

Company Profile

Gramedia Academy



www.gramediaacademy.com



@gramedia_academy



Gramedia Academy

**“Great vision without
great people is
irrelevant.”**

- James C. Collins -



About Us



Gramedia Academy

Part of the **most reputable**
and leading media
companies in Indonesia,
Kompas Gramedia.



Professional & personal development
training provider.



Book-based training materials by
Gramedia Publishers.

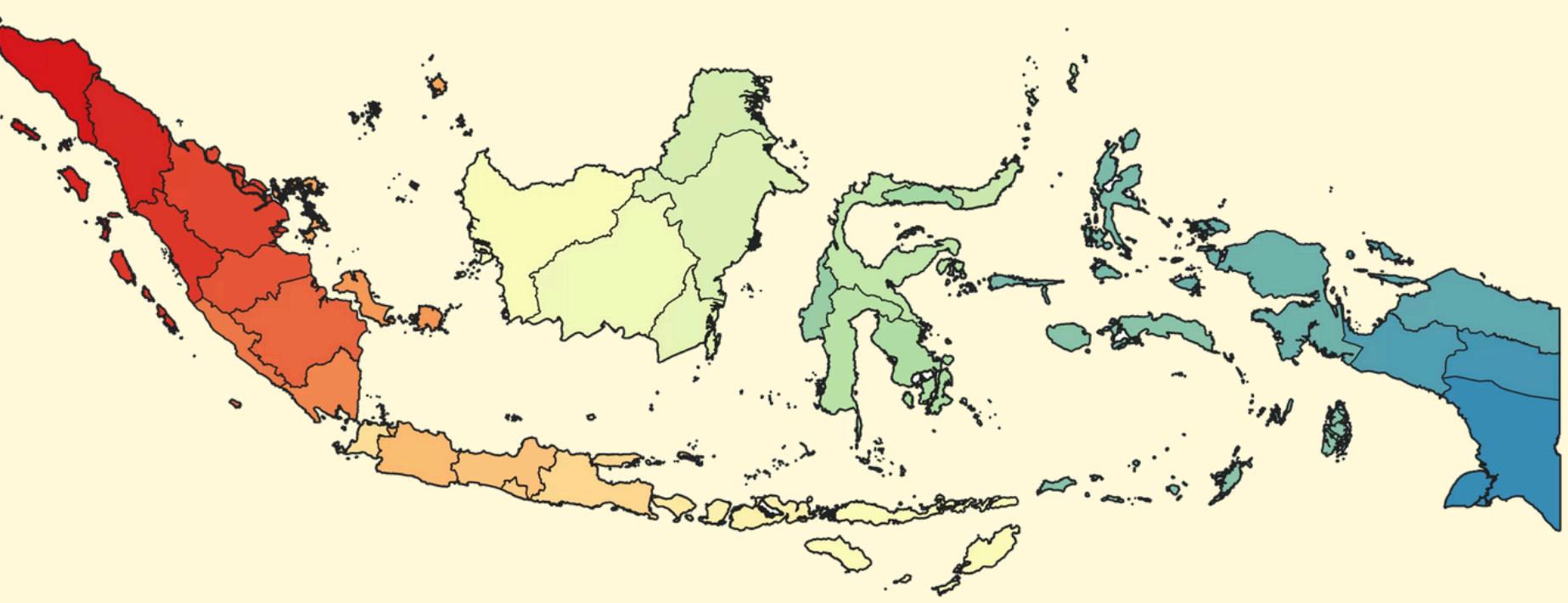


Book Author & Practitioner are
Associate Trainer.



Best practice training and user-to-
user sharing model.

Why Gramedia Academy?



Gramedia Academy delivers the training driven by
the richness of literature, the expertise of authors,
and **the impact of practical training.**

Our Service

Gramedia Academy for Business



B2B (Business to Business) sales system.



For government, private sector, university, and school institution.



Training Need Analysis (TNA) to identify specific participants requirements.

Gramedia Academy for Public



B2C (Business to Customer) sales system.



For individual user seeking a smooth and satisfying learning experience.



Tailored training to meet specific needs and goals.

Form of Training



TALK SHOW



Informal expert talk is often interactive and inspiring.



SEMINAR



One-way knowledge sharing by speaker(s) to a large audience.



WORKSHOP



Hands-on session with activities, practice, and group work.



COURSE/CLASS



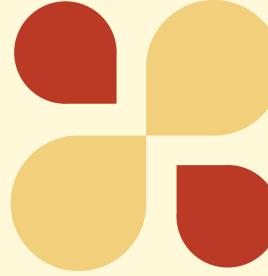
Structured learning over sessions, focusing on specific topics.



TRAINING



Guided program to build specific skills for work or personal growth.



Participant

1 Essential

For individuals new to the role, with limited experience, or first-time training

**Company Sector
(Government & Private)**

- Administrative Staff
- Entry-level Officer
- Frontliner
- Customer Service
- Call Center Agent
- Fresh Graduate
- Intern

School & University Institution

- New Teacher
- School Admin Staff
- Librarian
- Lab Assistant
- New Committee Member

2 Functional

For those with organizational experience or increasing responsibility

**Company Sector
(Government & Private)**

- Supervisor
- Team Leader
- Coordinators (HR, Finance, Ops)
- Project Officer
- Specialist

School & University Institution

- Senior Teacher
- Subject Coordinator
- Vice Principal
- School Public Relation
- Marketing Staff
- Curriculum Developer

3 Strategic

For senior professionals with strategic decision-making responsibilities

**Company Sector
(Government & Private)**

- Manager
- Director
- Executive
- Policy Maker
- Senior Government Official (Eselon II and above)
- Consultant
- Advisor

School & University Institution

- School Principal
- School Owner
- District Education Supervisor
- University Program Director
- School Decision-Maker

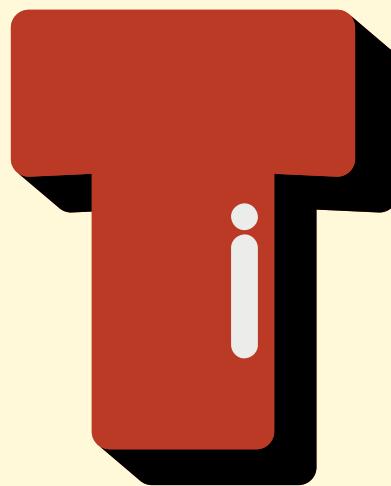
Our Focus



Leadership



Communication



Technology

Leadership Milestones



Leadership Catalogue

Basic Leadership Skills

- Leadership Foundations
- Learning Agility
- Industry Expertise
- Team Awareness
- Youth Leadership
- Fun Leader for High Performance

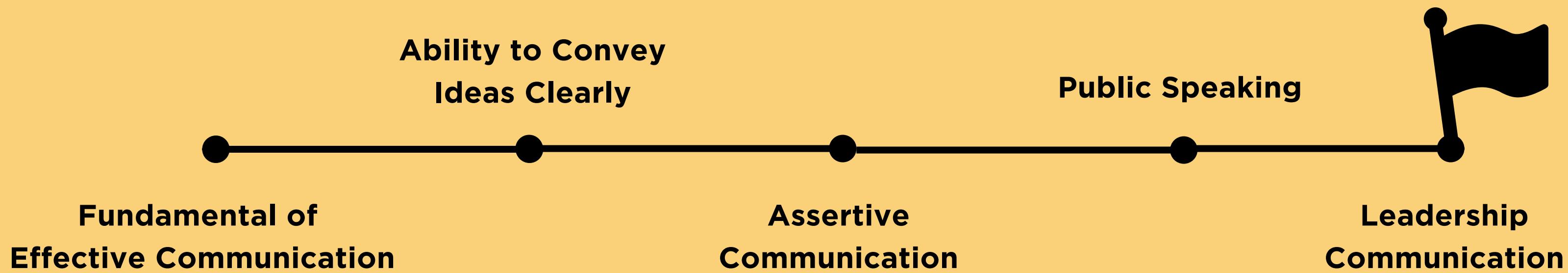
Intermediate Leadership Skills

- Business & Operational Acumen
- Decision-Making
- Emotional Intelligence
- Performance Management
- Conflict Management

Advanced Leadership Skills

- Business Transformation Strategy
- Strategic Leadership
- Crisis Leadership
- Transformational Leadership
- Motivational Leadership
- Organizational Agility

Communication Milestones



Communication Catalogue

Basic Communication Skills

- Foundations of Interpersonal Communication
- Internal Communication Essentials
- Public Speaking Readiness
- Introduction to Interpersonal Skills

Intermediate Communication Skills

- Influential Communication & Persuasion
- Navigating Difficult Conversations
- Business Networking & Relationship Building
- Impressive Presentation Skills
- Collaborative Problem-Solving Through Communication
- Cross-Generational Communication
- Intercultural Communication

Advanced Communication Skills

- Leadership Communication & Organizational Influence
- Strategic Public Relations Communication
- Negotiation & Mediation
- Advanced Interpersonal Strategy
- Communication Ethics & Crisis Response

Technology Milestones

**Introduction to
Technology and
Digital Tools**



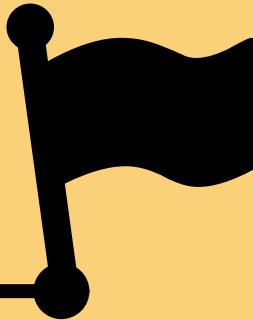
**Applying Technology
to Work Processes**



**Data Analysis &
Technology-Driven
Decision-Making**



**Mastering The Latest
Technology for
Business Development**



Technology Catalogue

Basic Technology Literacy

- Digital Basics for the Workplace
- Safe Internet & Cyber Hygiene
- Introduction to Cloud Storage & File Sharing
- Introduction to Interpersonal Skills
- Journalism and Photography
- Data Visualization, Graphics, Infographics

Intermediate Technology Skills

- Automating Daily Tasks with Apps & Tools
- Data Management and Visualization
- Collaboration Tools for Hybrid Teams
- Using EdTech Tools in School Management
- Data Analysis

Advanced Technology & Data Analytics

- Business Intelligence for Strategic Planning
- Data-Driven Decision Making
- Digital Transformation & Change Management
- Leveraging AI & Machine Learning

OTHER TOPICS

- Business and Management
- Finance
- Technology
- Personal Development
- Education
- Family
- Hobby
- Lifestyle

Our Catalogue

Language Program

English Course

Mandarin Course

Korea Course

Spanyol Course

**Enhance global communication skills and intercultural
understanding in an increasingly connected world.**

Language Program

Objectives

- Develop practical language proficiency
- Support global readiness
- Foster cross-cultural competence

Target Participant

- Corporate employees
- Students

Delivery Format



Evaluation

- Written Test: Mid & Final
- Speaking Test: Final
- Participant questionnaire
- Course coordinator observation



Client Portfolio: Company & Government



Client Portfolio: School & University



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LET'S COLLABORATE !



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