

# ASSOCIATE ACADEMY



The Associate Academy is an immersive, 12-month training program for early career, change in career, and advance in career talent who aspire to become the next generation of WWT's technical consulting professionals. This program focuses on helping selected candidates reach their full potential by providing a structured training program designed to teach participants the technology and business fundamentals necessary to be successful technical consultants. In addition, it will allow WWT to build a strong and competent pipeline of talent to help satisfy the sales and pre-sales engineering needs across the company.

## Program Objectives

### Technology

- Associates will create a competency toolbox of industry and OEM certifications as well as establish a technology area of focus with the help of the program facilitator.
- Associates will be able to manage their ongoing independent learning paths in order to build their personal brands, considering mentor and coaching advice from stakeholders.

### Sales and Business

- Associates will develop consulting techniques such as presentation, listening and simulation skills.

### World Wide Technology

- Associates will build a network of mentors, peers within WWT best practice presenters and WWT's partners and OEMs.

## Curriculum

- Weekly kick off meeting
- 2 Partner of the month sessions
- OEM engineering enablement
- Cohort specific working sessions
- Book club
- Best practice presenters
- Advanced Technology Center (ATC) Builders
- ATSM
- Sales Competency Modules
- Weekly wrap up
- One-on-one facilitator session
- Corporate/ Platform overview session
- In the news
- Win Wire Wednesdays/case studies and workshops with partner associate programs
- Hands on NAIC rotation
- ATC Rotation
- Technology 101

## Mentor Program

Associates will be provided with a mentor by month three of the program. Associates establish a regular cadence with the mentor to collaborate and discuss their growth throughout the program. The mentor acts as a:

- Supporter: The associate's protector, counselor, defender and friend of a full-time learner with time bound objectives, certifications and performance criteria
- Coach: As an objective person who screens potential talent in fulfilling the designated role
- Advisor: An experienced member of a sales team who provides help, coaching and guidance to apply the learning of the Academy to real work experiences and success roadmaps

## On-the-Job Learning

On the job training managers greatly influence the development of Associates. The primary role of the training manager is to teach the associate what they know about being in their role and coach the associate so their skills can be developed in a supportive atmosphere, create a mentor environment and provide opportunities for the associate to reflect on the many aspects of best practices. It is important for associates to have positive role models.

## Sales VS. Engineer Associates

WWT's next generation of technical and sales consulting professionals begin the program engaged in WWT's vision, mission, core values, lines of business, and account planning. About month four, the technical and sales programs split to dive deeper into their designated roles.



### Sales Professionals

The Client Development Associates (CDA) onboard to a new team and enhance their account planning skills.



### Engineering Professionals

The Associate Consulting Systems Engineers (ACSE) continue to work towards establishing their technical sales competency tool box with on-the-job training and an ATC rotation.



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