

The background is a vibrant, abstract composition of swirling colors including deep reds, oranges, yellows, and purples. Numerous small, translucent bubbles of various sizes are scattered throughout, giving the image a dynamic, liquid-like appearance. The overall effect is one of intense energy and movement.

ICELAND

POWERED BY

**HYPER ISLAND**





**We empower  
people to shape  
their future**

Hyper Island is the learning specialist for a digital world. We enable growth for individuals and businesses through transformative learning experiences.



# PROBLEM WE ARE SOLVING



Over the next 10 years, 1.2 billion employees worldwide will be affected by automation technologies and AI. To address this, action must be taken.

With increased and targeted upskilling, together with involvement from business leaders and the private sector, these changes are an opportunity to empower workers and build a more inclusive future of work.



Source: World Economic Forum, [The Future of Work](#)



## TOP 10 HARD SKILLS 2020

1. Blockchain
2. Cloud Computing
3. Analytical reasoning
4. AI
5. UX Design
6. Business Analysis
7. Affiliate Marketing
8. Sales
9. Scientific Computing
10. Video Production

## TOP 5 SOFT SKILLS 2020

1. Creativity
2. Persuasion
3. Collaboration
4. Adaptability
5. Emotional Intelligence



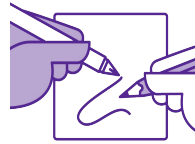
*57% of leaders say soft skills are more important than hard skills—even leaders from tech companies agree, like Facebook's Sheryl Sandberg and Google's Eric Schmidt*

# Change is hard

But we see a common set of challenges



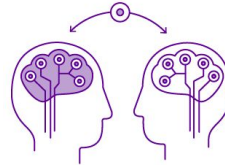
*How to get on top of new technology and emerging trends?*



*How to build innovative products that deliver meaningful value to people?*



*How to create a roadmap for change and actually make it happen?*



*How to foster creative, collaborative cultures that empower people?*

# WHO ARE WE?

Hyper Island is a creative business school with no teachers, textbooks or homework. We have a learning-by-doing culture with only real-life projects for actual clients. We empower our students to be entrepreneurial, while understanding the impact of what they do.

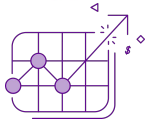
## AREAS WHERE WE SHINE:



DESIGN & CREATIVITY



DIGITAL & TECH



LEADERSHIP BUSINESS ACUMEN

THIS IS

# HYPER ISLAND

**1m people impacted**

We impact one million people every year directly through our deliveries and communication platforms.

## BUSINESS TRANSFORMATION



5 locations



15k participants per year



Bespoke programs



Deliveries across the world & online

## COURSES FOR PROFESSIONALS



5 locations



900 participants per year



30+ programs



Deliveries across the world & online

## HIGHER VOCATIONAL SCHOOLS



2 locations + 1 all remote



700+ students per year



12 long programs  
2 short programs



50+ nationalities

## MASTER PROGRAMS



3 locations



160+ students per year



6 programs, full-time  
and part-time



10+ nationalities

# OUR METHODOLOGY

The Hyper Island Methodology is founded on a learner-centered, experience-based approach.

We create facilitated learning journeys, where discovering, uncovering, applying and reflecting is all part of the process by which participants learn useful skills and knowledge they can apply right away.



## LEARN BY DOING

Build, create, experiment! People learn best through active doing and making



## COLLABORATION

Collaboration is the modern core competence in a world of complexity and constant change



## REAL WORLD READY

We build learning around real examples and tasks to be immediately relevant and useful



## GLOBAL NETWORK OF EXPERTS

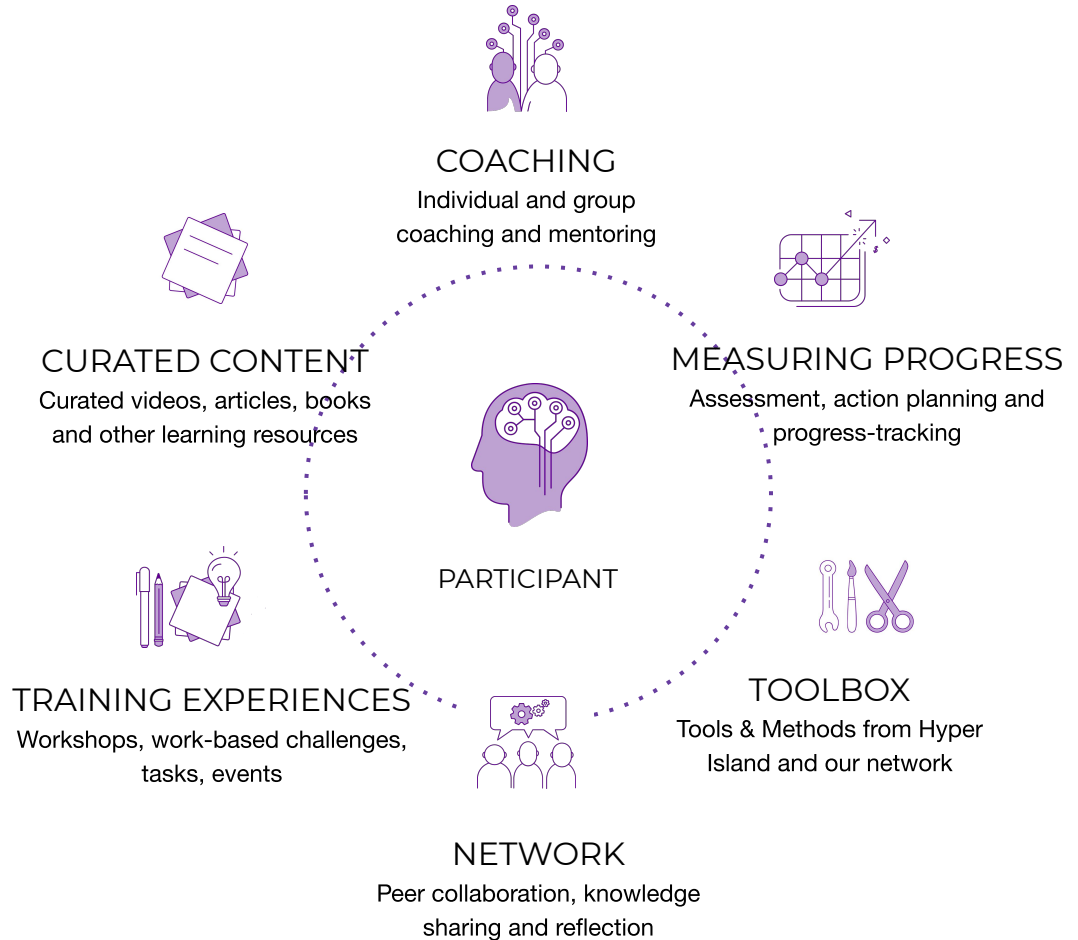
We work with world-leading industry experts to provide the most cutting edge content



# WHAT WE DO

We create facilitated learning journeys that combine the most effective learning techniques and tools to achieve the greatest impact.

We harness technology to enhance learning, building an effective blend of “in person” and “online” learning, using tools like social communities, content platforms, video-conferencing and online collaboration tools.



# EXPLORING TECH IN THE HOSPITALITY INDUSTRY

Exploring Tech for the Hospitality Industry is a course that helps the participant better understand digitalization, innovation and leadership, as well as explore new digital solutions that will affect and benefit the industry in the future. The program is for people with experience in sales, marketing, administration, or customer service within the hotel, restaurant, event, or tourism industry. This course is primarily for people who work, or have worked at small and medium-sized companies, or are entrepreneurs in need of transforming their business. We build a solid foundation for the participants to continue their learning journey and design their own future.

## DIGITALIZATION TRANSFORMING THE INDUSTRY, 2 weeks

Introduce the participants to the changes that have been taking place in the industry as a result of digitalization and Covid-19. We explore the profound impact of these changes as well as what new skills are required to achieve success in the future. The purpose of this module is to immerse participants in the digital global trends, provide the knowledge required to navigate the digital world themselves, and the understanding of which exponential technologies are driving change and thus will transform the industry further. Example topics we explore:

- Global trends
- Digitalization and innovation
- Exponential tech
- Sustainable development

## FUTURE PROOFING ON AN INDIVIDUAL LEVEL, 3 weeks

Participants begin to deepen their understanding of what makes organizations and individuals in the hospitality industry successful today and in the future.

We focus on key success factors of innovative leadership to lead ourselves, lead others, and lead our organizations into the future.

With the help of digital tools we use our collective intelligence to identify our real time challenges and focus on areas of improvement. We map and explore our customers digital behaviour on their journey - to find opportunities that make the greatest impact for our future business. Example topics we explore:

- Change leadership
- Customer journeys for innovation
- Digital solutions and improvements

## TOOLS AND METHODS FOR THE FUTURE, 7 weeks

We explore various tech tools and the benefit different solutions can bring to the future of business. The purpose of this module is to give the participants the ability to design their own toolbox for leadership, ways of working, as well as the most valuable digital tools for them to implement further in their professional development and the digitalization of their business. Example topics we explore:

- Digital strategy and web
- Business development
- Data analytics
- Communication in the media landscape
- Design processes
- Tech tools

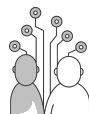
# NÁM Á NETINU: FRAMTÍÐARFÆRNI Í FERÐAÞJÓNUSTU



## **Hyper Island nám með áherslu á að efla þátttakendur í:**

**12 vikur**

- Uppbyggingu á tengslaneti
- Stafrænni væðingu og þeim tólum og tækjum sem nauðsynleg verða í ferðaþjónustu í framtíðinni
- Frumkvöðlahugsun
- Að leysa áskoranir í verkefnavinnu
- Sjálfsstyrkingu
- Leiðtogahæfni



## **Einstaklingsbundin markþjálfun**

**2 skipti**

- Persónubundin markmiðasetning

**Verð: 490.000 kr.**

# SKIPULAG NÁMSINS:



- ❑ Námið hefst 7. apríl. Stendur yfir í 12 vikur og er alfarið á netinu. Kennt er á ensku.
- ❑ Forkröfur: Stúdentspróf/iðnpróf, góð enskukunnátta. Starfreynsla í ferðapjónustu æskileg en ekki nauðsynleg.



- ❑ Mikil áhersla lögð á sjálfstyrkingu í starfi, „personal development“ og skapandi kennsluaðferðir. Nýtum við til þess ýmis tæki og tól á borð við [www.howspace.com](http://www.howspace.com), Slack, Zoom og fleira.



- ❑ Þátttakendur vinna sjálfstætt og í hópum. Þar leysa þeir raunhæf verkefni tengd ferðapjónustunni.
- ❑ Kennslutímar: Miðvikudagar kl. 14.00-16.30. Föstudagar kl. 08.00-09.00. Þátttakendur þurfa að eyða um 240 klst í námið í heild sinni eða um 20 klst á viku.



# STYRKHÆFT NÁM



- ❑ Þátttakendur eru hvattir til þess að hafa samband við sitt stéttarfélag varðandi styrk fyrir náminu.
- ❑ Til þess að fá aðstoð við styrkumsóknir til stéttarféлага og annarra starfsmenntasjóða er nemendum bent á að hafa samband við verkefnastjóra námsins á Íslandi, Eddu Konráðsdóttur á [e@eddakon.is](mailto:e@eddakon.is).

# HYPER ISLAND

The image features a solid blue background. In the center, the words "HYPER ISLAND" are written in a large, bold, white, sans-serif font. Behind the text, there are two oranges. One is a whole orange, and the other is a slice of an orange, showing its internal segments. The oranges are positioned such that they appear to be part of the background for the text.

CONTACT US:

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THOR CLAUSEN [THOR.CLAUSEN1@GMAIL.COM](mailto:THOR.CLAUSEN1@GMAIL.COM)