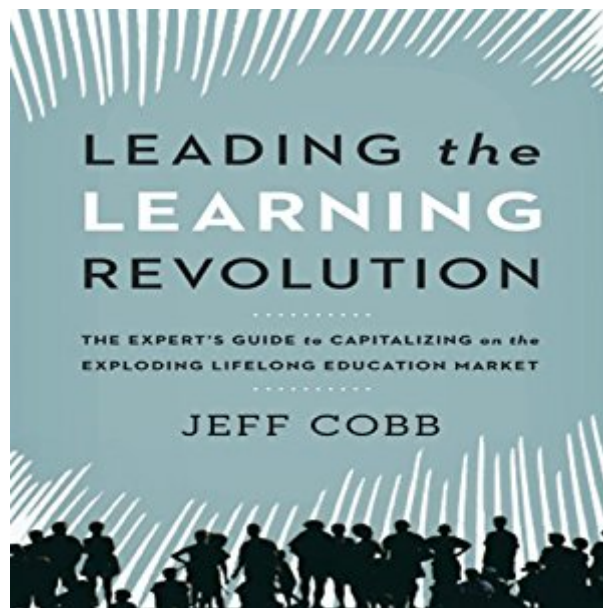


The book was found

Leading The Learning Revolution: The Expert's Guide To Capitalizing On The Exploding Lifelong Education Market



Synopsis

Lifelong learning has become a multibillion-dollar business, with more than 60 million adults currently engaged in webinars, webcasts, in-house training, continuing education classes, and more. But it is also an industry in flux, as newcomers topple old-guard organizations that can't keep pace with the need for instant access to materials and flexible delivery methods, as well as demands for community and connection. *Leading the Learning Revolution* is the first book to explain how to tap into this lucrative market, which rewards the most forward-thinking training firms, professional associations, continuing education programs, entrepreneurial speakers and consultants, and others. Filled with insights from the author's vast experience, field-tested strategies, interviews, and anecdotes, the audiobook explains how to:

- Use technology to create high-impact learning opportunities
- Develop content that is faster and better than the competition's
- Convert prospects to customers by building connection
- Focus on the bottom-line results of lifelong learning

Successful people and organizations never stop learning, and the people and organizations that lead that learning will never stop growing!

Book Information

Audible Audio Edition

Listening Length: 7 hours and 5 minutes

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Whispersync for Voice: Ready

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Customer Reviews

Nearly anyone with a decent computer, a high-speed Internet connection, and expertise or access to expertise in a topic or skill set can reach a global audience in very sophisticated ways, according to Jeff Cobb in this book. Although the book refers particularly to lifelong learning, its contents are relevant to any type of education organization including trade and professional associations and

businesses which play a role as brokers of expertise. After discussing the social and technological changes which affect the learning industry, the author goes on to consider a number of interesting issues, including:

- * How to identify opportunities for providing learning services by listening to potential learners and comparing their needs with your expertise
- * The importance of standing out from generic education providers, and ways in which you can make your offerings unique, memorable and remarkable
- * Ways of creating high-value learning experiences which fulfil the advertised learning objectives
- * How to understand the value which customers put on their learning needs, and price your offerings accordingly
- * Software and hardware tools available for creating learning experiences, including learning management systems, and tools for creating and editing video and audio recordings, image editing, and hosting webinars
- * The importance of continually creating and curating valuable content so that you remain a visible source of value to current and potential customers; and
- * How to promote your offerings on the Internet

Although the book refers mostly to the opportunities for providing educational services, there are significant risks as well.

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