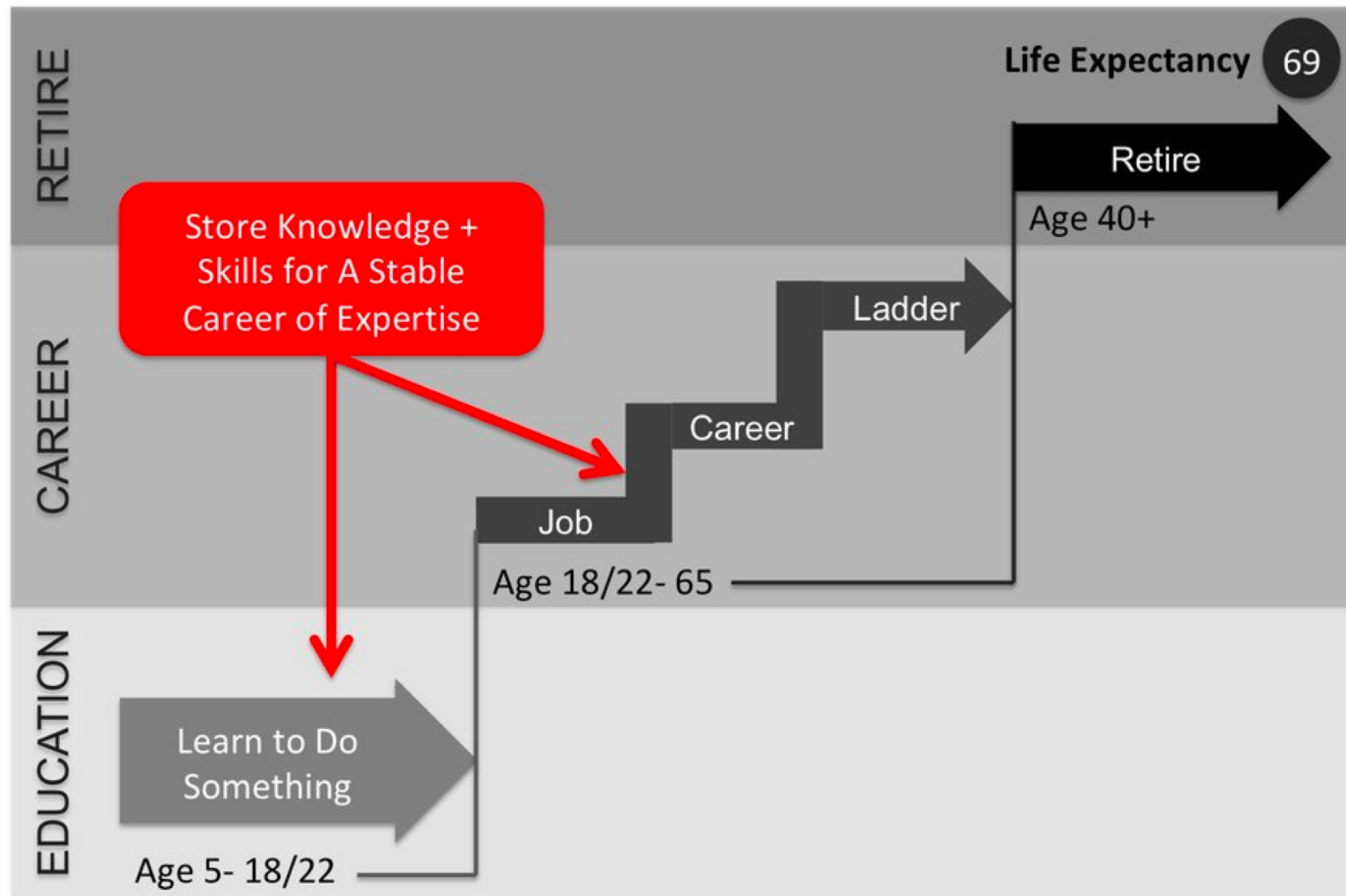


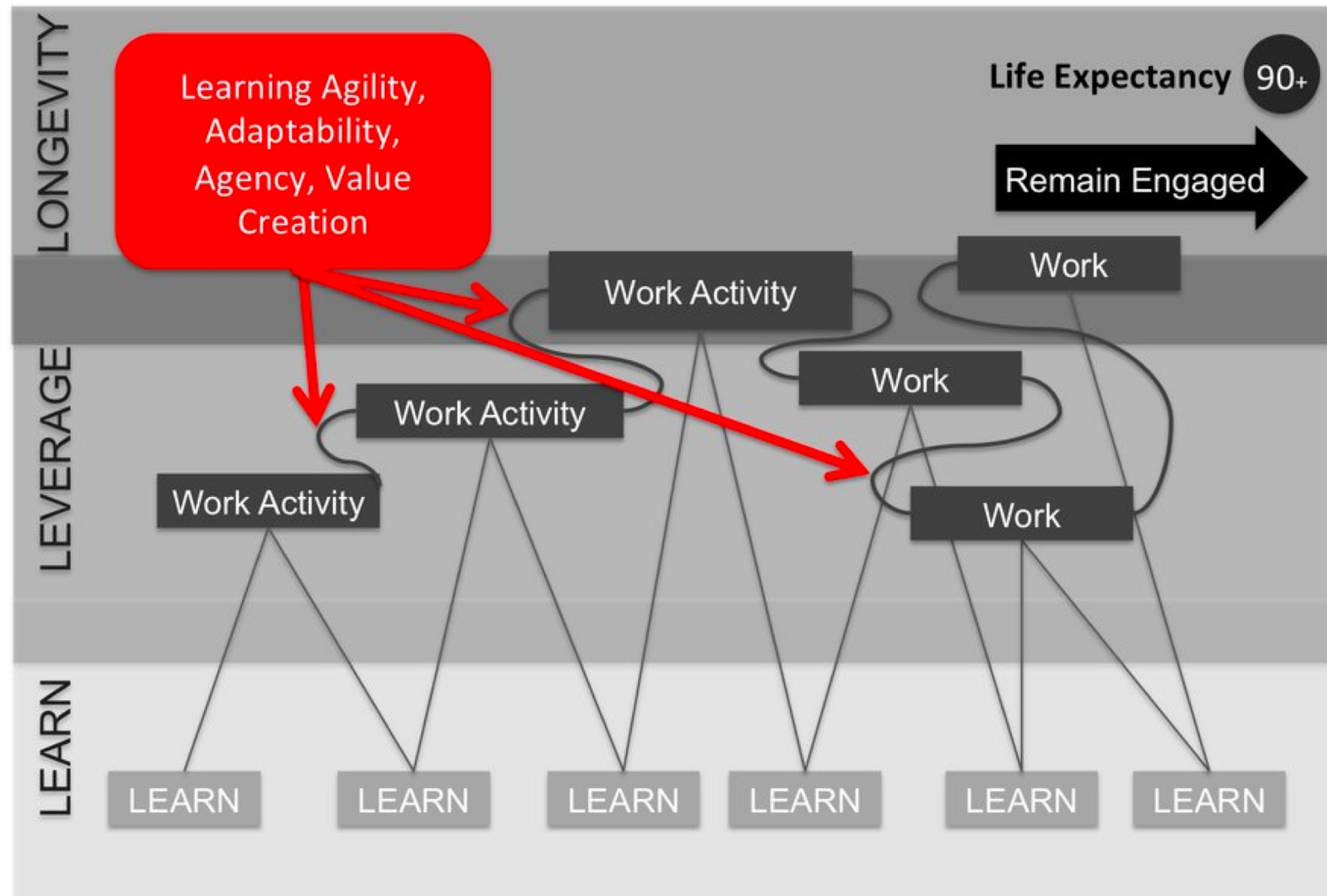
# Old Economy Paradigm



Source: <https://www.heathermcgowan.com>

@heathermcgowan

# New Reality Paradigm



Work

Work

Work

Work

K12

Higher  
ed

Third sector of  
education

@tagoras

LEARN

LEARN

LEARN

LEARN

LEARN

K12

Higher  
ed

Training  
companies

Trade and  
professional  
associations

Social  
Networks

*...the other 60 years...*

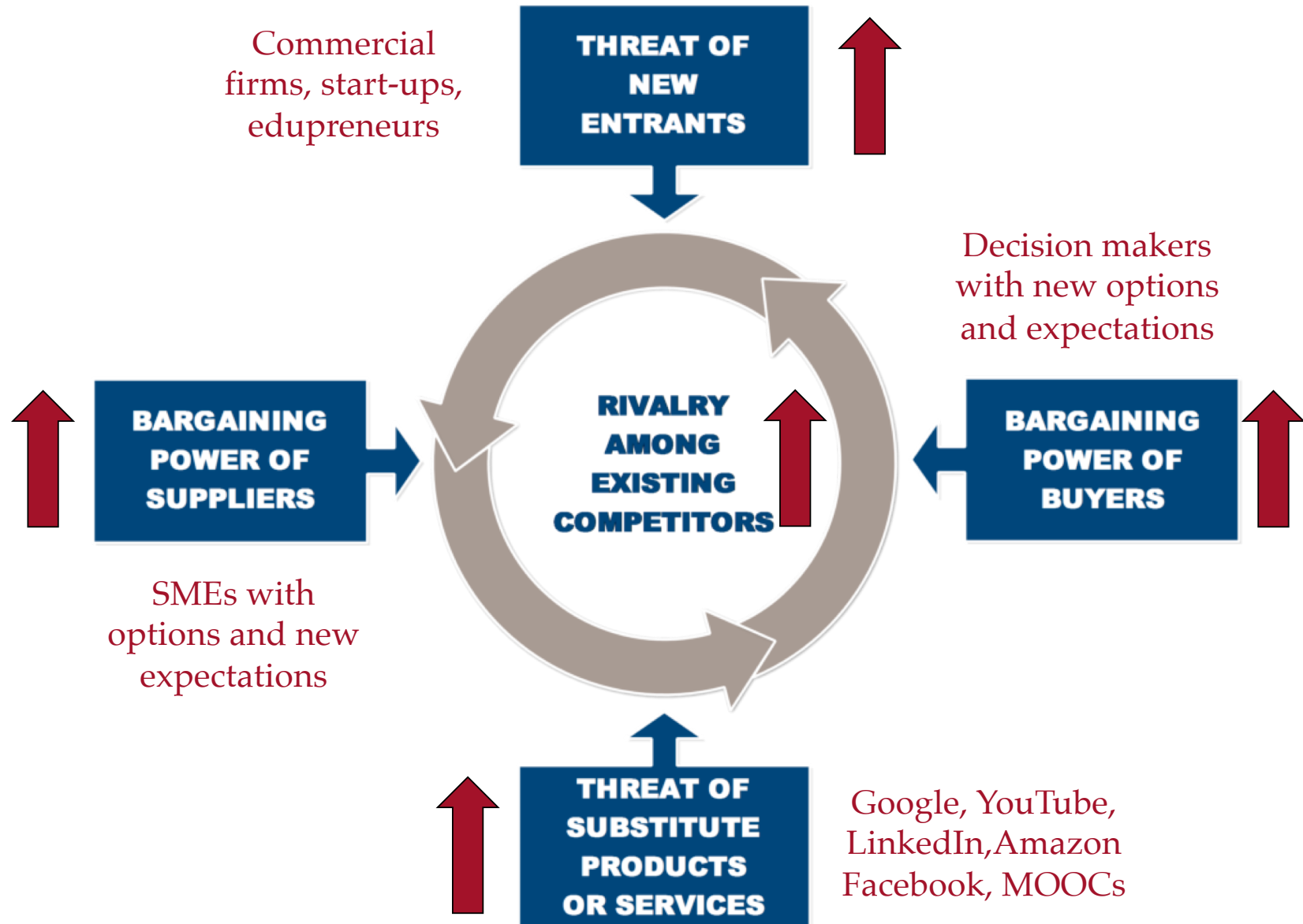
Academic  
comntining  
education

EdTech  
companies

Community  
education

Solo  
edupreneurs



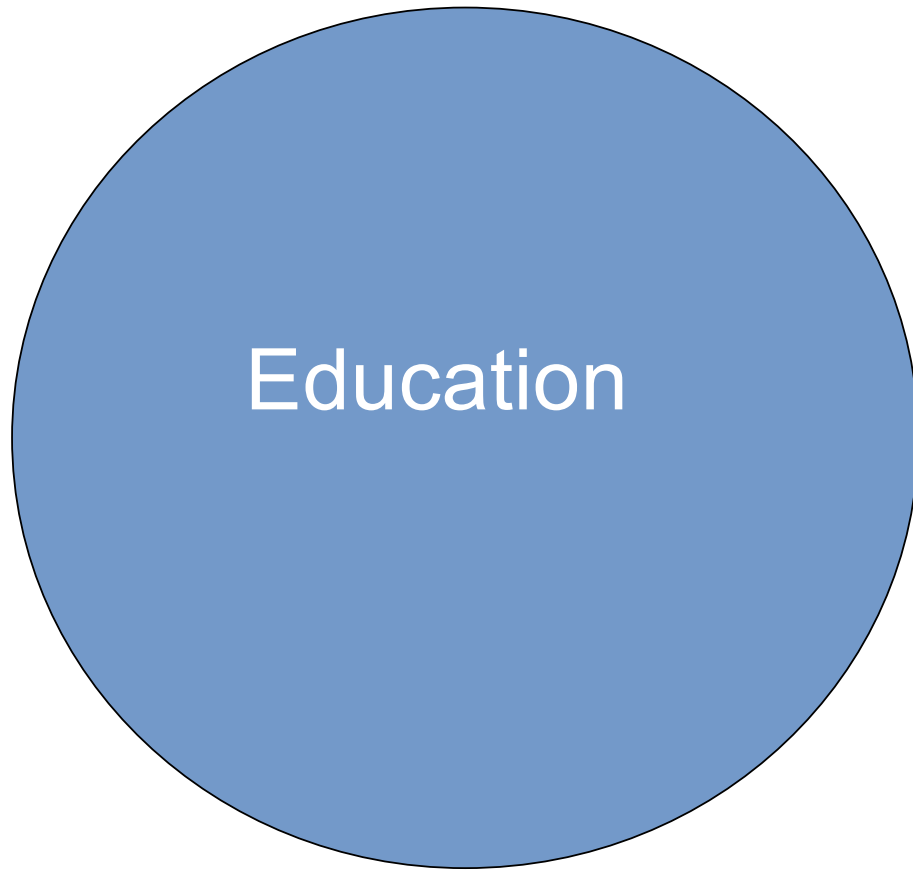


Content source: Michael Porter

Image source: <http://masonmyers.com>



Increasing learner engagement  
and consumption through strategic  
marketing and alignment with  
learning trends.



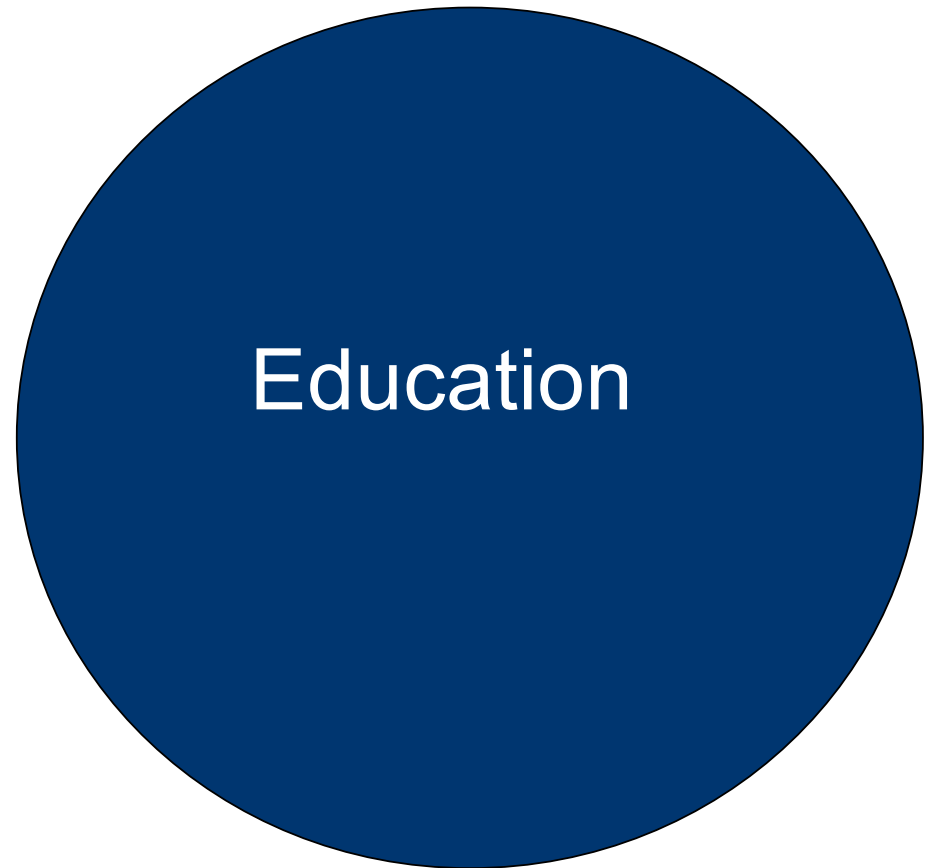
Education



Marketing

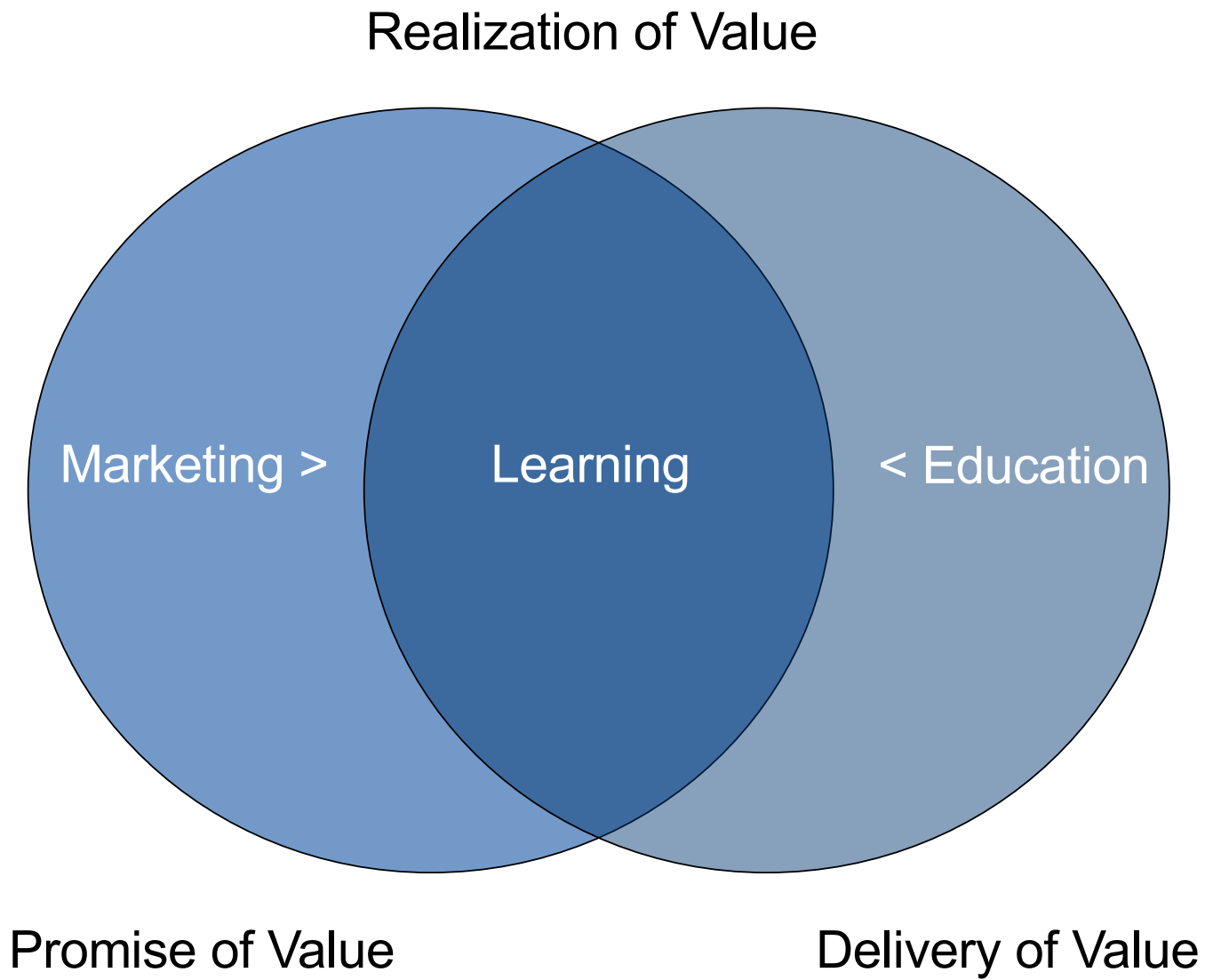


Promise of Value



Delivery of Value



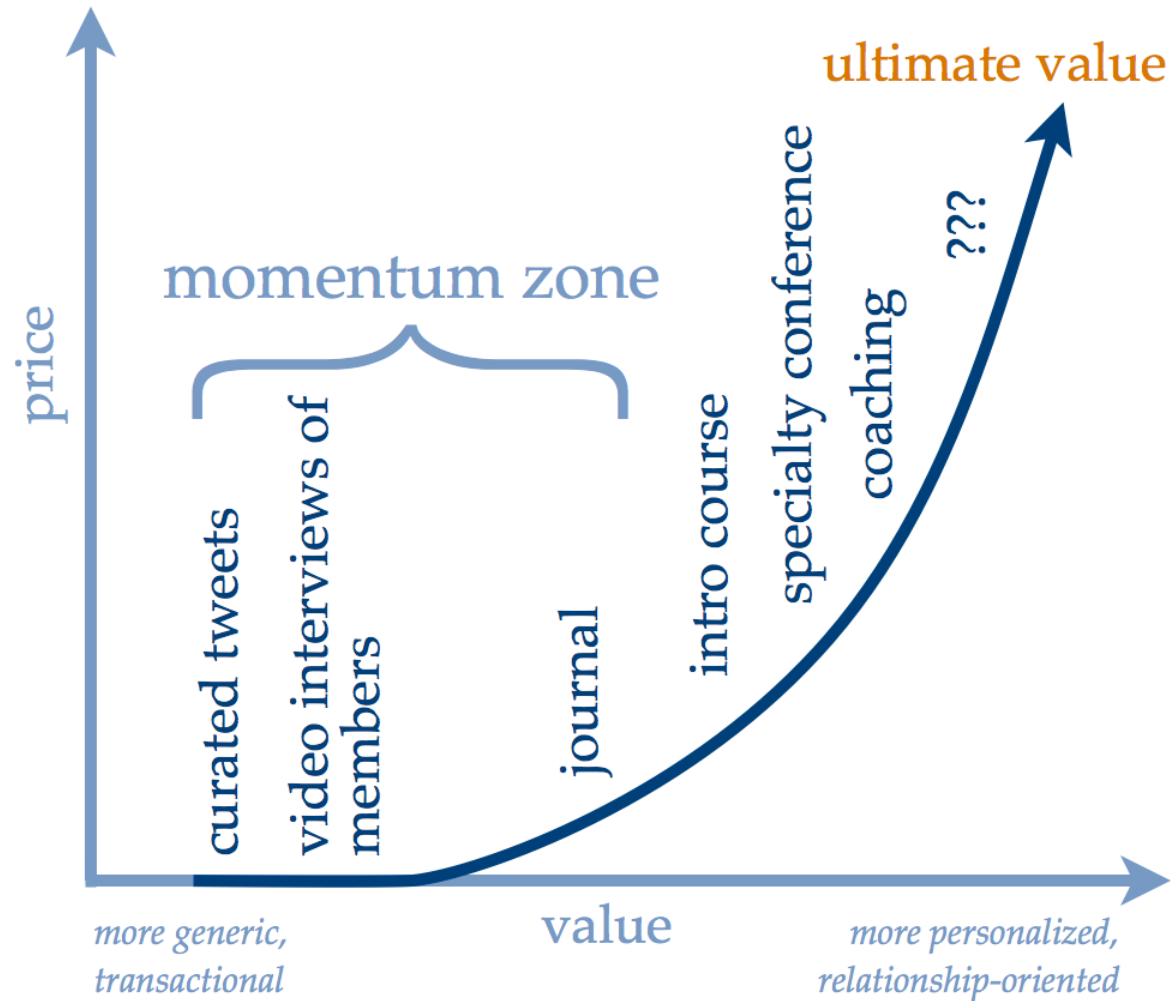




## Implication #1

Building an engaged audience is absolutely critical.

# VALUE RAMP™



<https://www.tagoras.com/value-ramp>



## Implication #2

Data is one of your most valuable assets.



# MARKET INSIGHT MATRIX™

	IDEA GENERATION	IDEA VERIFICATION	IDEA TESTING
TRACKING	<i>Examples: Web site analytics   LMS reporting   Google Trends</i> <hr/> <hr/> <hr/>	<i>Examples: Web searches   Channel searches</i> <hr/> <hr/> <hr/>	<i>Examples: Split testing   Offer testing (e.g., AdWords)</i> <hr/> <hr/> <hr/>
LISTENING	<i>Examples: Communities   Listserves   Evaluations</i> <hr/> <hr/> <hr/>	<i>Examples: Monitoring social networks, blogs, alerts, etc.</i> <hr/> <hr/> <hr/>	<i>Examples: User testing   Social reaction   Content marketing</i> <hr/> <hr/> <hr/>
ASKING	<i>Examples: Focus groups   Brainstorming   Interviews</i> <hr/> <hr/> <hr/>	<i>Examples: Surveys   Interviews</i> <hr/> <hr/> <hr/>	<i>Examples: Pre-selling   Crowdfunding</i> <hr/> <hr/> <hr/>



## Implication #3

Content must serve context.



## Implication #4

Impact is imperative.

Millennials

Gen X

Baby Boomers

Men

Women



BRAND

**Amazon.com**

👍 84%

Most popular website & online service

[Explore fan data](#)



TV NETWORK

**Netflix**

👍 84%

2nd most popular TV network

[Explore fan data](#)



BRAND

**Nintendo**

👍 84%

8th most popular communication brand

[Explore fan data](#)



BRAND

**Oreo**

👍 83%

6th most popular snack

[Explore fan data](#)

## Implication #5

Brand matters. (A lot.)

Source: <https://today.yougov.com/>



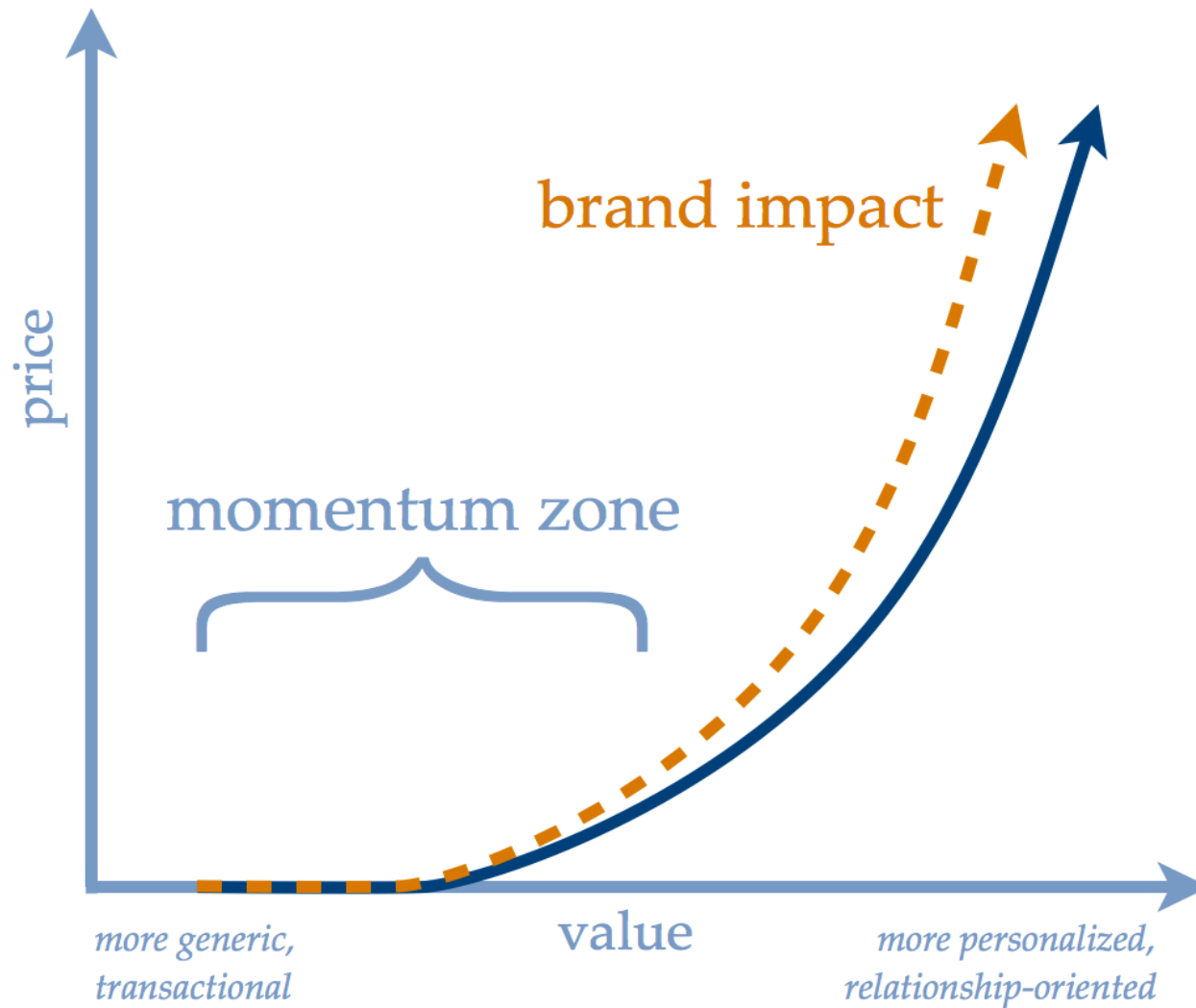
**The Management Advantage™**  
*Learn, Grow, Succeed*



**AcademyU** YOUR OTOLARYNGOLOGY EDUCATION SOURCE

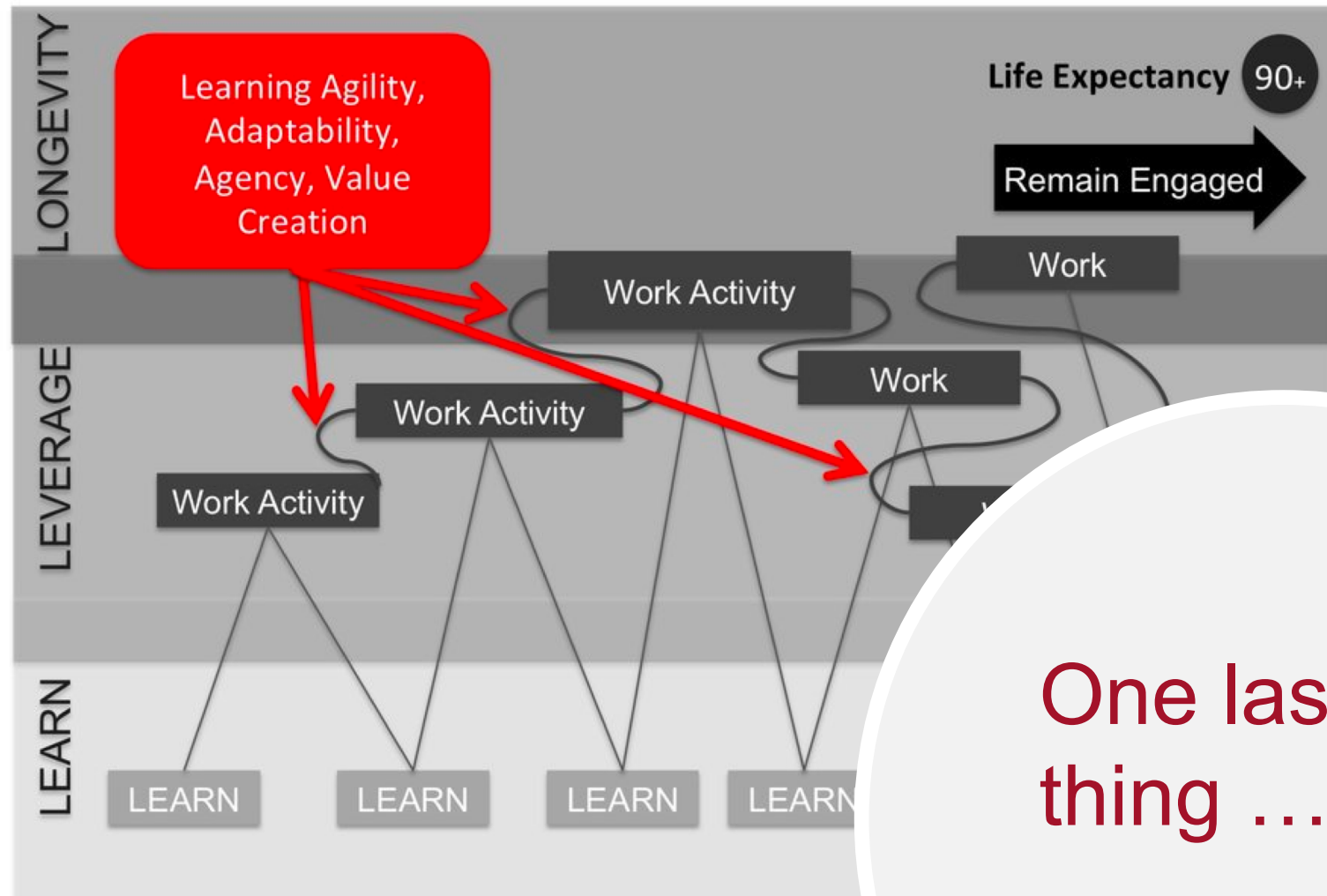


# VALUE RAMP™



<https://www.tagoras.com/value-ramp>

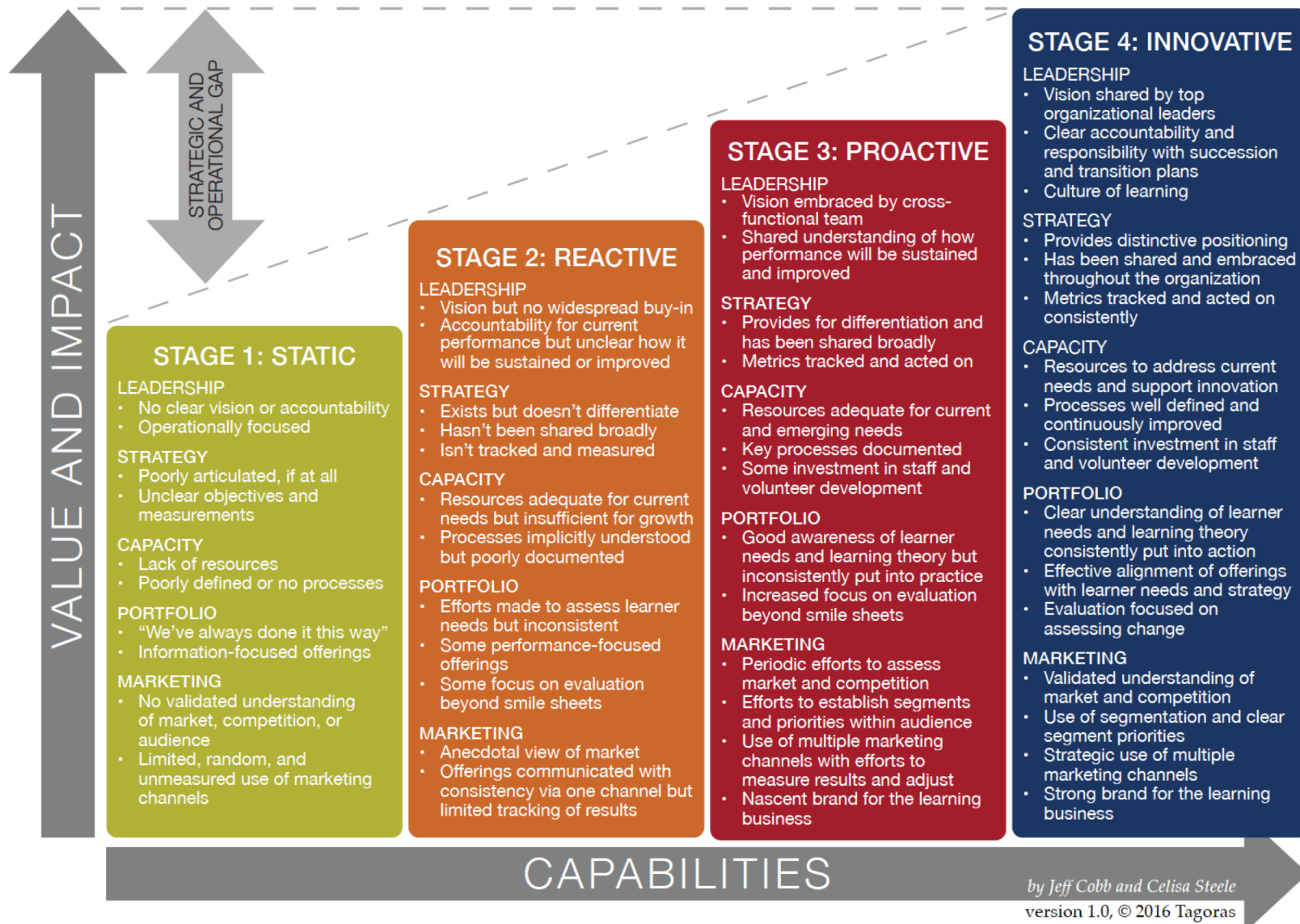
# New Reality Paradigm



One last  
thing ...



# LEARNING BUSINESS MATURITY MODEL™





## Leading Learning Newsletter

Dear Celisa,

To help you through the dog days of summer we've put together another high-value collection of Leading Links. One quick reminder:

- If a first or next learning platform is in your plans for the coming six months, please don't miss the [Platform Selection Boot Camp](#). It's the most cost-effective approach to manage a successful platform selection process.

Now, on to the links:

- [Leadership] [Learning How to Learn](#) - In this brief, but rich post, Ed concepts like framing to paint a portrait of how leaders should approach wholeheartedly agree - the type of learning he advocates does not just learning, you should be able to look at your calendar and know when to Schedule some time to read this one.
- [Strategy] [Here's How You Know Your Industry Is About To Be](#) linked to source across all of our Leading Learning e-mails, and the In this post for Innovation Excellence, Satell argues that "every se world and the answer to that problem isn't to force your customer a new problem to solve." So, are you selling square pegs, or (to new problems?
- [Portfolio] [Microlearning Malarkey](#) - We are well into the hy thoughtful people come along with pins to burst the collective Learning podcast guest) always plays that role well.

## Leading Learning Podcast

*audio intelligence  
for learning leaders*



<https://www.leadinglearning.com>

productivity

- [Trends] [learning for the next industrial revolution](#) - If you want to mainstream latest thinking on education is outdated. (And be sure to read the posts that he Jarcho gives us a glimpse beyond the edge. Please forward this one to a friend or colleague and suggest that they

That's it. If you enjoy and get value out of our e-mails, please forward this one to a friend or colleague and suggest that they [subscribe](#).

Jeff & Celisa

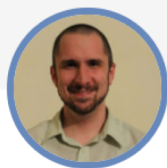
# LEARNING • TECHNOLOGY DESIGN™



Virtual conference  
February 2018  
<https://ltd.tagoras.com>

"It was a wonderful experience. I loved the ability to network with fellow association professionals in the learning. You can see we all have similar problems and struggles, and we can learn from each other. My time at LTD was invaluable."

**Adam Larson**, Senior Manager of  
Educational Technology Enablement,  
Institute of Management Accountants



**Act now to save \$100 and  
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registration for a colleague  
at [ltd.tagoras.com](https://ltd.tagoras.com).**

# Contact Me

**Jeff Cobb**

[jcobb@tagoras.com](mailto:jcobb@tagoras.com)

@tagoras

[www.tagoras.com](http://www.tagoras.com)

800.867.2046, x101

Find these slides at:

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