

Case-study: General Assembly – Global

1) Description of initiative(s)

- General Assembly is a global community of individuals empowered to pursue the work they love. The company’s mission is to build this community by:
 - Delivering best in class, practical education in technology, business, and design
 - Providing access to opportunities that build skills, confidence, and freedom in one’s career
 - Building a global network of entrepreneurs, practitioners, and participants invested in each other’s success.

2) What need does this solve for scale-ups?

(1) Coordination, connectivity and promotion	(2) Access to Skills	(3) Leadership Capacity Building	(4) Customers (Domestic & Export)	(5) Financing	(6) Infrastructure
Builds a unique global network of alumni with skills in business, design and technology.	GA’s courses provide professionals with the business, tech and design skills they need to pursue the work they love.	Short-evening classes and part-time courses help professionals level-up in their careers.	Entrepreneurs take GA courses to gain the skills needed to launch new companies. GA also hosts regular meetups and events.		

3) Which stakeholders in the ecosystem are involved with running this?

Entrepreneurs	Ecosystem umbrella organisations	Government (national/ local)	Private sector	Investors/financers	Education providers
GA’s model is built on the idea of instructor-practitioners. The company’s instructors come from the local tech and entrepreneurial community.			The company works with over 2,000 global hiring partners who both shape the company’s curricula and hire its graduates.		

4) What does success look like? What impact/outcomes are expected?

<p>Students/Professionals</p> <p><i>Success is empowering General Assembly’s students to pursue the work they love:</i></p> <ul style="list-style-type: none"> • Since its founding in 2011, General Assembly has placed over 90% of its job-seeking graduates in full-time roles within ninety days of graduation from its full-time immersive programming in web development, user experience design and product management. • In addition to the company’s full-time, immersive courses, the company offers part-time courses in business, design and tech for individuals looking to level-up in their current job or gain the skills necessary to pursue a new career. • GA’s global alumni network connects professionals across industries and locations. 	<p>Employers</p> <p><i>Success is solving employer talent needs through creating new streams of talent, and through providing training opportunities for current employees that allow them to level-up in their careers:</i></p> <ul style="list-style-type: none"> • General Assembly has a global network of over 2,000 hiring partners. The company builds its curricula in conjunction with these companies. • General Assembly creates a stream of talent looking for jobs in the most in-demand industries of the 21st century. GA does not charge a recruiting fee to employers looking to hire its graduates. • Current employees also benefit from General Assembly’s offerings. Many companies send their employees through General Assembly’s part-time night and weekend programming.
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