



i **INSIGHT**
ACADEMY

ACADEMY OF ENTREPRENEURSHIP & INNOVATION



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WHO WE ARE

An eclectic group of industry experts looking to guide students in the new ways of business.

WHAT WE DO

Mentor, not teach! We stress a practical & simple way of getting the point across with easy understanding.

WHY WE DO IT

We believe in innovative education, real outcomes and the thrive for personal fulfilment.



A **BUSINESS** IS A
SOLUTION TO A
PROBLEM

WE **FORGE** THE
PEOPLE WHO **CREATE**
THE **SOLUTIONS**



Have You Ever Wondered Why The World Keeps Changing But Education Does Not?

Insight Academy is here to disrupt the education industry. To give people the skills and knowledge they need to prepare themselves for success in a competitive environment without using traditional classrooms and textbooks.

A place to network and collaborate, we offer real outcomes and valuable life experiences. Attracting both aspiring and established entrepreneurs and intrapreneurs, Insight Academy has quickly become renown as one of Melbourne's most vibrant business development hubs.

IDEAS CHANGE THE WORLD MAKE YOURS COUNT

We focus on the individual personality traits that make someone a true entrepreneur or intrapreneur, with an emphasis on mentor relationships and networking over traditional education methods.

We know that experience counts more than anything, so we include real-world case studies into our courses to provide you the realest business course you can get.



HOW IT WORKS

- 1 BRING YOUR INITIATIVE**
and your ideas so we can help you create the future that you dream of
- 2 BUILD YOURSELF UP**
with support from our experienced business & industry experts
- 3 GROW YOUR NETWORK**
through our exclusive events, guest speakers and the Insight experience
- 4 SHARPEN YOUR SKILLS**
with practical training tailored for your personal & professional growth
- 5 GROW & BUILD YOUR PROJECT**
with likeminded, talented individuals & mentors in our co-working space
- 6 GRADUATE FULLY PREPARED**
and confident to launch your dream business or grow existing companies

/: ɒntɹəprə'nə :/
ENTREPRENEUR

Someone who exercises initiative by organizing a venture to take benefit of an opportunity.

/: ,ɪntɹəprə'nə :/
INTRAPRENEUR

A person within a company who promotes innovative practices, product development & marketing.

/: 'iŋg-, dɪ'zain) θɪŋk :/
DESIGN THINKING

The process of truly understanding the problem and forming concepts.

/: i'məʊʃənəl ɪn'telɪdʒəns :/
EMOTIONAL INTELLIGENCE

The capacity to be aware of, control, and express one's emotions and reactions, and to handle relationships empathetically.



TRADITIONAL EDUCATION VS INSIGHT ACADEMY

- | | | |
|---|---------------------------------------------------------------------|---|
| ✗ | A holistic focus on your individual traits | ✓ |
| ✗ | Industry-experienced coaches & mentors | ✓ |
| ✗ | Real-world projects & relevancy | ✓ |
| ✗ | Business project incubator | ✓ |
| ✗ | Personal & professional development | ✓ |
| ✗ | Mindset training | ✓ |
| ✗ | Unparalleled networking opportunities and online learning resources | ✓ |

OUR ENTREPRENEURIAL PROGRAMS





BSB40215 CERTIFICATE IV IN BUSINESS

CRICOS Course Code: 0101901

Skills are the currency that you use to sell yourself to separate yourself from those around you. This program is built in four blocks, designed to give you a toolkit of skills which gives you limitless potential. Skills are not knowing how to do a specific task, it can mean knowing how to create something from nothing, or communicating in way that leaves an everlasting impact.

Course Duration: 40 weeks (including holidays)*

Location: Melbourne City Campus

| | |
|-----------|------------------------------------------|
| BSBXTW401 | Lead and facilitate a team |
| BSBINN301 | Promote innovation in a team environment |
| BSBRES411 | Analyse and present research information |
| BSBWOR424 | Develop a time management plan |
| BSBCMM401 | Make a presentation |
| ICTDMT403 | Produce and edit digital images |

| | |
|-----------|----------------------------------------------------------------------------------------------|
| DEFGEN023 | Capture video images |
| BSBREL401 | Establish networks |
| BSBCRT301 | Develop and extend critical and creative thinking skills |
| BSBWHS401 | Implement and monitor WHS policies, procedures and programs to meet legislative requirements |

For more information, visit www.myskills.gov.au & www.training.gov.au

*Please contact Insight Academy for further information



VISUALISE & STORYTELLING

You are your brand. Content is king and it is what separates your personal brand from the rest. Learn how to make your story powerful using quality photography & video.

INVESTIGATE & PRESENT

Prepare for showtime. Too much information and so much to do. Learn how to manage your time and find the right information to present it in an impactful & meaningful way.

COLLABORATE & INNOVATE

Team leaders are team players. Your team is everything and leading your team requires learning to set goals, support your members, communicate and collaborate effectively.

NETWORKING & CREATIVITY

The art of networking. Who you know can change everything and we know that. Learn to establish relationships and effective networks to reach your goals and objectives.



Start

BSB50215 DIPLOMA OF BUSINESS

CRICOS Course Code: 095698G

This program of entrepreneurship and career-focus is broken into five individual blocks, setting the foundations for understanding and planting the seeds to thrive in the current market. Build your startup or kick-start your career with units brought to life in a practical, holistic manner in a practical approach. The time has come to embark on your journey.

Location: Melbourne City Campus

Course Duration: 52 weeks (including holidays)*

*Please contact Insight Academy for further information

| | |
|------------------|----------------------------------------|
| BSBLDR511 | Develop and use emotional intelligence |
| BSBPMG522 | Undertake project work |
| BSBMKG506 | Plan market research |
| BSBSMB404 | Undertake small business planning |
| BSBMKG510 | Plan e-marketing communications |

| | |
|------------------|--------------------------------------------------------------|
| BSBMKG508 | Plan direct marketing activities |
| BSBINN502 | Build and sustain an innovative work environment |
| BSBWOR501 | Manage personal work priorities and professional development |

For more information, visit www.myskills.gov.au & www.training.gov.au

DESIGN THINKING

The process of understanding the problem, primary research and forming concepts.

BUSINESS INNOVATION

Understanding the entire business from value proposition to financial structure.

MARKETING STRATEGY

Communicating our value proposition: Branding, website, social media & personalized marketing.

FUTURE GOALS

Core skills to succeed: Innovation, communication, networking, self-awareness, sales & planning.



BSB60215 ADVANCED DIPLOMA OF BUSINESS

CRICOS Course Code: 089938C

This program is broken down into the five independent elements that form the core of contemporary business. Build upon your career blueprint and implement a broad understanding of business operations to not only understand how to operate a functional business but how to make it a successful, constantly improving and innovative business venture.

Location: Melbourne City Campus

Course Duration: 52 weeks (including holidays)*

*Please contact Insight Academy for further information

- PSPGEN069** Foster leadership and innovation
- BSBMGT615** Contribute to organisational development
- BSBMKG609** Develop a marketing plan
- BSBADV602** Develop an advertising campaign
- BSBADV604** Execute an advertising campaign

- BSBADV605** Evaluate campaign effectiveness
- BSBMKG606** Manage international marketing programs
- BSBMKG608** Develop organisational marketing objectives

For more information on units, visit www.myskills.gov.au & www.training.gov.au



LEADING INNOVATION

Thinking outside the box is easier said than done. Innovative and creative thinking allows business leaders to surpass the status quo and existing models to develop new strategies and techniques.



DRIVING EVOLUTION

Be the force behind business evolution by anticipating threats and capitalising on opportunities. Learn to increase productivity through mindful communication and calculated practices.



INNOVATIVE MARKETING & SOCIAL MEDIA

Harness multi-channel platforms to attract and engage with people. Build awareness and create important touch points in the ever-changing customer journey.



DIGITAL CAMPAIGN STRATEGY

Learn how to orchestrate the art of the customer experience from every point of interaction. This defines the core of a person's perception of your business and brand.



GLOBAL GROWTH

Broaden your skills to identify potential local & international marketing opportunities for business growth. Investigate and assess these opportunities for risk factors and viability.



ABOVE & BEYOND THE INSIGHT EXPERIENCE

We provide our students so much more than just a course when you join Insight Academy. Every week we run networking events, host guest speakers, English workshops, professional Masterclasses, group support discussions, real world case studies & more.

When it comes to our events, there are no limits. We are always hosting guest speakers and successful entrepreneurs at our exclusive events – creating the perfect environment to meet interesting new people and build your professional network.



Masterclass

Focused workshops designed to build your knowledge and skills in a specific area, brought to you by industry professionals and specialists. From brand design to public speaking, digital communication to interview skills, finance and time management to photography and sales making. Nothing goes untouched at Insight Academy.

LIVE CASE STUDIES

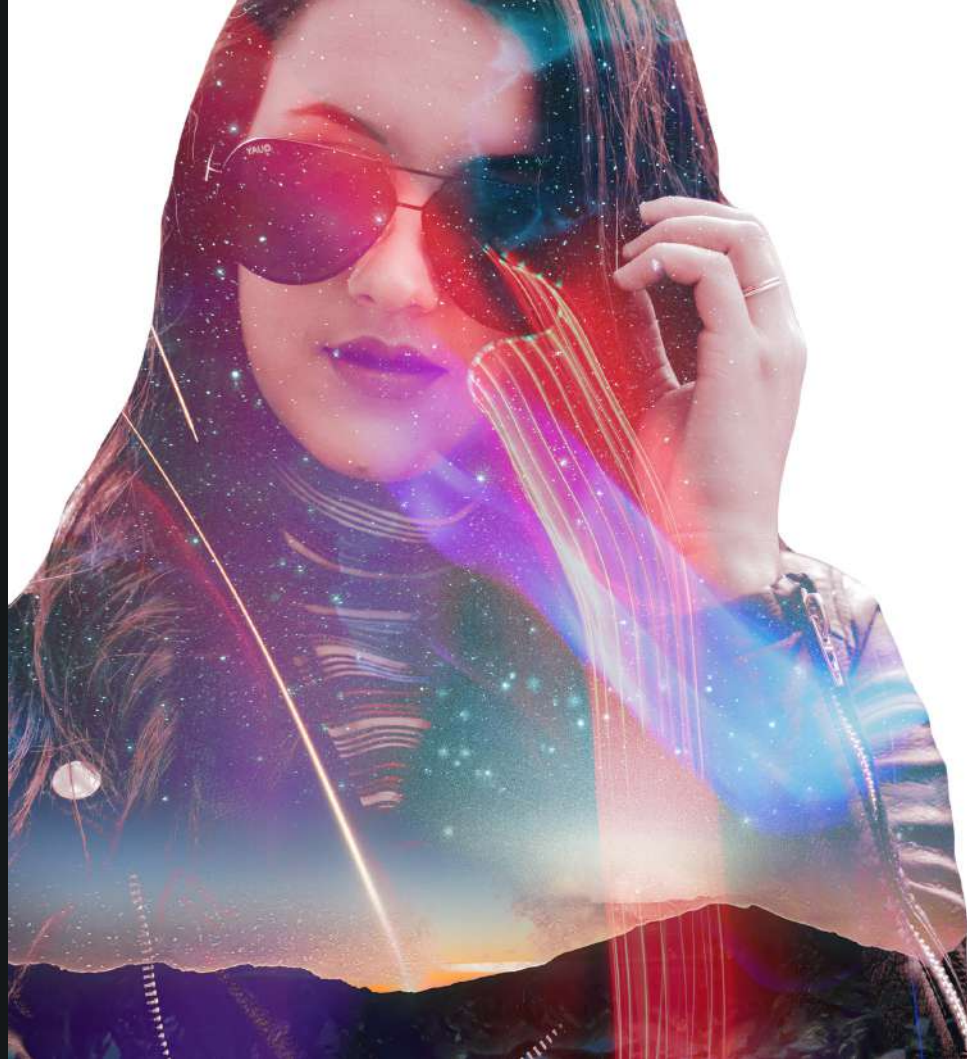
Take everything you've learned at Insight Academy and use it to solve real problems for real businesses. We bring in companies facing a business problem for our students develop and pitch their own solutions for them to implement. Our students have helped companies such as **Michaels Cameras, Victory Offices & Feeling Fruity.**

COACHING THE FUTURE

We believe in a different type of education here at Insight Academy. We have coaches with proven industry backgrounds, experience and focus. Build lasting relationships and be mentored by people with years of experience in a wide range of fields who can guide you and your business plan along the path to success.

ONE-ON-ONE MENTORING

We provide **one-on-one mentoring** sessions with our industry professionals for those who want to focus in on an area. In these sessions you and one of our mentors can spend time on anything that you choose to, whether that be working out the details in your business plan or working on assessment tasks.



DELIVERY & ENTRY REQUIREMENTS

- Must be 18 years of age or over at the time of study.
- Satisfactory completion of studies in applicant's home country equivalent to an Australian year 12 qualification*
- If English is not your first language, minimum English Language requirement is IELTS (General or Academic Module) 5.5 or equivalent*.
- As a complementary requirement, students are required to bring their own laptops or tablets
- **Advanced Diploma only:** Students need to have a Diploma qualification in a business-related discipline

You will be required to attend 20 hours minimum per week participating in workshops, working with mentors and co-working across different activities to complete your project. Our programs are approached hands-on over theoretical, solving problems for real businesses.

* For further information, please contact our staff.

REAL OUTCOMES

Our graduates will receive an Australian accredited award for **BSB50215 Diploma of Business** and/or **BSB60215 Advanced Diploma of Business**.

At completion of your program, you will have practical experience and have developed your own product/venture and personal brand. With a new way of thinking and a substantial professional network, you will be able to launch your own start-up.

If you are an intrapreneur, you can apply for relevant positions in the industry of your choice with a great advantage. Our graduates often move into management & professional roles. Here are some great stories from our students.



ALEXIS 
20 PULSES

Alexis began with a concept of opening an innovative gym that uses electro-stimulation (EMS) rather than a traditional workout. We took the time with him to build his business plan and connect him with the people he needed to launch his business. In less than eight months since launch, Alexis has launched his second studio branch successfully.



ANDREA 
BEYOINDER

Andrea joined Insight Academy with the idea of making real change in the world but did not know how to start. Her mission was to connect organisations who can together create innovative solutions to develop sustainable communities. At Insight, Andrea found family, support, her team and even clients. BeYoinder now has projects operating in Australia and Colombia.



SIMONE 
MONKEE APP

Simone had a personal goal of developing his own phone app. At Insight Academy, he found a gap in the market of finding live events happening throughout the Melbourne. We showed him the business potential of this and he developed Monkee. Since launch, Simone has been commissioned to develop a number of apps. He is now on the brink of launching his own app development agency.



PAULA 
BEATS OF CHANGE

Paula wanted to find a way for song writing to help youth express and understand social issues and challenges. We worked with her to prototype her business, believing in her and her ideas. She built a great relationship here with one of our coaches who mentored her to understand the true focus and purpose of Beats of Change. She has now taken her workshops internationally.



Our unique delivery model challenges future innovators to develop their own business ideas into real-world projects as a core part of their course. A unique **incubator** approach is centred within a dynamic, multi-layered, supportive learning environment. Students are coached, mentored and motivated by an array of industry-experts and guest speakers.

Here is what some leading professionals have to say about their experiences working with the people of Insight Academy.



SIMON DAVENPORT
GENERAL MANAGER: MARKETING

“The quality of industry experts and students alike is unlike anything I experienced through other industry based programs during my career, and I’d recommend them to anyone who wants to further their knowledge and skills in the evolving world of entrepreneurship.”



CERASELA TANASESCU
ACCELERATOR PROGRAM DIRECTOR

“It is proved that hands-on entrepreneurship courses give students the skills and adaptability needed for tomorrow’s jobs. Insight Academy provide an entrepreneurial safe-fail environment with excellent courses where students can try their ideas during full accredited courses.”



The Insight Academy experience is made real by a collection of passionate people from around the world who are here to help you to express your ideas, your opinions, emotions and goals. We want to see you growing and building your future the way you want it.

This is more than a hub for the creative, the driven, and the passionate. This is a home for everyone and we want you to share your experience with us.

JOSE ALONSO
Founder & CEO

LA TROBE STREET

LONSDALE STREET

SWANSTON STREET



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Scan me

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ARE YOU READY FOR
THE CHALLENGE?



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