GA GENERAL ASSEMBLY

Book of Champions

Building a workforce with skills at the center

Skills...
a marathon, not a sprint

For decades, the world of work has largely thrived on traditional means of recruiting skilled talent. However, in the age of digital transformation — along with the rapid rise of AI — the skills that are actually needed on the job are constantly shifting, and the traditional approach needs a changeup.

The truth is, skills are moving much faster than people can. And while the promise of better, faster, and stronger technology becomes more accessible, actually harnessing all the new tech is still largely out of scope for most businesses.

Yet while the crisis of skills remains prominent, it's also led to an evolution for many career seekers to expand their horizons — and even successfully change their careers with or without a traditional college education.

At General Assembly, we've always believed that people should be measured by their potential, not their pedigree. Our over 400 enterprise clients across the globe have leveraged our nontraditional tech training and talent solutions to stay ahead in this world of rapidly changing technology, and you can, too.

We hope you enjoy our Book of Champions. Within, you'll get to meet some of our incredible alumni, hear their stories, and learn how General Assembly played a part in their successes.

Without further ado...

Meet Our Champions

cham·pi·on

/'CHampēən/

noun

- **One showing superior skill or ability.**

When you think of a champion, your first thought might be a sports figure who beat the odds to become an Olympian. Our first thought is similar — with a twist. Just like the many athletes who've overcome adversity and achieved greatness, our champions are also underdogs who took a chance on themselves, focused on learning new tech skills, and achieved a brighter future.

Barbara Wye

From marketer to UX design researcher

Team USA

"When I first moved to New York I was working six part-time jobs. I worked as a nanny, at an ice rink, in catering, and then ultimately I moved to marketing. But none of that was fulfilling for me. Now I can go to work every day and have that fulfilling sense that what I'm creating is greater than myself."

Tessa Schwindt

From vet nurse to data analyst

Team Australia

"I've been able to completely change my direction in a short period of time. It was also a really great network of really informed, really knowledgeable, and really excited people."

David Campbell

From business professional to software engineer

Team UK 🇬🇧

"Perseverance and patience definitely paid off."

Vithya Shankar

From career seeker to software engineer

Team Singapore 🇸🇬

"The program provided exactly what I needed and it allowed me to pivot into a tech career successfully, making the transition smoother and more effective."

Aysha Balouch

From admin to data analyst

Team Bahrain 🇧🇭

"I would advise anyone wanting to join GA to just go for it."

Jordan Weiss

From investment banker to data scientist

Team USA 🇺🇸

"That proven ability to take, to start from scratch or close to scratch and really succeed, is an absolute indicator that you're going to have the same success as the world evolves within the field."

Jess Angela

From sales professional to UX designer

Team UK 🇬🇧

"I really enjoy what I do. I actively want to work longer hours because I really enjoy it. And I get real satisfaction out of solving the problems that we have in my day-to-day role and the variety it creates."

Inez Yuen

From arts programmer to UX designer

Team Singapore 🇸🇬

"I think General Assembly was 100% worth it. I feel like it was an integral part of what made my transition into this new industry possible."

Want to hear their full stories?

Click here to get the exclusive.

Training your brain to **think differently** about talent

Change is hard, but it's also fun. It means you can more creatively approach problems and help your teams to do the same. We've helped organizations like yours reapproach and solve their persistent talent and skilling challenges.

Here are just some of the common challenges we've solved for:

1. Finding net new junior tech talent at scale

2. Building diversity within technical teams

3. Skilling up fresh grads who need more hands-on experience

4. Reskilling legacy employees into highly valuable tech roles

5. Upskilling leaders and teams on emerging technical concepts

If these problems sound familiar and you've found yourself unable to get off the hamster wheel, here are three tips to get started with solutions:

1. **Focus on the first problem you want to solve:** When it comes to organizational change, there's no shortage of things to improve — but the only way out is through. We understand how competing priorities can hinder progress. That's why we always recommend starting with one problem at a time, piloting the solution, and scaling from there.

2. **Be honest about your approach:** Warning — you may be using outdated approaches to securing the talent and skills you need without even realizing it. If you're still requiring a degree, relying on traditional methods of sourcing talent, or sleeping on the talent that's already in your own walls, it may be time to reassess.

Communicate and celebrate: Be open about the challenges you're facing, the changes you're hoping to make, and why it'll be beneficial for all involved. Whether you're embarking on a refresh of your tech talent recruitment strategy or making big moves to ensure your people have the skills they need to succeed today and tomorrow, be honest throughout the process and take time to celebrate the wins along the way.

A trusted partner for building your championship team

Our 100,000+ students and alumni come from far and wide — and sometimes from the most unexpected places. With our help, they've been able to find and grow meaningful careers within diverse industries and businesses, large and small.

Outside of our tech bootcamps, we've helped businesses transform their employee skilling initiatives and tech talent pipelines. Whether we're working with companies like Disney to reskill and redeploy diverse workers into highly valuable technical roles, creating data transformation programs for companies like Navy Federal Credit Union, or helping leaders like ServiceNow access net new junior tech talent, we're proud of our ability to power the progress of workers and businesses around the world.

Our Solutions:

Training Solutions

Upskill and **reskill** your high-potential employees for hard-to-hire data, digital, and tech roles.

Talent Solutions

Create your own **tech talent pipeline** through our Ready-to-Hire, Apprenticeships, or Hire Train Deploy models built to fit your needs.
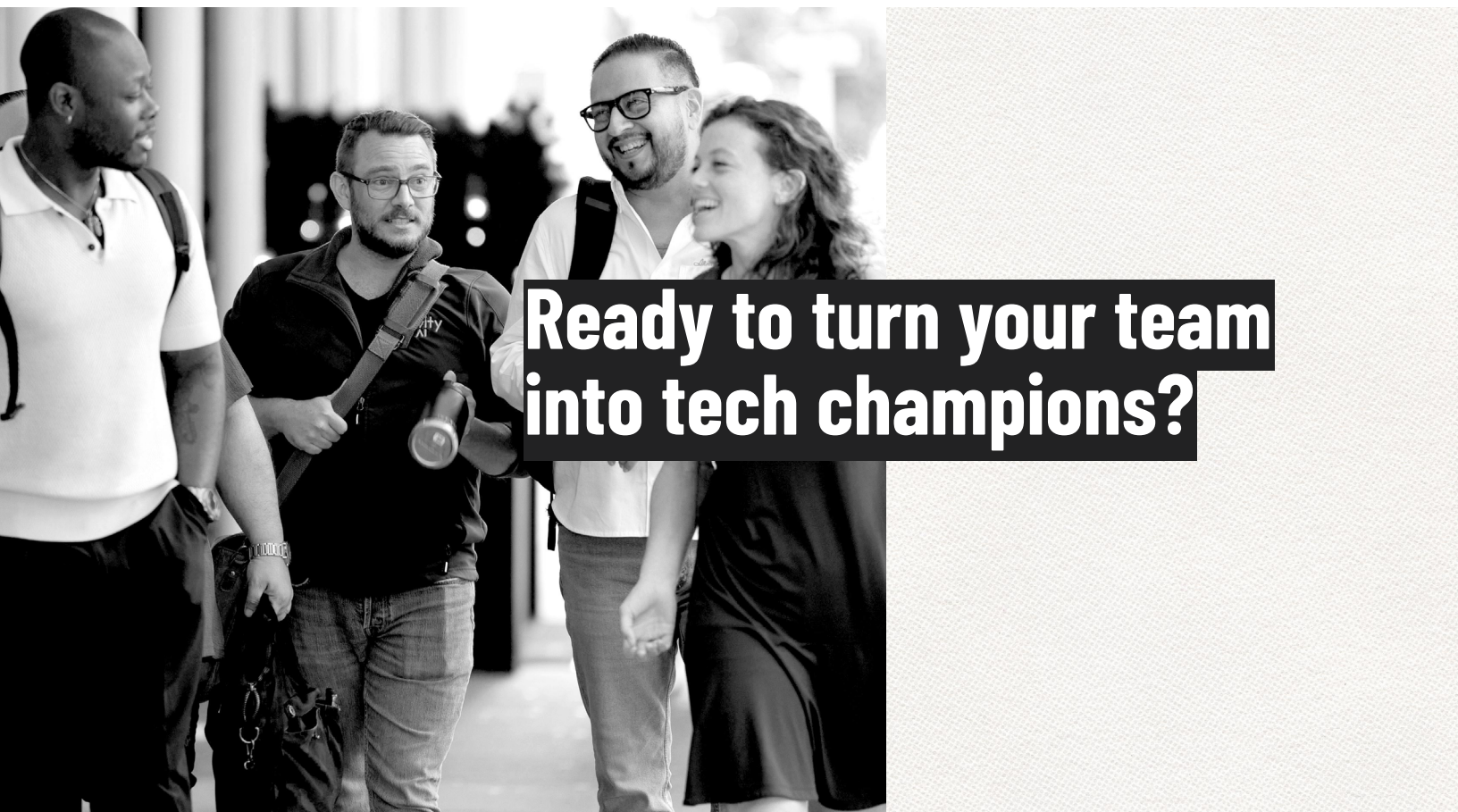
Our Disciplines:

Coding	Data	AI	Product Management	UX Design	Digital Marketing

Ready to turn your team into tech champions?