

CORPORATE UNIVERSITIES

Creating and Implementing a Service Group's Corporate Management University

THE UNIVERSITY'S VISION AND GOALS

The primary objectives and vision for the Service Group's Corporate University on 3 to 5 year horizon can be summarized as follows:

- Build around the Group, developing a feeling of belonging.
- Re-establish reference points in the wake of many changes and transmit the strategy more effectively within the company.
- Address the need for manager development by cultivating the best ones and giving them recognition; upgrade management practices.
- Start building co-operative relationships among the Group's managers by developing cross-communication and improving on the Group's international capabilities.

CONCRETE TARGETS FOR THE IMPLEMENTATION OF THE CORPORATE MANAGEMENT UNIVERSITY

Several vectors are retained for training before implementing the University start-up plan.

For personnel, who will attend the University 3 days per year, it consists of:

- Participating in think tanks that will take stock of, underline, and formulate recommendations on good management practices to promote within the Group, along cross-sectional themes.
- Participating in seminars during which the managers:
 - Meet with external advisers (teachers, consultants, and business leaders) and internal advisers, in order to discover new approaches as well as review or reinforce their current approaches.
 - Exchange ideas with Group executives for a better understanding of the strategy.
 - Benefit from contributions that will prepare them for and structure their professional evolution (location, position, occupation, or company).