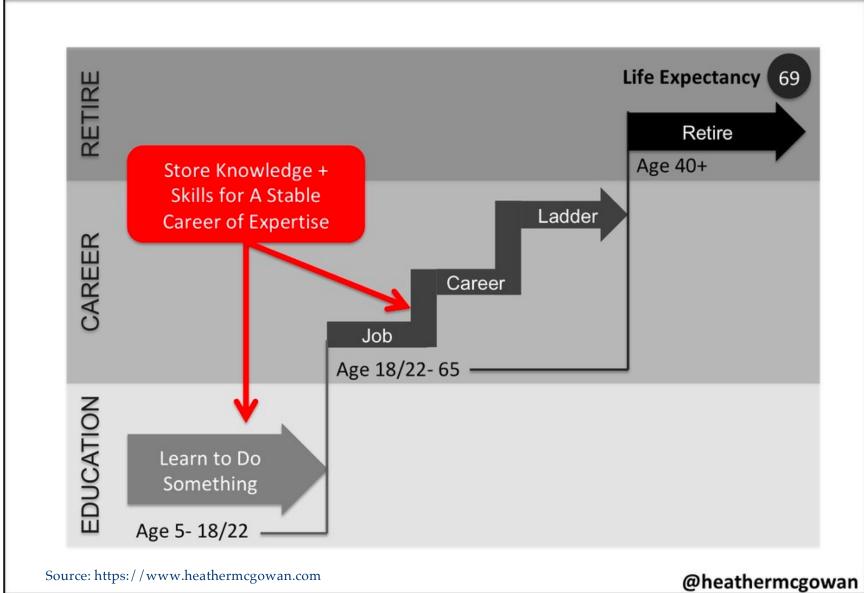
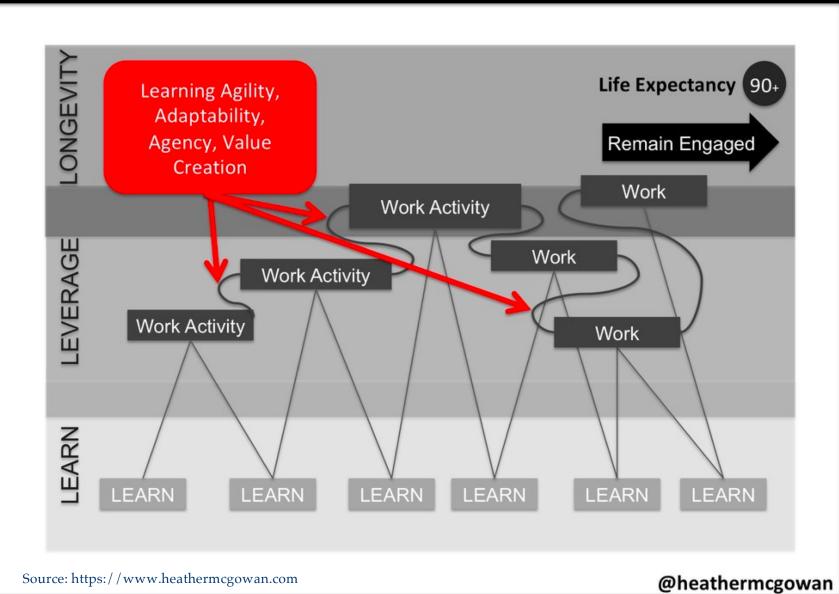
Old Economy Paradigm



New Reality Paradigm



Work Work Work Work Third sector of Higher K12 ed education

LEARN

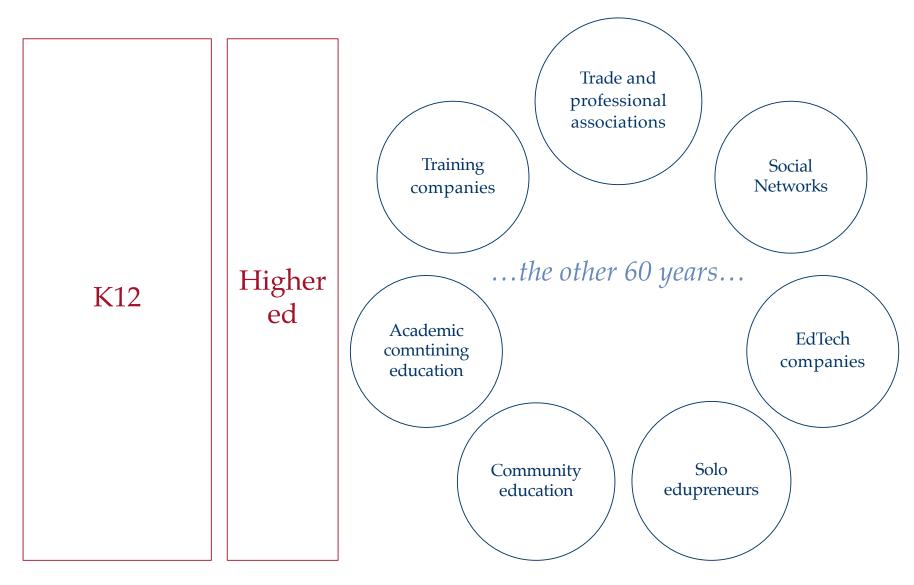
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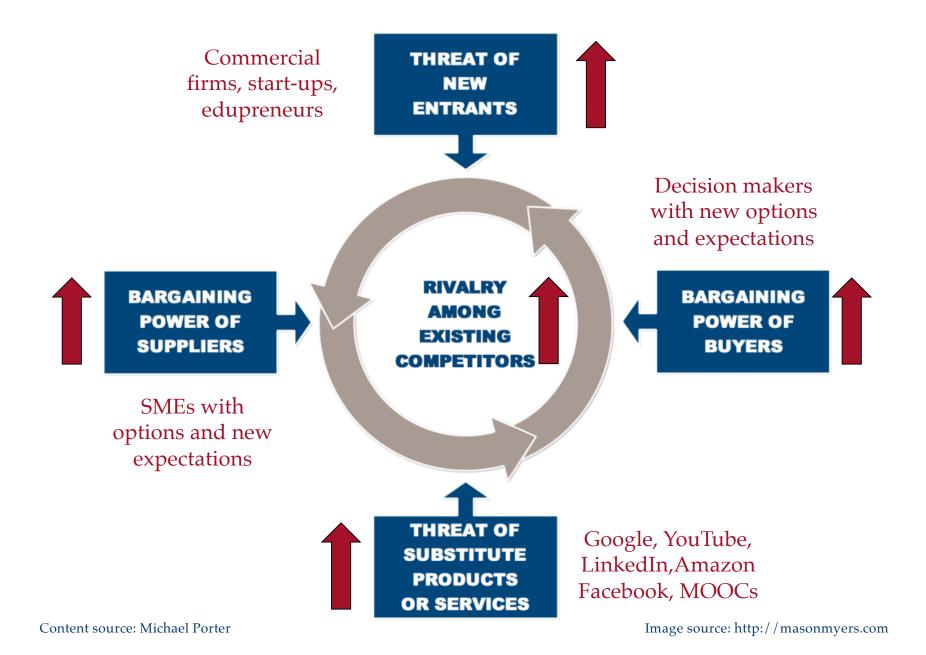
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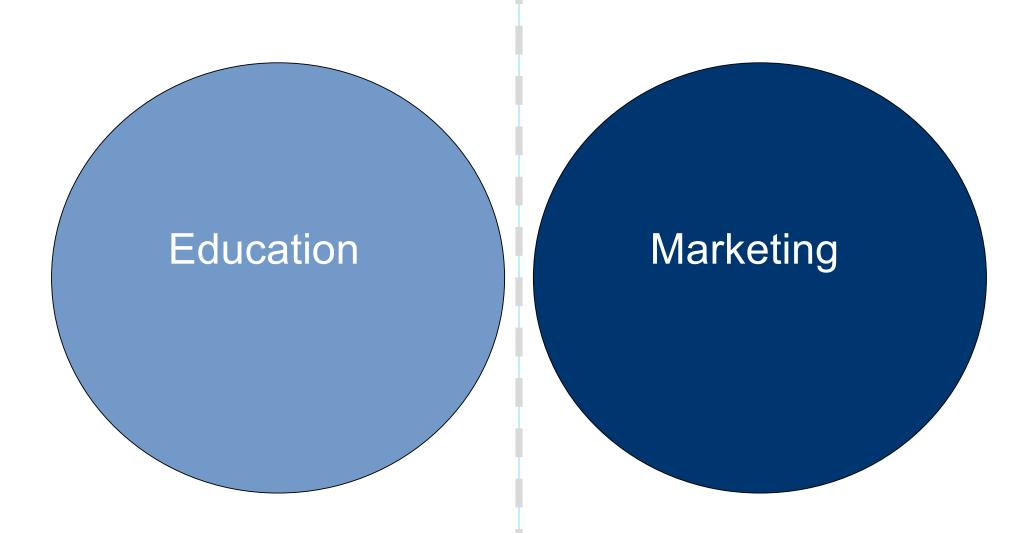
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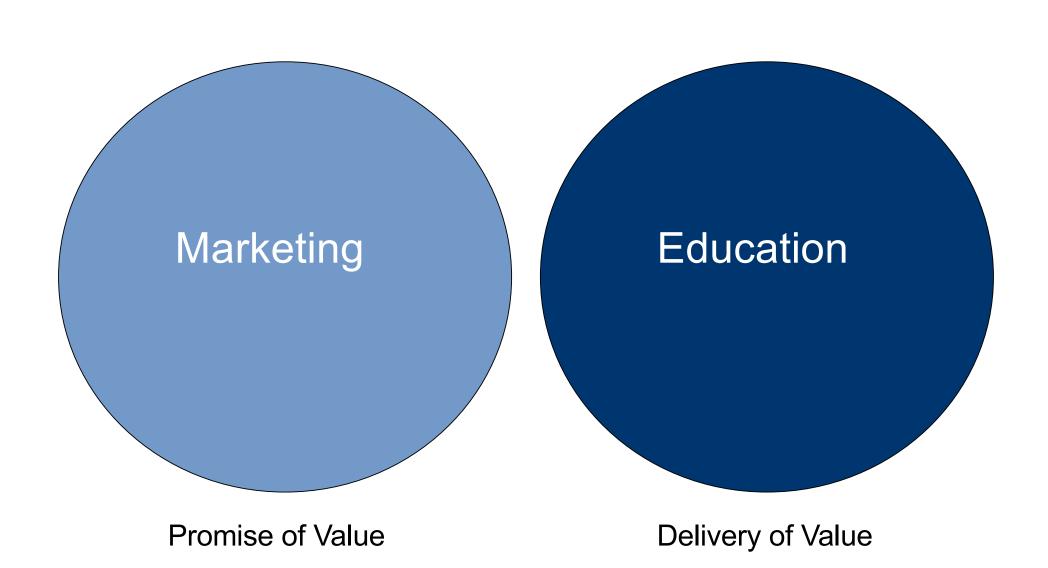
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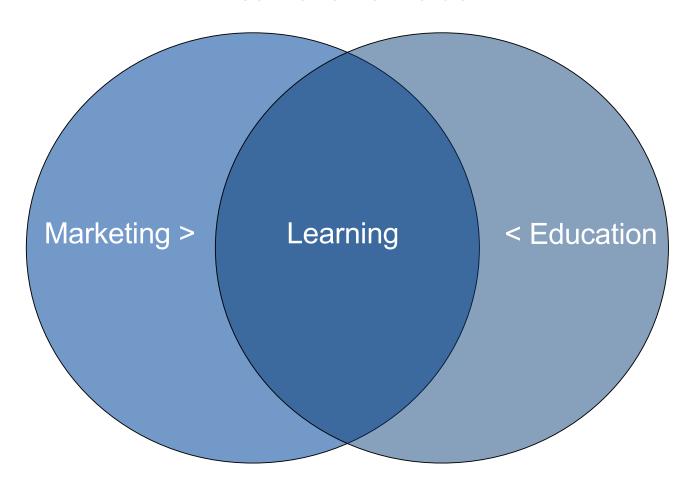


Increasing learner engagement and consumption through strategic marketing and alignment with learning trends.





Realization of Value



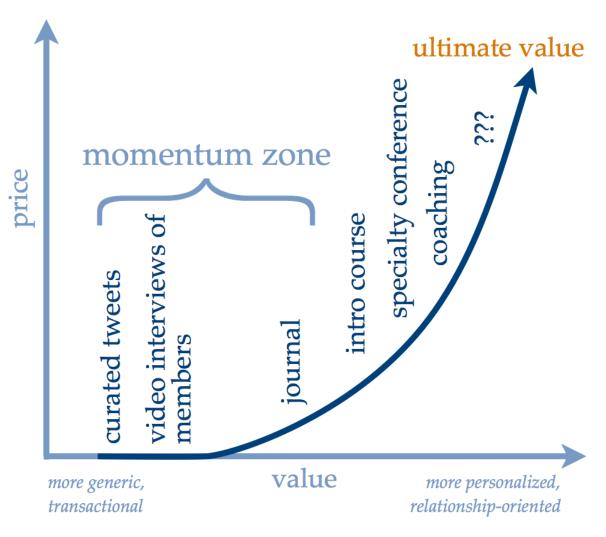
Promise of Value

Delivery of Value



Building an engaged audience is absolutely critical.

VALUE RAMPTM



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

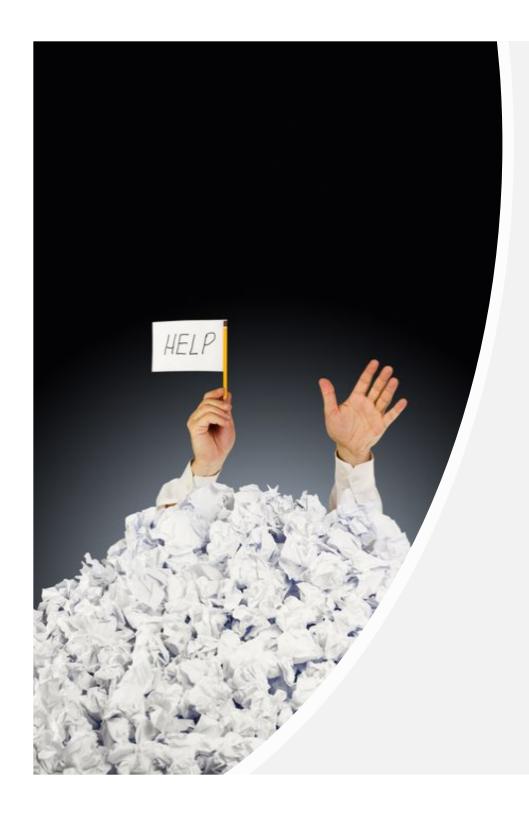


Data is one of your most valuable assets.

MARKET INSIGHT MATRIXTM

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





Content must serve context.



Impact is imperative.

llennials

Gen X

Baby Boomers

Men

Wo



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 communicat/

Explore fan data

Implication #5

Brand matters. (A lot.)



BRAND

Oreo

№ 83%

6th most pop

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



The Management Advantage[™] Learn, Grow, Succeed

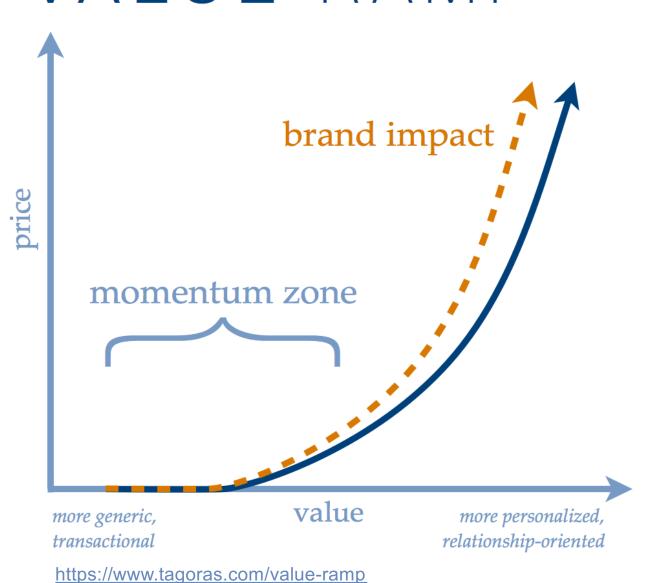


Academy Vour Otolaryngology Education Source

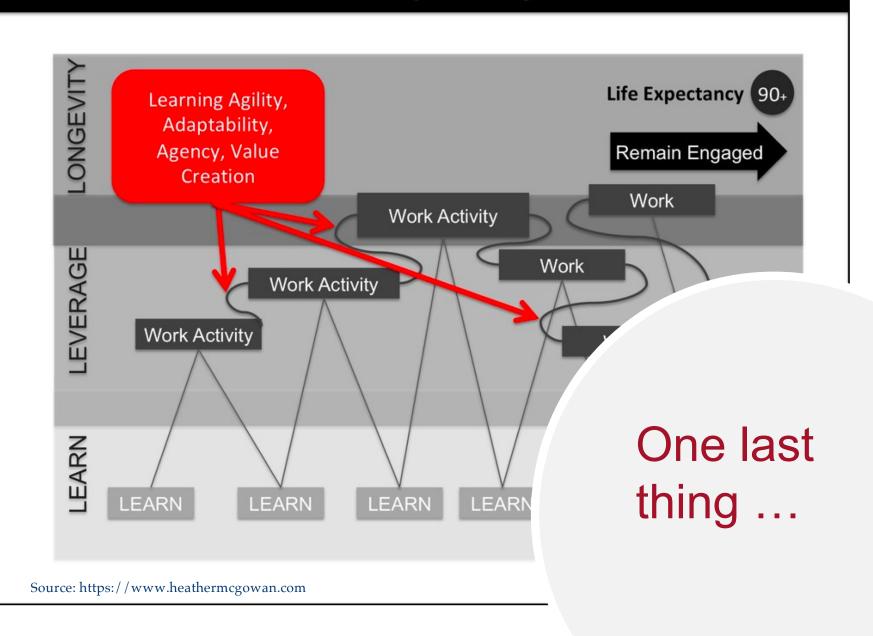




VALUE RAMPTM



New Reality Paradigm



LEARNING BUSINESS MATURITY MODELTM

STRATEGIC AND OPERATIONAL GAP

STAGE 1: STATIC

LEADERSHIP

- No clear vision or accountability
- Operationally focused

STRATEGY

- Poorly articulated, if at all
- Unclear objectives and
 measurements

CAPACITY

- Lack of resources
- Poorly defined or no processes

PORTFOLIO

- "We've always done it this way
- Information-focused offerings

MARKETING

- No validated understanding of market, competition, or audience
- Limited, random, and unmeasured use of marketing channels

STAGE 2: REACTIVE

LEADERSHIP

- · Vision but no widespread buy-in
- Accountability for current performance but unclear how it will be sustained or improved

STRATEGY

- · Exists but doesn't differentiate
- · Hasn't been shared broadly
- · Isn't tracked and measured

CAPACITY

- Resources adequate for current needs but insufficient for growth
- Processes implicitly understood but poorly documented

PORTFOLIO

- Efforts made to assess learner needs but inconsistent
- Some performance-focused offerings
- Some focus on evaluation beyond smile sheets

MARKETING

- Anecdotal view of market
- Offerings communicated with consistency via one channel but limited tracking of results

STAGE 3: PROACTIVE

LEADERSHIP

- Vision embraced by crossfunctional team
- Shared understanding of how performance will be sustained and improved

STRATEGY

- Provides for differentiation and has been shared broadly
- Metrics tracked and acted on

CAPACITY

- Resources adequate for current and emerging needs
- Key processes documented
- Some investment in staff and volunteer development

PORTFOLIO

- Good awareness of learner needs and learning theory but inconsistently put into practice
- Increased focus on evaluation beyond smile sheets

MARKETING

- Periodic efforts to assess
- market and competition
 Efforts to establish segments and priorities within audience
- Use of multiple marketing channels with efforts to measure results and adjust
- Nascent brand for the learning business

STAGE 4: INNOVATIVE

LEADERSHIP

- Vision shared by top organizational leaders
- Clear accountability and responsibility with succession and transition plans
- Culture of learning

STRATEGY

- Provides distinctive positioning
- Has been shared and embraced throughout the organization
- Metrics tracked and acted on consistently

CAPACITY

- Resources to address current needs and support innovation
- Processes well defined and continuously improved
- Consistent investment in staff and volunteer development

PORTFOLIO

- Clear understanding of learner needs and learning theory consistently put into action
- Effective alignment of offerings with learner needs and strategy
- Evaluation focused on assessing change

MARKETING

- Validated understanding of market and competition
- Use of segmentation and clear segment priorities
- Strategic use of multiple marketing channels
- Strong brand for the learning business

CAPABILITIES

by Jeff Cobb and Celisa Steele

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Leading Learning Newsletter 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 month Platform Selection Boot Camp. It's the most cost-effective approach th manage a successful platform selection process.

• [Leadership] Learning How to Learn - In this brief, but rich post, Ed concepts like framing to paint a portrait of how leaders should approa Now, on to the links: wholeheartedly agree - the type of learning he advocates does not ju learning, you should be able to look at your calendar and know whe

Schedule some time to read this one.

• [Strategy] Here's How You Know Your Industry Is About To E linked to source across all of our Leading Learning e-mails, and the In this post for Innovation Excellence, Satell argues that "every s world and the answer to that problem isn't to force your customs a new problem to solve." So, are you selling square pegs, or (to

• [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



Get Powerful Customer Tes e again and agair ials are the most obvious in doi

https://www.leadinglearning.com

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 Jache gives us a glimpse beyond the edge. (And be sure to read the posts that it

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 get a complimentary registration for a colleague at ltd.tagoras.com.

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