

What are we going to do after this conference (May 2009)?

Group 1

What have we heard?

- Classroom/scheduled training dropping in volume
- Will it come back?
- Users prefer classroom, but will they have the choice?
- Quality of technology to support learning is better than during the last recession
- Lower cost and faster to use “E” than last time
- L&D budget reductions
- Pressure on vendors to increase margins with less resource
- IT Department lagging behind L&D in terms of the situation
- Demand for learning is still high
- Consultative engagement opportunities
- Customers exchanging information

What are the implications?

- If we do not change, revenue and margin will both decrease
- We have too many fixed costs
- Learning tool sales will increase
- Jobs will be lost
- A new skill set is required (development, delivery, sales)
- We need to prepare now
- A technology investment is required
- Someone (else) will do it if we don't
- Education goes back in the Product Business as a cost

What are the opportunities?

- Career or role change?
- Productivity improvement becomes a learning objective
- We could take market share if the strategy is right
- Raise our profile in our own company
- Faster time to market

What are the risks and challenges?

- Getting investment approved in the current climate
- Can we move fast enough?
- Do we have the skills?
- Can we create a compelling business case?

- Do we know what customers really need and want?
- Can we maintain standards and ensure any “fit for purpose”?

What actions are you going to take back to the office on Monday?

- Feed all this back to our team – P Lawman
- Revisit Live Virtual Classroom (LVC) to see what we need to do to make it happen – R Taal
- Go back to the drawing board with online development – S Wilkins
- Push LVC – J Ziemann
- Investigate Moodle – S Burnett
- Put more focus on customer needs – A Woodgate

Group 2

What have we heard?

- “It’s not just me” – most of us are in the same boat
- Customers aren’t asking (yet) for e-learning in many – but not all – cases
- Taking the VALUE message to the right people
- What really is e-learning? (synch = virtual classroom, asynch = WBT)
- Invigorate and engage our internal training teams (Ed – what about the selling teams?)
- Use flexible delivery mechanisms
- The classroom **is still relevant**
- Sufficient quality wins over top quality plus expense
- A modular, consultative approach, not prescriptive, off-the-shelf, one-size-fits-all

What are the implications

- Evolve our offerings to meet customer needs and budgets (concern about the “grey” market)
- Retain our client base and grow it
- **Travel to the customer site**
- **Engage the grey market – know your enemy**
- Use a consultative approach
- Review existing material for the “sufficiency factor” and edit accordingly

What are the opportunities?

- Embrace the new technologies such as Moodle, Ilias and Second life
- Drive revenue out of channel partners
- Maximise our legacy products in the installed base
- Multi-skilling cross-selling to enable customers’ staffing shortages
- Government initiatives, but some risk!
- Time to market – re-plan our approach to design, build and updates
- Share our experience and lessons learned, via LinkedIn and/or the CEEdMA website