

MANAGING THE TALENT PIPELINE:

A New Approach to Closing the Skills Gap



Case Study: Talent Pipeline Management

Profile: General Assembly

Title: Demand Driven Training

From startups to large corporations, companies of all sizes are struggling to keep up with the rate of change in digital technology, creating in-house digital skills gaps. In light of this environment, some companies are turning to [General Assembly](#) to design and deliver customized training to employees to help them keep pace with and take advantage of the digital age.

Founded in 2011, General Assembly is an education institution that provides coursework in technology, digital design and business through a variety of accelerated classes. By taking an entrepreneurial approach to course development – developing a prototype, generating user feedback, and constantly iterating – General Assembly ensures their core material is up-to-date and meeting student expectations. With industry practitioners serving as instructors for every class, General Assembly solicits diverse input on industry trends and market needs to create demand-driven training solutions.

To quickly and effectively meet the talent needs of businesses, General Assembly's instructional design team allocates an average of eight weeks to custom-design training programs that account for each organization's unique business objectives, industry landscape, and learning culture.

The demand for General Assembly's courses and trainings is evident in their rapid market expansion to 15 cities in four continents in just three years of operation.

This case study is part of the U.S. Chamber of Commerce Foundation's Talent Pipeline Management initiative, an ongoing program aimed at closing America's skills gap crisis through the use of lessons learned from supply chain management.

To learn more about this project, please visit www.TheTalentSupplyChain.org

