

THE BUSINESS LEARNING MATURITY MODEL



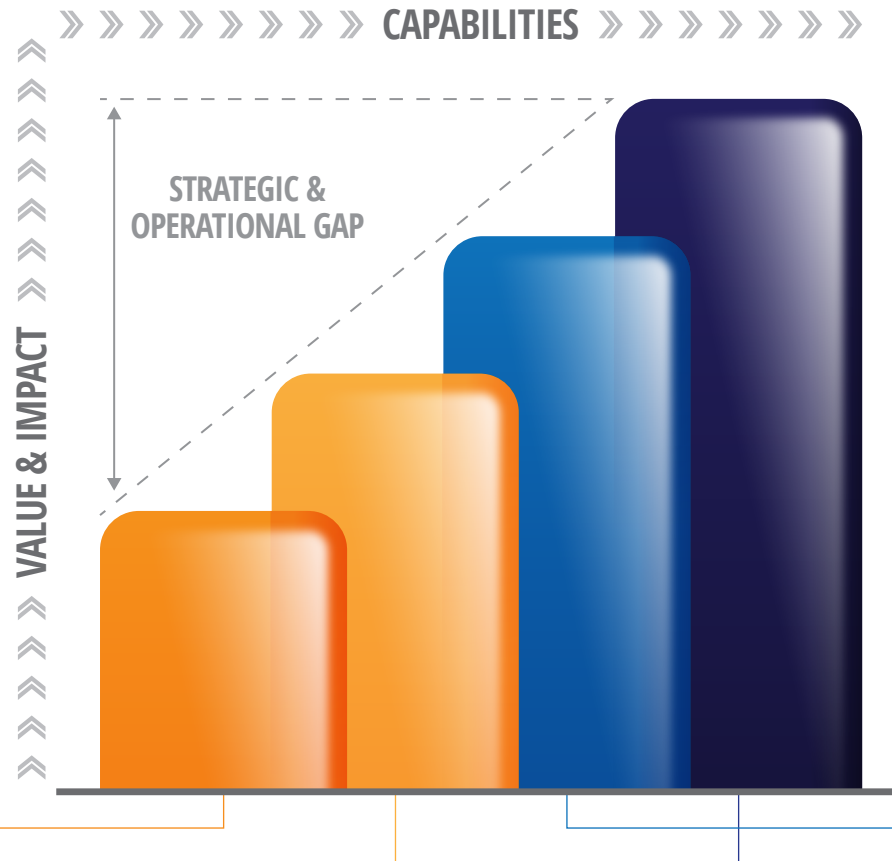
*Successful companies have a focus on growth. But it takes time to get there. Where are you in your journey?
We can help move you to the next progression*

STAGE 1 : STATIC

- No clear vision or accountability
- Strategy is poorly articulated with unclear objectives
- Lack of resources & processes
- Little understanding of market, competition or audience
- Random & unmeasured use of marketing channels

STAGE 2 : REACTIVE

- Vision but no buy-in
- Strategy exists but doesn't differentiate & hasn't been shared broadly
- Resources available but insufficient for growth
- Efforts made to assess learner needs
- Anecdotal view of market & use of one marketing channel



STAGE 3 : PROACTIVE

- Vision embraced
- Strategy provides for differentiate & has been shared broadly
- Metrics tracked & acted on
- Resources adequate for current & emerging needs
- Efforts to assess market, audience & competition
- Use of multiple marketing channels

STAGE 4 : INNOVATIVE

- Vision shared by top organizational leaders. Clear accountability & transition plans. Culture of learning
- Strategy provides distinctive positioning. Has been shared & embraced
- Metrics tracked & acted on consistently
- Resources to address current needs & support innovation with processes
- Validated understanding or market & competition
- Use of audience segmentation & clear priorities
- Strategic use of multiple marketing channels