

# Company Profile

## Gramedia Academy



[www.gramediaacademy.com](http://www.gramediaacademy.com)



@gramedia\_academy

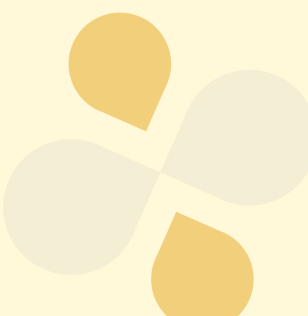


Gramedia Academy



**“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.



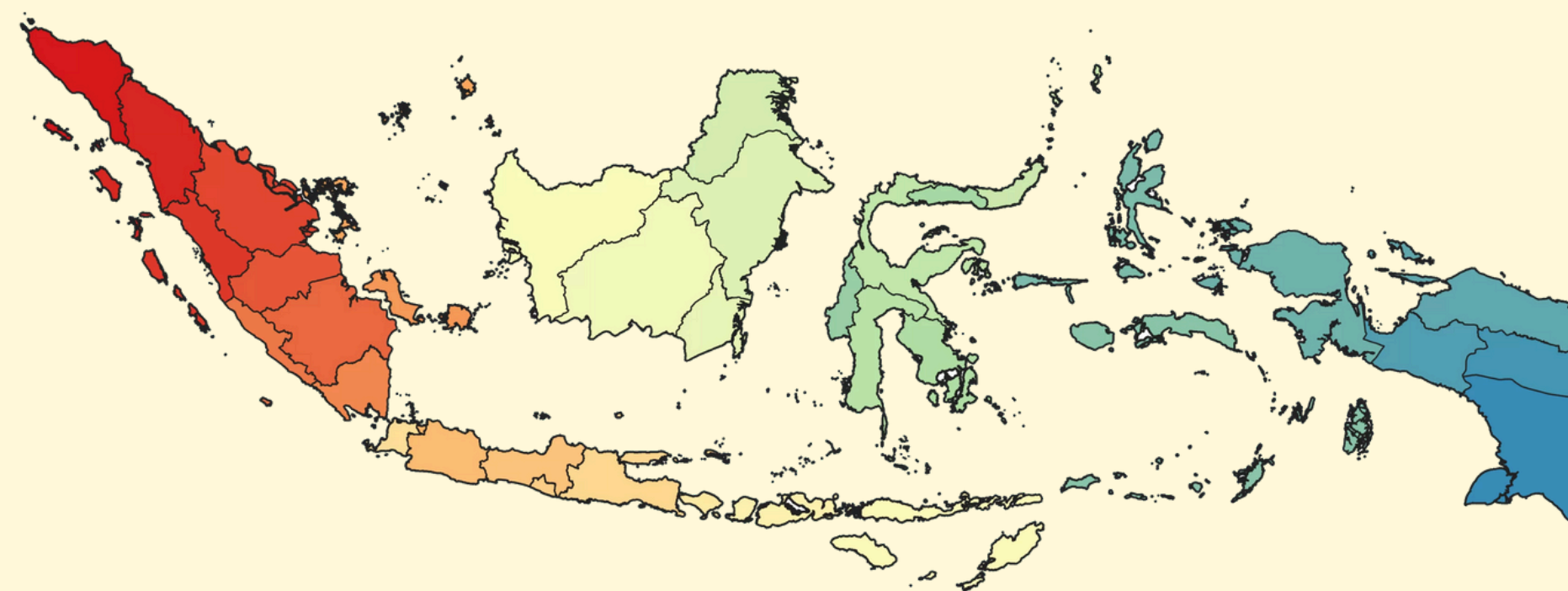
Book Author & Practitioner are Associate Trainer.



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



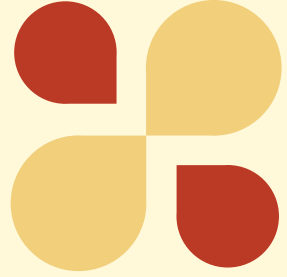
Structured learning over sessions, focusing on specific topics.



## 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)**

**School & University  
Institution**

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

- 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)**

**School & University  
Institution**

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

- 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)**

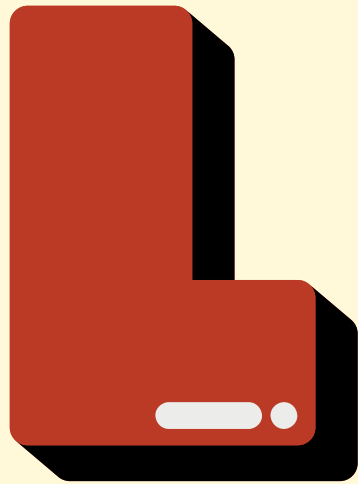
**School & University  
Institution**

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

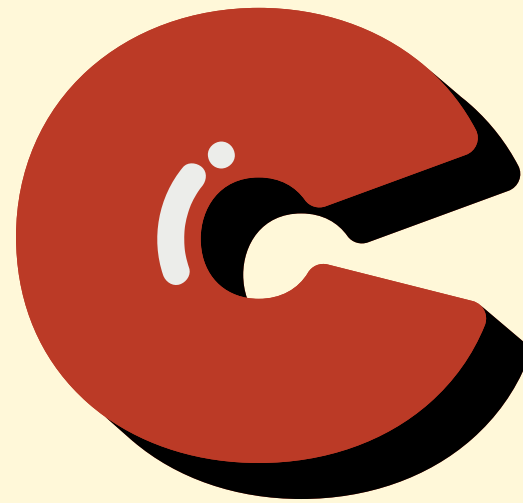
- School Principal
- School Owner
- District Education Supervisor
- University Program Director
- School Decision-Maker

**Our Focus**

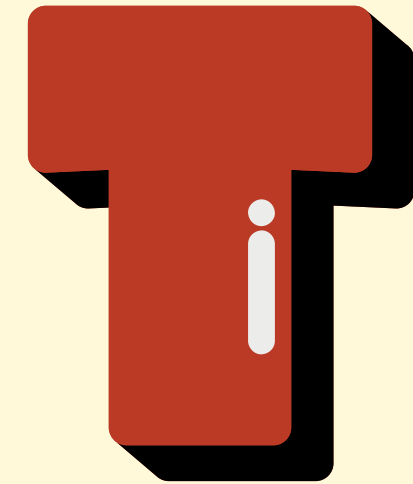
A horizontal line with arrows at both ends extends from the 'Our Focus' box to the left and right, pointing towards the three focus areas below.



**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

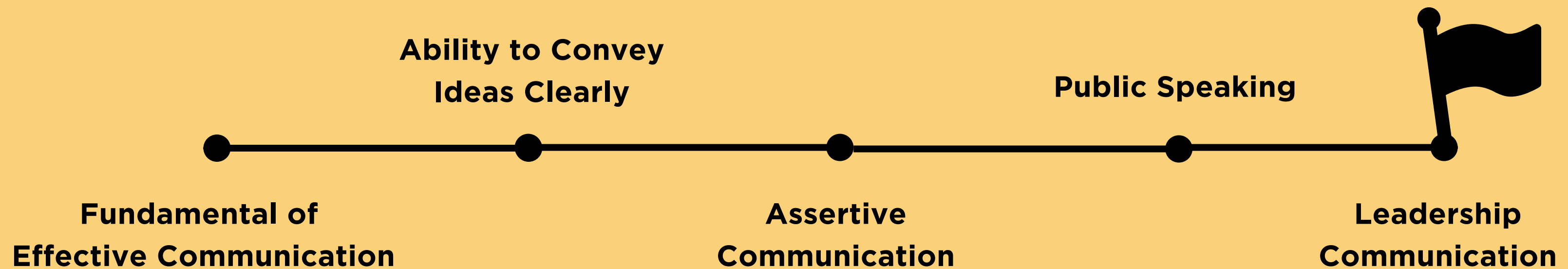
## Intermediate Leadership Skills

- 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

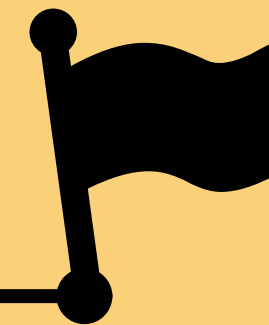
## Advanced Communication Skills

- 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**

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



**Applying Technology  
to Work Processes**

**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

 Onsite  Online  Hybrid

## 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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