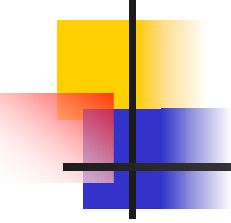




Be Careful What We Ask For:

Reflections on eLearning Marketing, 1999-2002

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We loved the promise and potential of eLearning...

- Access to digital, web-delivered learning resources.
- Online collaboration.
- E-commerce functionality for subscription, purchase or “pay-per-view” options.
- Individualized, personalized learning



Promises and potential, cont'd

- Skill gap diagnosis.
- Professional development prescriptions connect learning events and on-the-job performance.
- Links to resources (ranging from individual objects to online communities of professional practice to professional advisors and mentors) when and where they are needed.



We crafted marketing messages:

“Anytime, anywhere”

“Just in time, just for me”

Proactive, diagnostic, customizable

Faster time-to-performance

Reduced time spent in training

Reduced training costs

More employees trained



What resonated in the external marketplace:

Reduced time spent in training

Reduced training expenditures

More employees trained

*Elearning = software-based
training solutions*



What resonates with
internal customers?



Anticipating Internal Customer Needs

- eLearning-as-training ... but what else?
- Professional development and personalized learning –worth the investment?
- Leveraging intellectual assets through knowledge, content, and learning management
- What are our LEARNERS looking for? And how to we capture their vision?