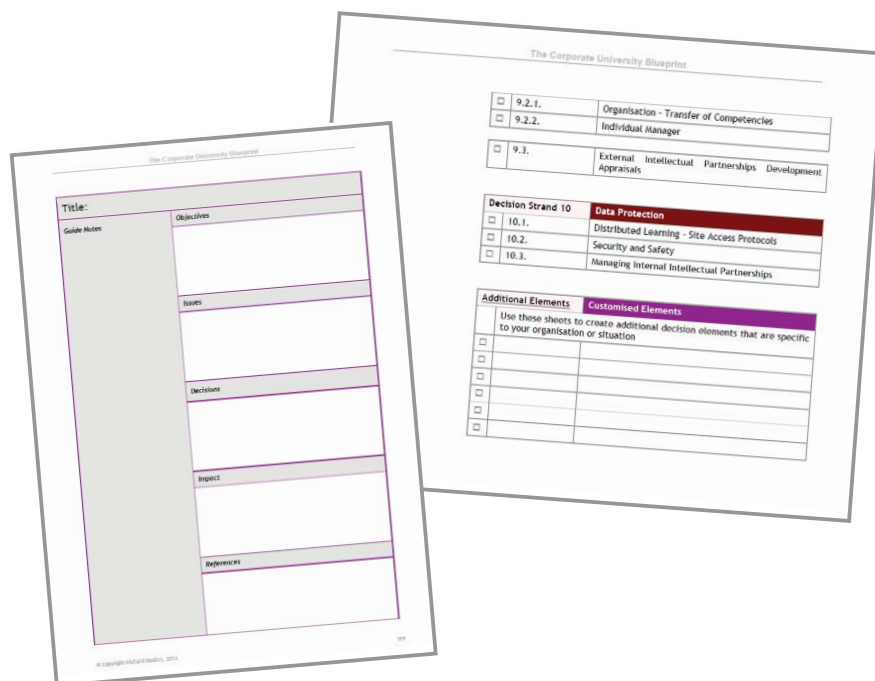
You can add titles to your new elements in the Decision Index then complete the Guide Notes on the blank element page.

Step Five – Check progress and view reports

As you progress through your Blueprint application, regularly check on your progress, to make sure that areas you had skipped do not get forgotten.

Using the multi-page view option in Adobe is useful here for an at-a-glance overview of your progress. The decision index has a column of checkboxes which can be used to indicate completed elements.

It may be that you do not need to address every single element within the Blueprint. This will depend on your specific application. However, to keep in mind what is outstanding and what is completed is good practice and will help you and your team towards completion of the corporate university review or design project.

It is useful to have regular meetings, whether face to face or online, where you can address any issues that have arisen as a result of undertaking a Blueprint application.

Any video-conferencing system with screen-sharing capabilities can be used to hold these meetings, if face to face is not a suitable option. Additionally, document sharing packages can be used to centralise the application activities. Technological advancement means that it is easy to undertake applications right across international organisations.

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