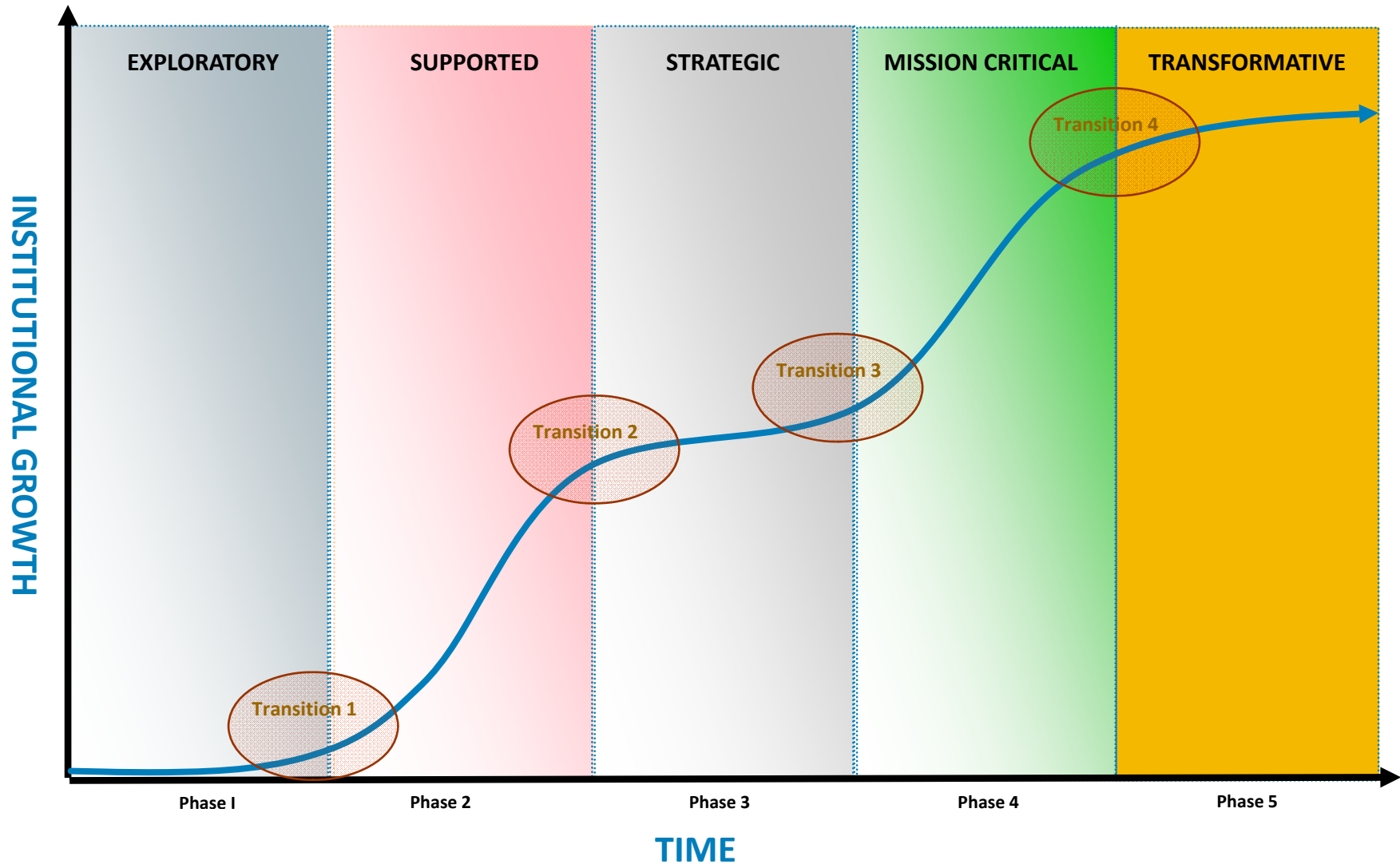
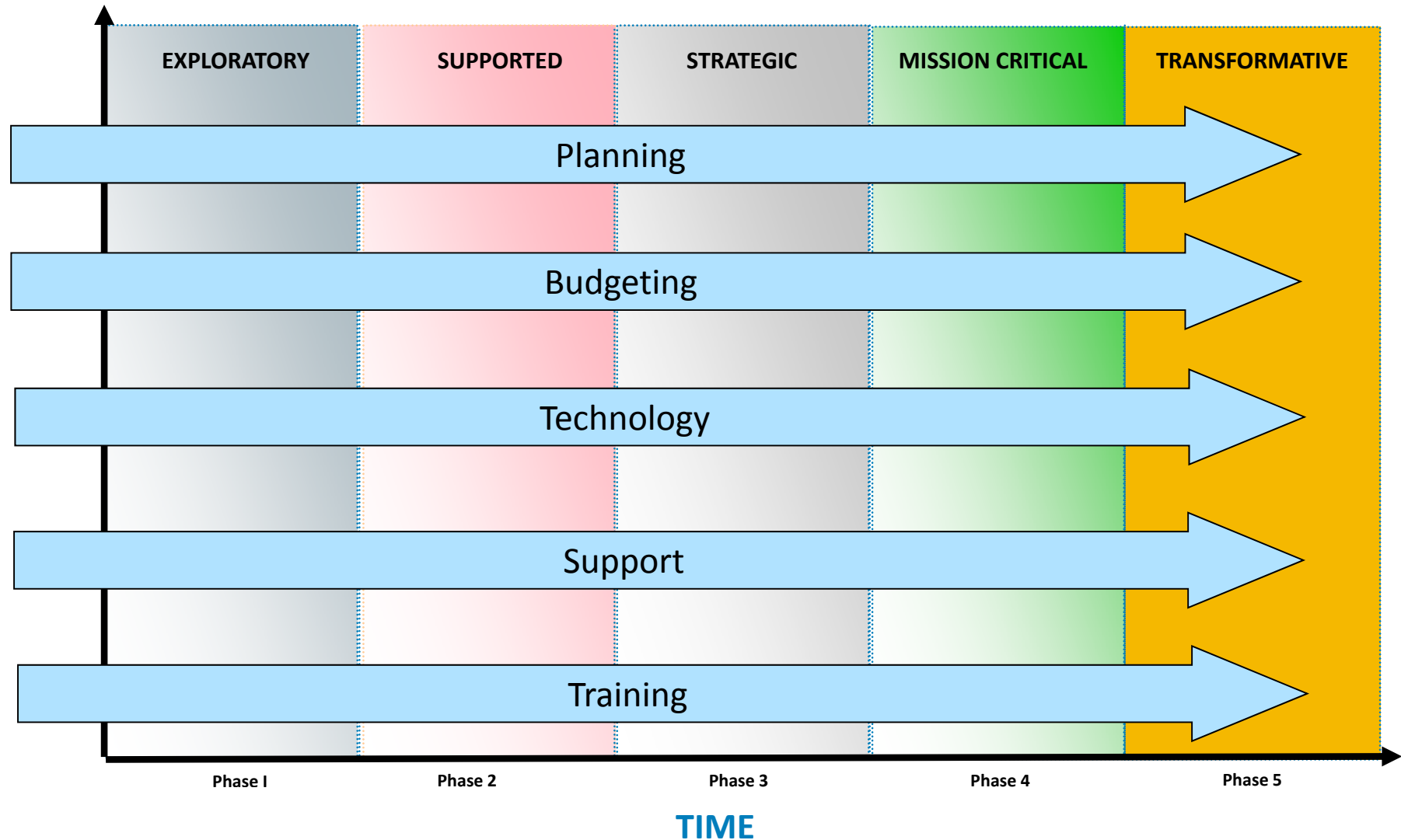


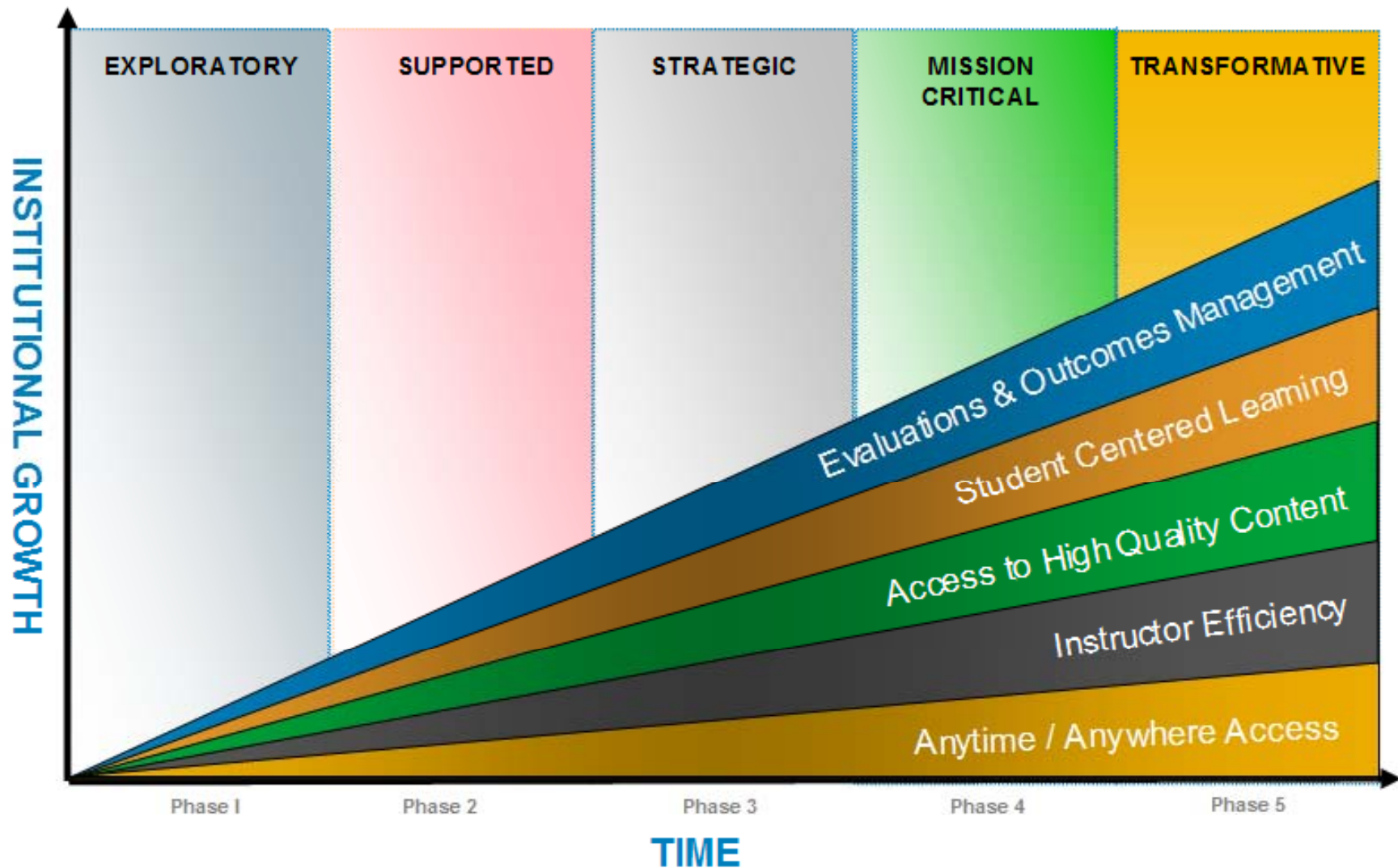
EVOLUTION OF LEARNING TECHNOLOGIES



ADOPTION IMPLICATIONS (ORGANIC VS. PLANNED)



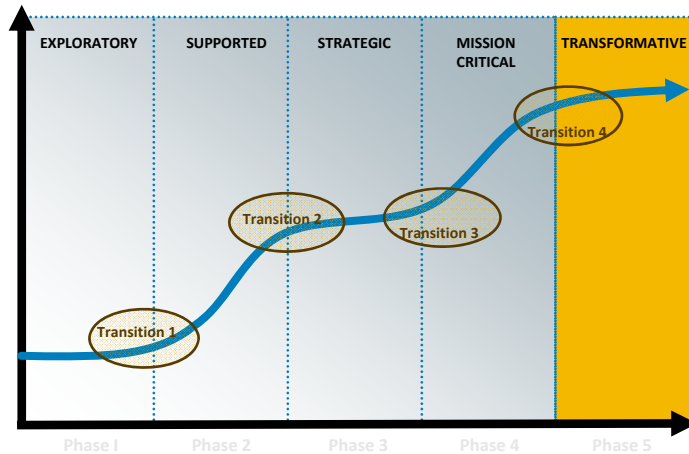
INCREASED VALUE OVER EACH PHASE



ORGANIC VS. PLANNED ADOPTION

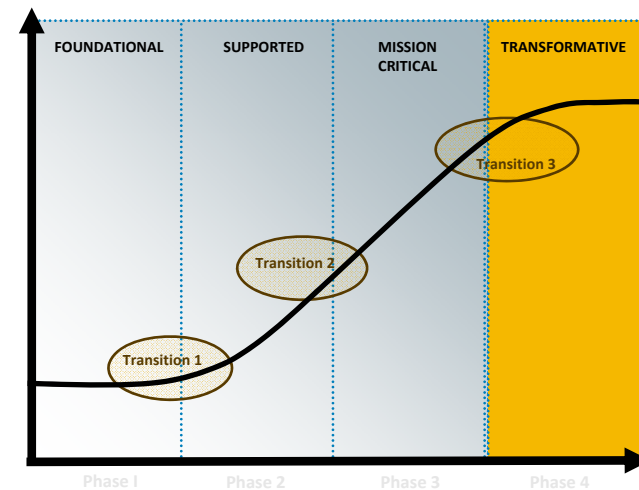
Organic Adoption

- Organic / Exploratory Adoption
- Initially driven by End Users
- End User Plateau
- Strategic Phase Necessary for continued growth



Planned Adoption

- Planned/Foundational Adoption
- Initially driven by Executive Sponsor
- Accelerated growth
- Strategic planning upfront



Transition Management is the key to successful adoption regardless of approach.