



APPRENTICE PROGRAM

World Wide Technology's Apprentice Program is closely aligned with the UK Government's fully funded initiative to upskill the workforce through comprehensive apprenticeship programs for individuals aged 16 and over. These programs combine hands-on work experience with academic study, enabling participants to build specialized, career-relevant skills.

WWT's program offers a three-year Sales or Technical Degree Apprenticeship, providing an immersive, instructor-led development experience for early-career professionals. Participants benefit from structured business rotations that offer broad exposure across key areas of the company. In partnership with the University of Reading's Henley Business School, apprentices can earn a Chartered Business Management Degree while gaining real-world experience.

Focused on developing the next generation of technical and sales talent, the program delivers comprehensive learning in both technology and business fundamentals. This approach not only empowers individuals to reach their full potential but also helps WWT build a strong, capable pipeline to meet the evolving demands of its salesforce.

Program Objectives

Professional Skills

- Becoming a valuable and respected part of a larger team and supporting WWT's success

WWT Knowledge

- Building an understanding of our Go To Market (GTM), differentiation, positioning, and OEM landscape

Sales and Business Acumen

- Developing plans for individual career paths and continued growth

Curriculum

- Weekly kick off meeting
- Partner of the Month
- Book club
- Best practice presenters
- Advanced Technology Center (ATC) Builders
- ATSM
- Account Planning
- Building a consultative mindset
- Role Play
- Weekly wrap up
- One-on-one facilitator session
- Corporate/ Platform overview session
- In the news
- Win Wire Wednesdays, case studies, role play and workshops with partner associate programs
- Hands on integration center rotation
- Technology 101
- Mentor program



Visit our Community Page for more information!

<https://www.wwt.com/community/acse/uk-apprentice-program>

