

# The Hidden Accelerator

CE as a Catalyst for Growth & Sustainability

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I didn't start in  
education...  
I started in business.

25 years across industries.  
A pivot no one saw coming.

2020 changed  
everything.

For all of Us

**THE PIVOT**

**COVID-19 UPDATE**

*Fall Term 2020*



# THE INSIGHT

We are the  
entrepreneurs of  
post-secondary.

Strategic Innovation in Continuing Studies at Assiniboine College:  
Adapting to Changing Learner Demands for Sustained Financial Health

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2024  
everything  
changed  
again.

**THE PIVOT**



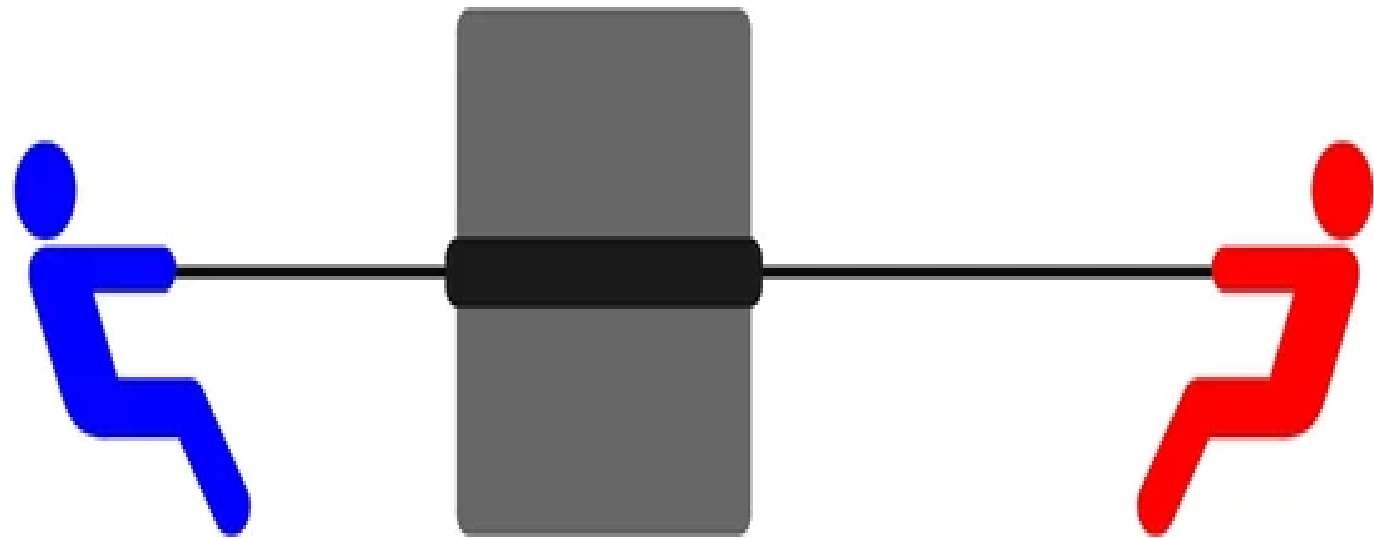
# Two Forces. One Unit.

## Service Unit

Processes. Strategy. Limitations.

## Business Expectations

Revenue. Growth. ROI.



# Four Forces Converging



Funding ↓



Workforce Change



Upskilling Demand



Revenue Pressure

**THE PRESSURE**



It's not a problem of potential, it's a problem of capability.

Capability gaps. Internal misalignment. The research is clear.

You can't **repair** what you don't **acknowledge**.



You **repeat** what you don't **repair**.

— Tammy Larck —

# Where is your biggest gap?

1

Sales

2

Marketing

3

Market Research

4

Program Development

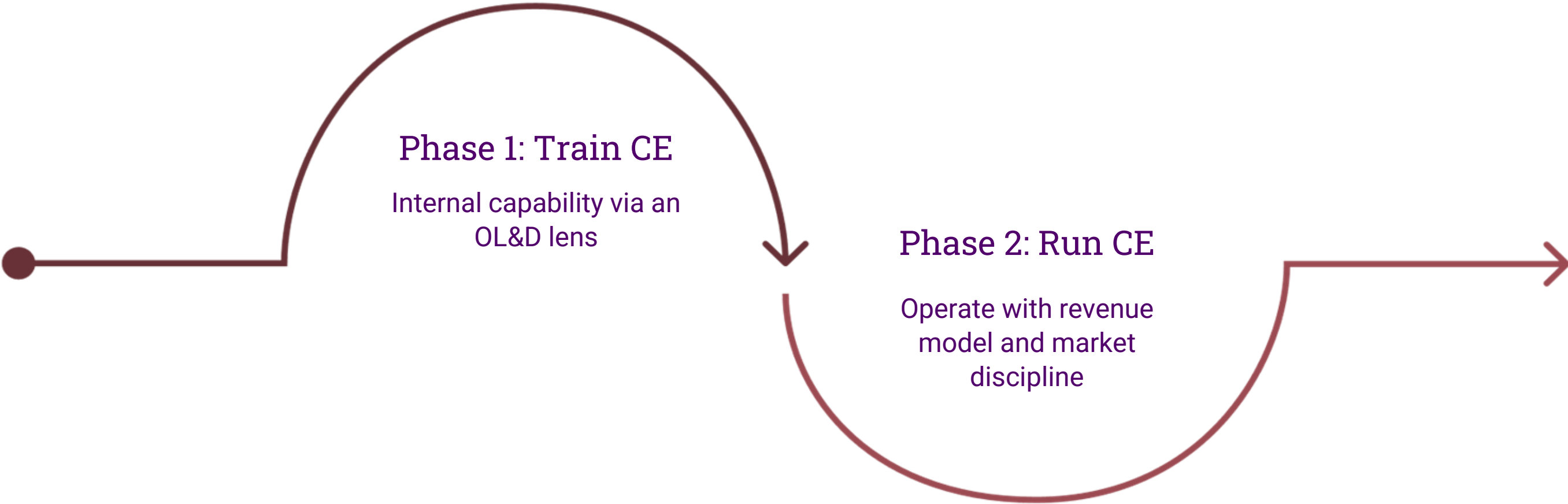
5

Financial Literacy

YOU?

YOUR TEAM?

# Train CE like a business. Run CE like a business.



**THE SHIFT**

**Internal training as the lever. OL&D as the engine.**

Continuing Education isn't a  
**support function.**

It's a **strategic engine,**  
if we build it to perform like one.



*Thank You*





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