



Format	A4 Brochure – 4 pages
Brief	Swinburne Edge market positioning and Capability Statement
Word Count	Approx 1600 words
Competitors	Other University (RMIT, Melbourne), Commercial training services (online, offshore and face to face), TAFE
Possible key phrases for SEO - based on search volume and competition	Managing change; managing change in organisations; managing change principles; strategies for managing change; workforce skills pathway victoria; skills innovation; skills for managing change; skills for managing a team
Draft	#2 (Mar 2, 2022)

This is an adapted draft of the text for use in the Swinburne Edge high level brochure. **Page one** identifies the offering and makes a broad mission statement. **Pages two and three** outline the proof points that back up our statement, and the offering's 4 components. **Page four** goes into to greater detail about the product offering with modes of delivery alongside major clients' logos, and the call to action.



The Future of Work is here.

- Do you have a hybrid work strategy?
- How will your industry change over the next few years?
- Are your workforce capabilities up to date?
- Do you have the necessary people and skills to meet the challenges ahead?

Introducing Swinburne Edge.

Competitive workplace training solutions for a fast-changing commercial environment.

Swinburne Edge is targeted workforce strategy for an unprecedented era. We provide practical learning and development outcomes that empower individuals and boost your organisational capability.

Because **Swinburne Edge** is about creating value, not just for today's industry, but for the future.

We're more than one-off qualifications—we're an industry specialist and long-term educational partner that will help you stay abreast of new technologies and ways of working. As your industry evolves, you'll be at the forefront. As opportunities arise, you'll be ready to seize them.

Pages 2 and 3.

What is the Edge?

NEW WORKFORCE INSIGHTS:

Swinburne Edge is part of a dedicated research facility focused on the latest practice in workplace innovation. We are living in an 'unprecedented era', facing global challenges – from climate change to a global pandemic – paired with profound transformations wrought by rapidly evolving digital technologies. In this environment, there is a growing urgency for disruption-led innovation to be hardwired into every organisation's DNA and business model.

INTEGRATED SOLUTIONS:

Swinburne Edge combines the latest learning design & development, with industry insights and advice. We help you transform your workplace by:

- providing insight into current trends and how they translate to your organisation
- positioning your leadership team to lead your workforce and influence stakeholders
- diagnosing pain points in work activity, knowledge, learning capability, and workplace wellbeing
- implementing productivity solutions to enhance competitive advantage

A LIFELONG PHILOSOPHY:

Swinburne Edge is committed to professionals and organisations on their lifelong learning journey. Our training programs enhance career paths with the most up-to date accredited qualifications, whilst improving productivity by empowering employees to be collaborative, creative and agile.

Pages 2 and 3 cont.

BUSINESS CONSULTING UNIT (BCU):

Tailor made for business - and people who mean business.

Swinburne Edge is future ready, tailor-made learning that equips your workforce to realise new business opportunities and new and better ways to work.

As a trusted leader in education, and a longstanding commercial training partner, our courses are expertly prepared and guided by the latest high level workplace research.

Clients have continually increased their workforce productivity with practical, relevant, and contemporary development programs specialising in:

- Leadership and Management
- Communications
- Business strategy
- Technology and Data/Analytics
- Project Management
- Work, Health and Safety, and
- Personal & Professional Development

Course offerings and organisational learning programs have a breadth and flexibility that is unrivalled. Our consultants are industry experienced and highly effective leaders in their fields.

In practice, you'll receive the most cost and time-efficient mix of learning for the greatest immediate impact on your working environment - whilst building an agile workforce ready for success.

Swinburne Edge is preparing every employee, at every level of responsibility, for the next generation workforce...right now.

Pages 2 and 3 cont.

INNOVATION AND COMMERCIALISATION:

We make your workforce the driving force.

In a rapidly moving world, new value creation opportunities abound. To remain sensitive to change, we must celebrate curiosity and imagination - we must be equipped and ready to learn. This is how new ways of creating and capturing markets are being born. It is how we make innovation our core business.

With the nature of work changing forever, it is now your enterprise capabilities that provide the pathways to the new economy. Whether it's to stress test and extend an existing business model, or to generate ideas for a new scalable business, your frontline employees and workers at every level are the creative drivers of adaption, discovery and growth.

Swinburne Edge has been specifically designed to meet the urgent challenges of 'Disruption Readiness'. Our Innovation and Commercialisation programs deliver future-focused courses and organisational development modules that prime your firm to be ready for the transformations that are to come.

Because we believe the faster the future arrives, the better it is for the world. But learning new ways of thinking, and creating value, are vital.

Swinburne Edge is there to get you moving with the tools you need to harness the next great opportunity.

Get the Swinburne Edge.

Pages 2 and 3 cont.

LEARNING DESIGN INNOVATION (LDI):

The Learning Workplace.

All around us, it's clear the modern workplace is changing. And it's changing faster than ever before.

Disruption is occurring at an unprecedented rate. Modes of work and business models are evolving at such speed that the pre-Covid economy will soon be unrecognisable.

Your workforce needs to be equipped and up to the task. Employees in all areas of responsibility must be highly skilled, agile, collaborative, and imaginative.

But it's not just about signing up to a bunch of cookie-cutter courses in the latest digital platforms. It's about building a workforce that is possessed of the skills, leadership and culture to effect growth in an uncertain future.

Swinburne Edge Learning Design Innovation provides powerful new ways of building enterprise capability with:

- Insightful and forward-thinking development design that tailors practical learning to your organisation's specific needs
- The most up-to-date, transformational courses in leadership, management, coaching, business skills, emotional intelligence, and work health and safety
- Facilitators that are chosen for their extensive industry expertise and comprehensive understanding of the challenges facing each sector
- Programs to foster a dynamic work and learning culture with sustained improvements that are both documented and measurable

They say the economy will probably bounce back pretty quickly post-Covid...but it definitely won't be the same economy.

Get your advice from the experts in organisational learning and development. And build back better with Australia's most trusted technical institution - now a world class university.

Build your next-gen workforce now with **Swinburne Edge**.

Pages 2 and 3 cont.

CONTINUING AND PROFESSIONAL EDUCATION (CPE):

Work for Tomorrow, Today

For professionals, we offer the most up-to-date content in Advanced Diplomas, Professional Certificates, and a wide range of accredited courses in a format that suits you. Everything you need to stay on top of your career. Done.

Swinburne Edge is future-ready training and workplace skills to harness your talents and grasp opportunities as they arise. Our expertly prepared course portfolio is made for immediate application, with the right tools to unlock your potential.

Swinburne Edge offers effective, agile industry training that:

- Delivers competitive skills training and a comprehensive range of accredited courses in the latest content for your industry.
- Provides webinar and workshop/seminar delivery, both face-to-face and online, or in blended mode - with standard and 'fast track' courses for people in a hurry!
- Is locally based and well-resourced, with world class facilities and individually tailored delivery options.
- Provides innovative training for 'life-long learners' and sustained success, equipping you to meet the challenges of an uncertain future.

Swinburne Edge CPE supports individuals to reach their goals, at whatever career phase or stage of development.

In an era where organisations, individuals and educational systems must adapt quickly to change, we're building the skills for tomorrow's leaders, today.

MODES OF DELIVERY:

Swinburne Edge offers a range of organisational learning solutions - from 'Bespoke' delivery to 'Ready to Go' courses - that use a digital, micro-credentialed education framework. All our courses can be delivered face-to-face, online, or in a blended mode.

Bespoke

We provide learning and development programs tailored to your organisation's specific needs. This includes expert consulting and a personalised suite of courses in the most up-to-date training for your industry.

What's more, we use a proven learning and development project methodology that guarantees the design and delivery of each program.

Ready to Go

Our **Ready-to-Go** courses include accredited and non-accredited workshops, short courses, certificates, diplomas, and postgraduate qualifications to boost your skills capabilities. The great advantage of Ready-to-Go is that training can be delivered in-house at your workplace. You receive comprehensive learning modules guided by experienced industry facilitators, and practical workplace applications for immediate impact.

Certificates and diplomas can also be delivered in 'Fast Track' mode as a part-time commitment, and completed in less than six months.

Contextualised

Our **Contextualised** learning solution tailors Ready-to-Go courses to meet specific goals. With this option, we address a critical issue facing your organisation and find the solution within a guided 'case study' approach. Contextualised delivery is a powerful training solution that fosters teamwork, problem solving and inspired deep learning.

Contextualised programs are aligned to your industry, challenge-focused, and can be delivered in the mode that best suits your needs.

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