The current competitive scenario shows us a radical reduction in knowledge life-time, and companies perceived that they cannot depend anymore only on the traditional schools and programs to develop their employees.

In this way, some enterprises have chosen to improve their own educational areas, looking for a closer follow-up of the training processes, focusing on the company’s necessities specifically. It is believed that the key for success is to provide to the employees a better access to the information, improving their knowledge and skills, giving the companies a real competitive advantage. All of this should be accomplished through results evidence.

In Brazil, companies need to establish a main unit responsible for sharing their vision, corporate strategies and for the management of the acquired knowledge. In the same way, there is also a pressure to focus training and development on the companies core business, as well as to demonstrate their return on investment.

However, there is no value for the best training program if the managers were not concerned about retaining this knowledge in the enterprise. Training people for the opponent is a very close possibility in the competitive world nowadays. So, Corporate Universities take place as an internal organization with the mission of developing people in the long term, attracting and retaining the best professionals, and also accelerating the internal knowledge flow.

Concerned about the same problem, Brasil Telecom has decided to use a blended corporate education model as the formula to focus all the development efforts, straight to the company’s strategic objectives.

The targets for Brasil Telecom Corporate Education are all the business units, developing their leaders on the following subjects:
- Leadership;
- People management;
- Financial management;
- Marketing management;
- Telecommunication management.

To develop its activities, Brasil Telecom's Corporate Education uses both internal and external instructors. The partnership with external schools aims to establish contact with the best management technologies, as well as the best practices in the industry. On the other hand, the internal instructors will teach how the company works, spreading out their know-how.

At the same time, complementing all the courses, Brasil Telecom's Corporate Education uses also on-line distance learning tools, proportioning video-on-demand, web based training courses, on-line library, synchronous meetings, among others. The use of distance learning allows specific advantages, such as:
- offering training in a large scale, reaching all the value chain (customers, partners, suppliers);
- choosing the place and schedule for training sections - students have they own rythm;
- accelerating the knowledge acquisition and update;
- offering just-in-time training;
- offering a simple interface;
- offering a better control of the training process.

Concerning return on investment, Brasil Telecom's Corporate Education students, once selected, have the commitment of improving their areas results and optimizing the use of their resources.
The competencies developed by Brasil Telecom's Corporate Education are:

- **customer focus** (identify and preview what the customer needs and value);
- **leadership** (focus the strategies, the activities and the resources);
- **teamwork** (work as a team, considering the organizational goals);
- **continuous development** (create an environment for a continuous learning);
- **coaching** (motivate and influence people for a high performance).

Finally, Brasil Telecom's Corporate Education allows the company to centralize learning solutions, supplying the traditional education gaps, sharing the internal know-how, defining training standards and decreasing costs through the scale of contracting.

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