

ASSOCIATE ACADEMY



The Associate Academy is an immersive, instructor led development program for early career, change in career, and advance in career talent who aspire to become the next generation of WWT's technical and sales professionals. This program focuses on helping selected candidates reach their full potential by providing a structured enablement program designed to teach participants the technology and business fundamentals necessary to be successful. 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
- Partner of the Month
- Cohort specific working sessions
- Book club
- Best practice presenters
- Advanced Technology Center (ATC) Builders
- ATSM
- Account Planning
- Building a consultative mindset
- Role Play
- Weekly wrap up
- One-on-one facilitator session
- Corporate/ Platform overview session
- In the news
- Win Wire Wednesdays, case studies, role play 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 and 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 learning plays a crucial role in the development of associates. The primary goal is to enhance their understanding of their roles while providing coaching to foster skill development in a supportive environment. On-the-job learning cultivates a mentoring atmosphere and offers opportunities for associates to reflect on best practices. Having positive role models is essential for their growth and success.

Sales VS. Technical 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) receive additional support as they onboard to a new team and work towards taking ownership of their accounts while enhancing their account planning skills.



Technical Professionals

The Technical Associates continue to work towards establishing their technical sales competency tool box with on-the-job training and various rotations.



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