

General Assembly Enterprise

Product Catalogue (France)

Flexible Access to Digital Training
for Your Entire Team

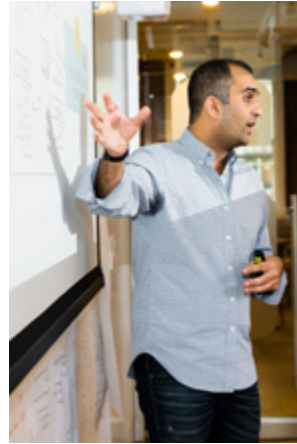


Meet Your Training Partner

General Assembly Enterprise

Accelerate Digital Transformation Through Your Talent

General Assembly is a global upskilling and reskilling company with unmatched scale. Our programs enable teams to grow, compete, and thrive in the digital economy.



The Skills of Tomorrow, Delivered Today

A stunning 53% of organizations can't identify what skills they need for the future of work. With our finger firmly on the pulse of what's next, we partner with businesses to unlock the internal skills they need to fuel transformation. We build learning solutions in key practice areas across your business and org chart.

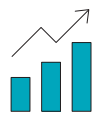
Audiences:

- **Leaders:** Those who set the vision and drive adoption need mindset and fluency training to drive better communication and strategic planning.
- **Functional Practitioners:** Experts in data, technology, marketing, and more benefit from upskilling and reskilling, so that they can make more business impact via new ways of working.
- **Broader Organization:** All employees who need to be digitally fluent need mindset, fluency, and upskilling to bridge the gaps between practitioners and stakeholders across the business with scalable and easy rollouts for employers.

Disciplines:



Digital Fluency



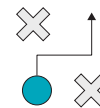
Data & AI



Engineering & Technology



Digital Marketing



Product Management



UX & Visual Design



GA's Learning Solutions

Break barriers to engagement with proven learning solutions that scale for your learners — wherever they are. We work with you to craft a program that meets your goals through live instruction and online delivery.

Fluency Workshops	Upskilling Courses	Reskilling Courses	On Demand Learning	Assessments
Build fluency and evolve skill sets of leaders, practitioners, and entire organizations — in just a few hours.	Advance your team's capabilities through a structured program of skill mastery and application.	Reskill workers and build a diverse pipeline of talent to fulfill critical technology roles.	Equip teams with new skills delivered in a convenient self-paced format that scales across teams of all sizes.	Benchmark capabilities, identify skill gaps, and unlock personalized learning experiences.

Why General Assembly?

Hundreds of companies partner with us to train their employees on digital-first skills to meet their loftiest transformation goals and capture the most value from digitization and automation.

- ✓ **Deep Industry Expertise.** Our programs are built and taught by experts with industry guidance and validation from C-level executives on our standards boards.
- ✓ **End-to-End Talent Solutions.** We upskill and reskill talent, continuously assessing and aligning your workforce strategy with emergent needs.
- ✓ **Flexible and Scalable.** Our expert-led training and talent solutions can be delivered worldwide, with flexible onsite or remote formats that scale for teams of 10 or 10,000.

Meet Our Clients:





General Assembly Enterprise

Product Catalogue:

Digital Skilling Solutions:

Shift mindsets and build foundational knowledge in key digital concepts to move towards a digital-first future.

Training Program	Purpose	Business Outcomes	Learning Goals
<p>Digital Foundations for Leaders Workshop</p> <p>Audience Leaders</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 14 Hours <p>Prerequisites None</p>	<p>Engage leaders in the mission of digital transformation. Help leaders cascade digital behaviors across their organization to create a culture of experimentation and innovation.</p>	<ul style="list-style-type: none"> • Drive digital transformation from a central point of empathy for both customer and employee needs. • Recognize and evaluate the conditions that drive innovation. • Make data-driven decisions and identify opportunities to use data more effectively. 	<ul style="list-style-type: none"> • Understand the role of the leader in creating a culture of innovation and level set on organizational challenges. • Explore how digital trends are changing customer behaviors and evaluate how this can impact an organization. • Learn how to lead open and fluid teams to drive innovation and extract the benefits from agile methods.
<p>Embrace the New Normal Workshop</p> <p>Audience Broader Organization</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 14 Hours <p>Prerequisites None</p>	<p>Success in the digital era requires a company to cultivate a culture of innovation. In this program, participants develop different types of mindset (agile, user-centric, and data-driven) to enable a more nimble organization.</p>	<ul style="list-style-type: none"> • Develop awareness of the necessity to adapt to the digital age. • Understand the importance of UX, agile, and data in each role. • Become aware of an agility mindset and put it into practice. • Improve collaboration in cross-functional teams by creating a shared language. 	<ul style="list-style-type: none"> • Identify the key pillars of success in the digital age. • Learn what UX design is and define key tools and concepts to help assess customer-centricity. • Explore key concepts and ceremonies about how to bring agility to a team and recognize the differences between agile and waterfall methodologies. • Define key concepts around data and learn a framework to use data more effectively.
<p>Digital Foundations On Demand</p> <p>Audience Broader Organization</p> <p>Details</p> <ul style="list-style-type: none"> • Self-Paced • Online • 12 Hours <p>Prerequisites None</p>	<p>Increase digital literacy for individuals across the organization. Learn the mindset and language of digital transformation.</p>	<ul style="list-style-type: none"> • Develop fluency in key digital topics such as user research, agile, and data frameworks. • Adopt a digital mindset that supports your business goals and transformation initiatives. • Create a shared language to increase collaboration amongst your teams. 	<ul style="list-style-type: none"> • Establish a vision that revolves around customer needs, and keep customer value props top of mind in decision-making. • Adopt an experimental approach to reduce risk, and drive faster, cheaper innovation methods to meet customer needs. • Leverage agile methods to quickly respond to new information, such as changes in the market and customer needs. <p>Continued on next page.</p>



Digital Skilling Solutions: Continued

Training Program	Purpose	Business Outcomes	Learning Goals
Digital Foundations On Demand (Continued)			<ul style="list-style-type: none"> Understand the levers a business uses across the customer journey to expand product usage and accelerate success. Learn to acquire, analyze, and visualize data to generate and communicate actionable insights. Defend decisions and communicate value using insights.

Data Skilling Solutions:

Harness the power of data to unlock business value. Create a transformative, data-driven culture by retooling your team with cutting-edge skills for practitioners, data fluency for leaders, and more.

Training Program	Purpose	Business Outcomes	Learning Goals
Data for Leaders Workshop Audience Leaders Details <ul style="list-style-type: none"> Instructor-Led Onsite or Remote 60 Hours Prerequisites None	Identify opportunities to lead with data and better leverage data within your organization. Gain fluency with key concepts in data science and data engineering.	<ul style="list-style-type: none"> Give leaders the tools they need to manage data-driven teams. Learn to derive greater value from data and insights within your organization. Improve cross-functional communications between leaders and data practitioners. 	<ul style="list-style-type: none"> Develop a data-driven mindset for the organization to lay the groundwork for a successful data transformation. Understand the data life cycle and how data flows through an organization to ensure the right data is available for the right people at the right time. Invest in data infrastructure, tools, and people/teams to strategically decide where to allocate limited resources for the most significant organizational impact. Lead holistic, data-driven projects to lessen operational risk and strengthen business outcomes.
AI for Leaders Workshop Audience Leaders Details <ul style="list-style-type: none"> Instructor-Led Onsite or Remote 7 Hours Prerequisites None	Develop fluency among leaders to successfully incorporate AI in your organization. Participants will walk away with an understanding of how AI works, ethical implications, and how the org may benefit from its use.	<ul style="list-style-type: none"> Enable leaders to understand the power of AI. Create a strategy to take advantage of AI capabilities. Generate a plan for implementing and scaling AI within your organization. 	<ul style="list-style-type: none"> Articulate the process by which AI is created, applied, trained, and managed and how it can be applied to solve business problems. Determine the projects or problems that would benefit most from an AI solution. Proactively identify the ethical, security, and privacy risks that may arise when integrating AI.



Data Skilling Solutions: Continued

Workshop	Purpose	Business Outcomes	Learning Goals
<p>Advanced Analytics Accelerator</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 60 Hours <p>Prerequisites None</p>	<p>Analysts will learn to use SQL, Python, and Tableau to work with substantial data sets and provide deeper insights more quickly.</p>	<ul style="list-style-type: none"> • Enable teams who have existing data skills to level up the complexity and speed of their analyses. • Expand your company's data competencies within and outside of core analytics and BI teams. • Kickstart real data initiatives through capstone projects. 	<ul style="list-style-type: none"> • Practice SQL to unlock data and insights stored in databases. • Connect data to BI tools for exploration, visual modeling, and dashboarding. • Build programming skills in Python, the most popular language for data applications. • Use Python and Pandas for exploratory data analysis and data visualization. • Conduct and present an end-to-end analysis that solves a real business problem.
<p>Python Accelerator (Data)</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 35 Hours (Or 40 Hours for Public Cohort) <p>Prerequisites None</p>	<p>Data-skilled employees will learn how to use Python — the preferred language for data scientists — to analyze substantial data sets and complete data projects for your business.</p>	<ul style="list-style-type: none"> • Advance the skills of analysts throughout your organization. • Increase the productivity of your analysts, allowing them to work with larger data sets. • Kickstart real data initiatives through capstone projects. 	<ul style="list-style-type: none"> • Learn programming fundamentals and practice coding in Python. • Level up your Python skills by adding scripting, modules, and APIs to your programming toolkit. • Practice using Python for data analysis, and understand data workflows and terminology. • Use Pandas for exploratory data analysis and data visualization. • Develop and present a data application that solves a real business problem.
<p>Data Science Accelerator</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 60 Hours <p>Prerequisites Should be comfortable with programming fundamentals, core Python syntax, and basic statistics.</p>	<p>Analysts and engineers will explore machine learning in Python to create predictive models for a variety of business needs and complete a capstone data science project for your business.</p>	<ul style="list-style-type: none"> • Reskill analysts and engineers as data scientists. • Expand skill sets to gain deeper insights more quickly. • Empower teams to identify business opportunities for data science and machine learning application. 	<ul style="list-style-type: none"> • Perform exploratory data analysis with Python. • Build and refine machine learning models to predict patterns from data sets. • Communicate data-driven insights to technical and nontechnical audiences.



Data Skilling Solutions: Continued

Training Program	Purpose	Business Outcomes	Learning Goals
<p>Data Science Immersive</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 480 Hours <p>Prerequisites Should be fluent in statistics and have basics in programming.</p>	<p>Reskill data-fluent employees into full-fledged data science roles through a rigorous three-month program. By the end of the training, participants will be able to wrangle, explore, model, and communicate with advanced datasets and apply machine learning skills to multiple real-world projects.</p>	<ul style="list-style-type: none"> • Build capacity within your data science team. • Deepen the skills of existing analysts, engineers, and other data-fluent employees. • Kickstart real machine learning initiatives through capstone projects. 	<ul style="list-style-type: none"> • Learn programming basics, generate descriptive statistics and visualizations in Python. • Clean, aggregate, and explore data, and understand basic statistical testing values. • Learn regression, kNN, and classification, then use more advanced techniques for model evaluation and optimization. • Use core and advanced machine learning models to evaluate complex problems and leverage big data systems. • Develop and present a model that solves a real business need.
<p>Building Data Literacy Workshop</p> <p>Audience Broader Organization</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 7 Hours <p>Prerequisites None</p>	<p>Build a data-driven mindset within your org by arming employees with the skills they need to interpret and tell stories with data.</p>	<ul style="list-style-type: none"> • Develop a data-driven mindset throughout your organization. • Remove bias from data and visualizations. • Use data insights to propel business initiatives forward and make better decisions. 	<ul style="list-style-type: none"> • Ask the right questions of data and analysts to pinpoint the most useful insights. • Understand how to evaluate results and practice a line of questioning to deepen the analysis. • Communicate insights and recommendations to key stakeholders.
<p>Influencing With Data Workshop</p> <p>Audience Broader Organization</p> <p>Details</p> <ul style="list-style-type: none"> • Self-Paced • Online • 12 Hours <p>Prerequisites None</p>	<p>Your teams benefit from learning a repeatable process for data distillation and communicating insights for powerful decision-making.</p>	<ul style="list-style-type: none"> • Enable any team to develop a data-first mindset. • Improve cross-functional communications between leaders, data practitioners, and the wider organization. • Solve real business problems with data, and apply foundational data communication skills on the job. 	<ul style="list-style-type: none"> • Learn to ask the right questions of data practitioners. • Become a better partner by understanding data roles and workflows. • Communicate insights and recommendations to key stakeholders. • Work with a relevant data set to wrangle and refine the data. • Generate reports and provide analyses to obtain business-relevant insights. • Gain the foundational knowledge you need to take the next step with data.



Data Skilling Solutions: Continued

Training Program	Purpose	Business Outcomes	Learning Goals
<p>Data Analysis On Demand</p> <p>Audience Broader Organization</p> <p>Details</p> <ul style="list-style-type: none"> • Self-Paced • Online • 30+ Hours <p>Prerequisites None</p>	<p>This foundational data skills pathway equips your teams with the processes and tools to identify and communicate data-driven insights using Excel and SQL effectively.</p>	<ul style="list-style-type: none"> • Level set data skills across teams with foundational training that applies to any role. • Improve data communication throughout your organization. • Enable learning in a convenient, self-paced format that can scale easily across small or large teams. 	<ul style="list-style-type: none"> • Level set the analytics workflow and build data wrangling skills in Excel. • Get an introduction to data wrangling in SQL and understand the benefits of working with data from within databases. • Use Tableau to connect and manipulate data and build dashboards and visualizations for your business. • Conduct and present an end-to-end analysis that solves a real business problem.
<p>Data Analytics Accelerator</p> <p>Audience Broader Organization</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 35 Hours (Or 40 Hours for Public Cohort) <p>Prerequisites None</p>	<p>Empower your teams to use popular data tools like Excel, SQL, and Tableau to perform robust analyses, communicate insights, and complete end-to-end data projections for your business.</p>	<ul style="list-style-type: none"> • Provide teams with robust training in essential data analytics tools and techniques. • Enable any employee to conduct analysis on their own, reducing reliance on data teams. • Kickstart real data initiatives through capstone projects. 	<ul style="list-style-type: none"> • Level set the analytics workflow and build data wrangling skills in Excel. • Get an introduction to data wrangling in SQL and understand the benefits of working with data from within databases. • Deepen your knowledge of SQL by further exploring and segmenting data for analysis. • Use Tableau to connect and manipulate data and build dashboards and visualizations for your business. • Conduct and present an end-to-end analysis that solves a real business problem.
<p>Data Literacy On Demand</p> <p>Audience Broader Organization</p> <p>Details</p> <ul style="list-style-type: none"> • Self-Paced • Online • 7 Hours <p>Prerequisites None</p>	<p>Build a data-driven mindset within your org by arming employees with the skills they need to interpret and tell stories with data.</p>	<ul style="list-style-type: none"> • Develop a data-driven mindset throughout your organization. • Make more impactful decisions by removing bias from the data analytics workflow. • Use data insights to propel business initiatives forward and make better decisions. 	<ul style="list-style-type: none"> • Understand the methods and democratization opportunities associated with each phase of the data lifecycle. • Respect your users' rights and privacy and seek to improve their lives when collecting and using data. • Interpret the information represented in visualizations and spot common misleading tricks. • Recognize common types of statistical bias, spot trends in data, and interpret basic visualizations. • Identify new opportunities to integrate AI and data science tools with external parties.



Marketing Skilling Solutions:

Equip marketers with cutting-edge skills to tackle business problems in the modern economy.

Training Program	Purpose	Business Outcomes	Learning Goals
<p>Certified Marketer Assessment</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Self-Paced • Online • 1 Hour <p>Prerequisites None</p>	<p>Leverage an objective measure of marketing skill. Co-created with global marketing executives on GA's Marketing standards board, our assessments test and benchmark talent to guide hiring and training decisions.</p>	<ul style="list-style-type: none"> • Get an objective view of your team's skills. • Give marketers lessons that are relevant to their skill sets. • Allow team members to understand their personal strengths and weaknesses. 	
<p>Certified Marketer Learning Path</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Self-Paced • Online • 10+ Hours <p>Prerequisites None</p>	<p>Give busy marketers access to self-paced skills training. Paired with an assessment, learning paths are matched to an individual's skill profile, allowing large teams to level set core marketing principles and build fluency in critical areas.</p>	<ul style="list-style-type: none"> • Fill in employee knowledge gaps with a scalable solution. • Customize learning paths to meet the needs of beginner and advanced marketing practitioners. • Enable learning in a convenient, self-paced format. 	<ul style="list-style-type: none"> • Discover the principles of digital marketing. • Understand customer journeys. • Apply customer insights. • Review best practices for creating and managing brand-building content across channels. • Explore how to build a brand across various marketing channels. • Explore how to align several key marketing channels with your business objectives. • Improve your marketing channels' performance with tactics such as generating leads, retargeting, and collaborating with influencers. • Measure the performance of your marketing tactics with scale and efficiency metrics.
<p>Leading With Customer Insight Workshop</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 14 Hours <p>Prerequisites None</p>	<p>Today's customers expect a personalized approach. Equip your marketing team to lead more effective two-way conversations — and drive purchases — through each phase of the customer journey.</p>	<ul style="list-style-type: none"> • Fuel a customer-centric mindset. • Build effective customer relationships that increase sales. • Use personas, journey maps, and segments to hone strategy. 	<ul style="list-style-type: none"> • Develop data-driven personas to intelligently adjust marketing tactics. • Chart personas on a customer journey map to fully understand their experiences. • Use qualitative data to generate actionable customer insights. <p>Continued on next page.</p>



Marketing Skilling Solutions: Continued

Training Program	Purpose	Business Outcomes	Learning Goals
<p>Leading With Customer Insight (Continued)</p>			<ul style="list-style-type: none"> • Create data-driven campaigns by utilizing an objective-first framework. • Choose the right KPIs to measure success and identify improvement areas. • Analyze results to improve overall performance.
<p>Getting the Most From Creative Partners Workshop</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 14 Hours <p>Prerequisites None</p>	<p>Working with creative agencies is a cornerstone of marketing, but it can be challenging to maximize the investment. Forge more successful partner relationships through a shared customer-first mindset and improved collaboration.</p>	<ul style="list-style-type: none"> • Reduce or optimize agency spend. • Lead creative partners to deeply understand your customers. • Improve creative development, brand storytelling, and agency briefs. 	<ul style="list-style-type: none"> • Develop data-driven personas to intelligently adjust marketing tactics. • Chart personas on a customer journey map to fully understand their experiences. • Use qualitative data to generate actionable customer insights. • Define your brand to guide work with internal stakeholders and creative agencies. • Pitch succinct creative briefs with clear objectives. • Learn how to provide constructive feedback to creative agencies.
<p>Applying Data-First Marketing Workshop</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 14 Hours <p>Prerequisites None</p>	<p>All marketers need to be able to answer some essential questions: “What results did this drive?”, “Where can we cut our budget?”, and “How can we optimize?” Empower marketers to measure what matters, interpret data, and reveal insights to make data-driven decisions.</p>	<ul style="list-style-type: none"> • Level up your marketing team’s data sophistication. • Optimize digital spend by focusing on the highest ROI channels. • Reduce reliance on data teams by de-siloing access to data. 	<ul style="list-style-type: none"> • Create data-driven campaigns by utilizing an objective-first framework. • Choose the right KPIs to measure success and identify improvement areas. • Analyze results to improve overall performance. • Write clear objectives and questions to better leverage data partners. • Use analytics tools to extract insights from datasets and reports. • Inspire action through data-driven presentations.



Marketing Skilling Solutions: Continued

Training Program	Purpose	Business Outcomes	Learning Goals
<p>Accelerating Growth Through eCommerce Workshop</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 7 Hours <p>Prerequisites None</p>	<p>Meeting the evolving expectations of today's retail customer can be challenging. Many companies can benefit from delivering a more customer-centric purchase experience — from legacy brands to direct-to-consumer challengers.</p>	<ul style="list-style-type: none"> • Boost online and in-store sales. • Improve time to market for new products. • Get ahead of digital-first competitor brands. 	<ul style="list-style-type: none"> • Delve into the ecosystem of eCommerce models and retail customer insights. • Choose the best strategies to serve your acquisition, conversion, and retention goals. • Develop a clear understanding of a successful eCommerce experience for your brand.
<p>Bringing Content Marketing Into Focus Workshop</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 7 Hours <p>Prerequisites None</p>	<p>In a saturated multichannel environment, it's a constant challenge to develop content that cuts through. Equip marketers with the skills to develop a content strategy that meets big-picture business objectives.</p>	<ul style="list-style-type: none"> • Drive more effective oversight of content teams and agencies. • Identify content and cadence best practices for your audience. • Tie content strategy back to brand narratives and conversion goals. 	<ul style="list-style-type: none"> • Develop a content strategy and prioritize the most important brand collateral. • Choose KPIs that accurately measure the success of campaigns. • Determine the best channels for your content based on audiences and available resources.
<p>Refining Your SEO Strategy Workshop</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 7 Hours <p>Prerequisites None</p>	<p>Today's customer researches everything online, but measuring SEO performance can be difficult. Help marketers develop a comprehensive understanding of the “nuts and bolts” of search and create strategies that deliver measurable results.</p>	<ul style="list-style-type: none"> • Optimize search strategy to reduce wasted digital spend. • Empower teams to directly assess the yield of their SEO strategy. • Improve oversight of SEO agencies. 	<ul style="list-style-type: none"> • Build a winning content strategy and identify link-building opportunities. • Identify keywords and map them to customer intent. • Understand the elements of a webpage that affect your ranking.
<p>Marketing Accelerator</p> <p>Audience Broader Organization</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 35 Hours (Or 40 Hours for Public Cohort) <p>Prerequisites None</p>	<p>Upskill high-potential employees into impactful marketing roles. This five-day accelerated course gives practitioners a robust understanding of modern marketing strategy, data, and tools to transform their day-to-day work.</p>	<ul style="list-style-type: none"> • Successfully transition high potential employees to other areas of your business. • Ensure participants have the foundational knowledge they need to succeed. • Deploy fresh eyes into your marketing team, maximizing creativity and collaboration. 	<ul style="list-style-type: none"> • Set objectives that connect audience behavior to KPIs. • Use Facebook campaign structure, targeting, and testing. • Explore the best multichannel landscape for your industry. • Get an intro to search, keyword research, and AdWords. <p>Continued on next page.</p>



Marketing Skilling Solutions: Continued

Training Program	Purpose	Business Outcomes	Learning Goals
Marketing Accelerator (Continued)			<ul style="list-style-type: none"> Map the customer journey around desired actions. Dive into SEO and content strategy. Use Google Analytics to understand website and campaign performances. Report on KPIs. Measure ROI using attribution techniques.

Technology Skilling Solutions:

Rethink workforce needs, talent strategies, and promote broad technical literacy to keep pace with technology and today’s pertinent diversity demands.

Training Program	Purpose	Business Outcomes	Learning Goals
Software Engineering Immersive Audience Functional Practitioners Details <ul style="list-style-type: none"> Instructor-Led Onsite or Remote 480 Hours Prerequisites None	Reskill non-technical talent into full-stack engineering roles to make immediate contributions to software projects. Participants will gain a solid base of fundamental programming, computer science knowledge, and experience with languages, frameworks, and libraries that the industry demands.	<ul style="list-style-type: none"> Build junior engineering capacity within your tech team. Transform nontechnical talent into job-ready software engineers. Solve real engineering problems through capstone projects. 	<ul style="list-style-type: none"> Reinforce foundational pre-work topics such as HTML, CSS, JavaScript, and APIs. Build full-stack web applications and deepen your knowledge of server-side development. Branch out into more advanced JavaScript frameworks and concepts. Leverage third-party APIs and practice executing a real-world workflow. Build and deploy a full-stack app while mimicking a team-client interaction.



Technology Skilling Solutions: Continued

Training Program	Purpose	Business Outcomes	Learning Goals
<p>Java Developer Immersive</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 480 Hours <p>Prerequisites Should have comfort with another programming language such as Python, Ruby, or JavaScript.</p>	<p>Expand your Java development workforce with experiential training in the most in-demand skills. Participants will build core skills in Java, Spring Boot, test-driven development, troubleshooting, and agile development.</p>	<ul style="list-style-type: none"> • Build engineering capacity to tackle enterprise technology projects. • Transform junior talent into job-ready Java developers. • Solve real engineering problems through capstone projects. 	<ul style="list-style-type: none"> • Understand foundational Java topics and apply design patterns to write maintainable object-oriented code. • Leverage the popular framework Spring Boot to spend less time configuring code and more time writing logic. • Extend agile learnings into DevOps with microservice architecture, containerization, and continuous integration. • Explore the benefits of using the cloud to host application infrastructure. • Build, test, and deploy a microservices application for your final project.
<p>React Accelerator</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 35 Hours <p>Prerequisites Must be comfortable with JavaScript.</p>	<p>Upskill developers to use React — the popular and versatile JavaScript library — to add speed, flexibility, and simplicity to your front-end stack. Participants will learn how to create and deploy React applications that incorporate custom components, UI routing, and can plug into a back-end API.</p>	<ul style="list-style-type: none"> • Expand the skill sets of your existing front-end engineers. • Speed up development times for front-end projects. • Modernize your tech stack with this simple-yet-powerful library. 	<ul style="list-style-type: none"> • Apply React fundamentals to solve common user interface problems. • Understand the concept of state in React and how to manage it. • Implement functional components and define the component lifecycle. • Make API calls, deploy an app on Heroku, and use React Router to link components. • Build a working React application from scratch, and practice debugging and using documentation.
<p>Cloud-Native Development Accelerator</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 35 Hours <p>Prerequisites Must be comfortable building Java/Spring applications.</p>	<p>Take full advantage of cloud infrastructure by leveling up your Java engineers to build scalable web applications with the Spring framework.</p>	<ul style="list-style-type: none"> • Upskill engineers to tackle technology projects at the enterprise level. • Form the team you need for complex cloud migration projects. • Save time and resources by moving away from traditional infrastructures. 	<ul style="list-style-type: none"> • Dive into twelve-factor design and learn the benefits of adopting a cloud-based infrastructure. • Use containers and understand how they fit into modern development workflows. • Explain the benefits of microservice architecture and build scalable microservice applications. • Leverage AWS to enable rapid development and deployment. • Apply all course topics learned into a final project.



Technology Skilling Solutions: Continued

Training Program	Purpose	Business Outcomes	Learning Goals
<p>DevOps Accelerator</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> Instructor-Led Onsite or Remote 35 Hours <p>Prerequisites Must be comfortable building Java/Spring applications.</p>	<p>Optimize your delivery pipeline by training engineers in agile and XP workflows, CI/CD, testing, and automation to ensure seamless deployments.</p>	<ul style="list-style-type: none"> Upskill engineers to tackle technology projects at the enterprise level. Optimize your delivery pipeline by leveraging agile and XP workflows. Avoid downtime by having the right talent in place to log and monitor production environments. 	<ul style="list-style-type: none"> Use agile and XP workflows to manage development workflows more efficiently. Leverage containers and understand how they fit into modern development workflows. Increase test coverage for your code to build and maintain confidence with unit and integration tests. Automate your testing and deployments by using continuous integration pipelines in Jenkins. Maximize uptime in your production environments, and ensure any errors are detected quickly.
<p>Cybersecurity Accelerator</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> Instructor-Led Onsite or Remote 35 Hours <p>Prerequisites Should have familiarity with JavaScript, plus experience with SQL and building web apps.</p>	<p>Bulk up your cybersecurity practices by training existing developers on best practices. Participants will learn how to add security features to their web applications to minimize the chances of an attack.</p>	<ul style="list-style-type: none"> Upskill engineers to tackle technology projects at the enterprise level. Strengthen your systems to limit the chances of a cyber attack. Implement cybersecurity best practices, such as authentication and authorization. 	<ul style="list-style-type: none"> Get an intro to key cybersecurity topics, security responsibilities, and vetting third-party applications. Examine how an application's front-end can be attacked, and learn methods to harden apps against such attacks. Add protections to address back-end vulnerabilities, including CSRF, XSS, and clickjacking. Explore features like data encryption and role-based authorization to strengthen the system further. Practice adding security features to a provided application for a final project.
<p>Front-End Accelerator</p> <p>Audience Broader Organization</p> <p>Details</p> <ul style="list-style-type: none"> Instructor-Led Onsite or Remote 60 Hours <p>Prerequisites None</p>	<p>Give employees the tools to build responsive websites with HTML, CSS, and JavaScript — a versatile skill set that complements experience in design, marketing, and other tech-adjacent roles.</p>	<ul style="list-style-type: none"> Expand technical competencies beyond your technology team. Improve efficiency by upskilling designers, marketers, and other employees to code their own websites and emails. Enable any employee to prototype an idea and collaborate with engineers once ready for production. 	<ul style="list-style-type: none"> Get to know web building blocks by adding and styling content with HTML and CSS. Take a developer's approach to problem-solving by coding responsive sites for mobile and the web. Learn programming fundamentals in JavaScript and use them to create dynamic websites. <p>Continued on next page.</p>



Technology Skilling Solutions: Continued

Training Program	Purpose	Business Outcomes	Learning Goals
Front-End Accelerator (Continued)			<ul style="list-style-type: none"> Understand how to debug and refactor your code, and incorporate functions from external libraries. Design and build a responsive website or prototype from a simple web application.
JavaScript Accelerator Audience Broader Organization Details <ul style="list-style-type: none"> Instructor-Led Onsite or Remote 60 Hours Prerequisites This is an intermediate-level course and requires a basic knowledge of HTML and CSS.	Employees who are already proficient with HTML and CSS will better understand JavaScript development to build more complex websites. Participants will design and build their custom front-end applications, and practice plugging them into third-party APIs.	<ul style="list-style-type: none"> Expand technical competencies beyond your technology team. Improve efficiency by upskilling designers, marketers, and other employees to build rich, interactive websites. Enable any employee to create a high-fidelity prototype and collaborate with engineers once ready for production. 	<ul style="list-style-type: none"> Learn the basics of JavaScript and object-oriented programming. Use JavaScript to interact with the browser, the Document Object Model (DOM), and APIs. Use advanced programming topics and persist user data via API calls to a back-end service provider. Explore advanced JavaScript frameworks and app deployment strategies. Build a single-page application that consumes data from at least one API and persists user data via Firebase.
Python Accelerator (Tech) Audience Broader Organization Details <ul style="list-style-type: none"> Instructor-Led Onsite or Remote 35 Hours (Or 40 Hours for Public Cohort) Prerequisites None	New and existing programmers will learn to use Python — the world's fastest-growing major programming language — to build custom web- or data applications from scratch. Participants will practice basic Python coding skills, learn to work with data and objects, and dive into APIs with Flask.	<ul style="list-style-type: none"> Upskill new and existing programmers in one of the most versatile programming languages. Increase capacity to work on web programming and data analytics projects with Python. Modernize your tech stack with this popular and powerful language. 	<ul style="list-style-type: none"> Learn to work with variables in Python and dive into control flow and functions. Explore programming concepts like dictionaries, lists vs. sets, classes vs. objects, and inheritance. Add to your Python knowledge with file I/O, code abstraction, libraries, and perform error troubleshooting. Learn to create web applications with Flask and add data from APIs. Create a working web application using Flask and techniques learned throughout the course.



Technology Skilling Solutions: Continued

Training Program	Purpose	Business Outcomes	Learning Goals
<p>Java Development Accelerator</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 35 Hours <p>Prerequisites Previous programming experience in a language like JavaScript, Python, or Ruby.</p>	<p>Employees will learn foundational Java skills and bring them back to your business. By the end of the program, participants will be able to read and write object-oriented code, debug, and run unit tests to ensure proper behavior in your Java applications.</p>	<ul style="list-style-type: none"> • Expand technical competencies on and off your technical team. • Deploy modern engineering practices into your organization. • Use one of the world's most popular, secure, and reliable coding languages. 	<ul style="list-style-type: none"> • Write and test Java applications. • Build Java applications that recover on their own using debugging and exception-handling techniques. • Use the principles of object-oriented programming in Java.

Product Management Skilling Solutions:

Upskill your workforce in key product management concepts to unlock more agile ways of working.

Training Program	Purpose	Business Outcomes	Learning Goals
<p>Product Management for Leaders Workshop</p> <p>Audience Leaders</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 7 Hours <p>Prerequisites None</p>	<p>Raise the profile of product management teams by building fluency amongst your leaders. Outline the crucial role they play in meeting and exceeding business outcomes through product.</p>	<ul style="list-style-type: none"> • Evaluate the strengths and weaknesses of current product team performance. • Make better product investment decisions. • Connect product team structures to business outcomes. 	<ul style="list-style-type: none"> • Understand how product team structures, rituals, and routines influence outcomes. • Identify data points that will give a good indication of team health. • Understand leadership's role in enabling product teams to be successful.



Design Skilling Solutions:

Build products and digital experiences that your customers will love by training employees on today’s most essential design skills.

Training Program	Purpose	Business Outcomes	Learning Goals
<p>UX Design Immersive</p> <p>Audience Functional Practitioners</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 480 Hours <p>Prerequisites None</p>	<p>Reskill employees into UX design roles through a three-month immersive program. By the end of the training, participants will be able to conduct user research, design dynamic digital products, perform usability testing, and work with product and engineering teams to implement solutions.</p>	<ul style="list-style-type: none"> • Build capacity within your UX design team. • Design products and experiences that delight today’s digital customer. • Kickstart new products and features through capstone projects. 	<ul style="list-style-type: none"> • Explore concepts such as research and testing, design thinking, and rapid prototyping. • Learn how to bring delight and function to users through combining the worlds of user experience and user interface (UI) design. • Expand and apply the entire design process from user research, ideation, prototyping, interaction design, interface design, and usability testing. • Learn how to work in an agile development environment, simulating the hand-off points between product managers and developers. • Design a product or solution that solves a real business problem. • Participants present final projects and receive actionable feedback.
<p>UX Design Accelerator</p> <p>Audience Broader Organization</p> <p>Details</p> <ul style="list-style-type: none"> • Instructor-Led • Onsite or Remote • 35 Hours (Or 40 Hours for Public Cohort) <p>Prerequisites None</p>	<p>Learn the tools and techniques to design products that are equal parts useful, functional, and able to delight customers. Gain confidence in using industry standard tools to prototype and wireframe design solutions in response to customer insight. Ideal for digital marketers, visual designers, and aspiring UX designers.</p>	<ul style="list-style-type: none"> • Enhance the user experience in your digital products. • Build a process for necessary UX research and documentation. • Improve collaboration between UX designers and members of the product team. 	<ul style="list-style-type: none"> • Understand the role user research plays in UX design. • Practice conducting user interviews and writing problem statements. • Discuss the factors that inform feature prioritization. • Practice documenting and creating user flows based on relevant scenarios. • Connect user flows to wireframes using wire flows. • Explain the purpose prototypes serve in the design process. • Explain the impact of design systems and pattern libraries on businesses, users, and design. • Execute the UX design process from end to end, addressing a real-world problem by designing a new product or redesigning an existing one.



Design Skilling Solutions: Continued

Training Program	Purpose	Business Outcomes	Learning Goals
<p>Visual Design Accelerator</p> <p>Audience Broader Organization</p> <p>Details</p> <ul style="list-style-type: none"> Instructor-Led Onsite or Remote 32 Hours <p>Prerequisites None</p>	<p>Explore the art and science of visual communication and the process of creating beautiful digital products. Participants will learn best practices in design and practice conveying their vision through typography, layout, and color. Ideal for digital marketers, UX designers, product managers, and graphic designers.</p>	<ul style="list-style-type: none"> Improve the visual communication in your digital products. Leverage visual design best practices to meet expectations of today's customer. Create a common technical vocabulary between visual designers, engineers, and UX designers. 	<ul style="list-style-type: none"> Discuss the discipline of visual design and the design process. Develop a persona based on brand and user research. Conduct a comparative analysis and make design recommendations. Apply navigation and visual hierarchy to a layout. Identify UI design patterns on mobile and desktop. Analyze key characteristics of effective typefaces, imagery, and color use. Create a design that solves a business problem. Participate in a final presentation and receive instructor and peer feedback.
<p>UX Design On Demand</p> <p>Audience Broader Organization</p> <p>Details</p> <ul style="list-style-type: none"> Self-Paced Online 20+ Hours <p>Prerequisites None</p>	<p>Equip employees with the context, theory, tools, and practice to design and prototype solutions.</p>	<ul style="list-style-type: none"> Give employees essential skills to design and prototype solutions in the digital age. Become more customer-centric to solve real customer problems. Levelset knowledge across teams to improve cross-functional communication. 	<ul style="list-style-type: none"> Develop a research plan, conduct user interviews, and complete a competitive analysis. Discuss the role of information architecture in user experience design. Identify the roles sketching and wireframing play in the UX design process. Explain why usability testing is crucial to the design process. Determine which design elements to use to enhance the look and feel of a product.

Prerequisites:

Please note: All training is in English. Contact our team to see if training is available in French.

All technical prerequisites are indicated above. In addition, participants must have:

- Except for the Software Engineer Immersive (Mac only), access to a laptop (PC or Mac). It must be no more than four years old and run the most current operating system.
- If training is remote, a webcam, headphones, and good access to the Internet are required.
- If in an Immersive program, a motivation task is required for motivation control.

We also recommend:

Proficiency in English: For non-native speakers, this translates to a CEFR level of B1-B2 or a TOEFL score of 42-72. This [self-assessment grid](#) can be consulted.



Learning Experience & Evaluation

Course Type	Learning Experience	Evaluation
Workshops Onsite or Remote (Live Online)	<ul style="list-style-type: none"> Expert-led instructors with experience in the field. If remote, live virtual classes will be held with a videoconference tool (e.g., Zoom, MS Teams). Group exercises throughout the workshop will apply concepts learned to concrete cases. Where applicable, 24/7 access to online pre-work on our myGA platform. Where applicable, access to a collaborative online space to connect with instructors. 	<p>To validate training, participants are required to:</p> <ul style="list-style-type: none"> Attend the workshop and be present through the training. Pass the final quiz at the end of the workshop (with an 66% passing rate).
Accelerator Onsite or Remote (Live Online)	<ul style="list-style-type: none"> Expert-led instructors with experience in the field. If remote, live virtual classes will be held with a videoconference tool (e.g., Zoom, MS Teams). Group exercises throughout the workshop to apply concepts learned to concrete cases. Present a personal project at the end of class. Where applicable, 24/7 access to online pre-work on our myGA platform. Where applicable, access to a collaborative online space to connect with instructors and peers. 	<p>Upon passing this course, participants will receive a certificate.</p> <p>To pass, participants are required to:</p> <ul style="list-style-type: none"> Attend all class sessions. Complete and present the final project to your instructor. A minimum score of 66% must be reached to pass each project.
Immersive Onsite or Remote (Live Online)	<ul style="list-style-type: none"> Expert-led instructors with experience in the field. If remote, live virtual classes will be held with a videoconference tool (e.g., Zoom, MS Teams). Group exercises throughout the workshop to apply concepts learned to concrete cases. Multiple personal projects leading to a capstone presentation. Where applicable, 24/7 access to online pre-work on our myGA platform. Where applicable, access to a collaborative online space to connect with instructors and peers. 	<p>Upon passing this course, participants will receive a certificate.</p> <p>To pass, participants are required to:</p> <ul style="list-style-type: none"> Attend all class sessions. Complete and present all projects to your instructor. A minimum score of 66% must be reached to pass each project.
On Demand Asynchronous Online Course	<ul style="list-style-type: none"> Self-paced online path with modules. Learning path with a sequence of interactive modules videos, quizzes and case studies. Downloadable study guides in .pdf format. 	<p>To validate training, participants are required to:</p> <ul style="list-style-type: none"> Complete the entire learning path. Complete the assessment.



Our Success in France

While our trainings in France are recent, we have delivered measurable results:

Workshops:

3.9 out of 5 VTS¹ score, 4.4 out of 5 impact score², and consistently earn an average 36 net promoter score³.

Accelerators in:

- Data: 4.7 out of 5 VTS score, 4.3 out of 5 impact score, and consistently earn an average 74 net promoter score.
- Tech: 4.6 out of 5 VTS score, 4.1 out of 5 impact score, and consistently earn an average 88 net promoter score.
- Product Management: 4.3 out of 5 VTS score, 4.2 out of 5 impact score, and consistently earn an average 69 net promoter score.
- Digital Marketing: 4.3 out of 5 VTS score, 4.1 out of 5 impact score, and consistently earn an average 57 net promoter score.
- UX Design: 5 out of 5 VTS score, 4.4 out of 5 impact rate, and consistently earn an average 93 net promoter score.

Immersives:

No training delivered yet, but you can consult our global Outcomes report [here](#).

¹ VTS score: This metric (Value Time Spent) evaluates if the training time spent is worth growth in knowledge and/or skills received as part of the training.

² Impact score: This metric evaluates how well the learning goals covered in the course can be applied to the individual's job or career aspirations.

³ Net Promoter Score (NPS): This metric rates the likelihood that the participants would recommend our training to a friend or colleague. It measures their satisfaction and loyalty to our services.

Accessibility

General Assembly is eager to support diversity, equity, and inclusion. Our training is delivered in various modalities (remote, onsite, or self-paced), and our team can provide more support upon request. We enable accessibility support for people with disabilities in all study formats. Please contact our Sales team (see contact below) to get you in touch with our representative of disability matters to discuss your employees' needs and learn how we support them throughout their GA learning journey.



About General Assembly

General Assembly is part of The Adecco Group, the world's leading workforce solutions provider and a Global Fortune 500 company.

Our Enterprise business has worked with over 400 clients in 80 global cities — including more than 35 of the Fortune 100 — to transform teams through our leading-edge programs in technology, data, marketing, design, and product.

With 50,000 employees trained, 80,000+ course alumni, and 1,000,000 workshop participants, our digital training provides immediate and proven impact on the job.

General Assembly France is registered to operate as a training provider. Its number of registration is 11 75 52056 75 (this registration does not constitute state approval).



General Assembly France is registered on the [DataDock](#) database (n°0078925) and is certified by Qualiopi. The certification has been issued under the following category: training actions. General Assembly France therefore meets the quality requirements set by French law.

Learn More

Our Enterprise service offers private cohort deliveries but can also integrate your employees in our public cohorts with our campus (online or on-site). The course durations can vary (see course details above).

Our private cohort courses can be available between 6 to 8 weeks after signature. For our prices, please contact our France Sales team:

france_enterprise@ga.co
www.ga.co/enterprise