

The world of learning is changing. Excel in the new world.



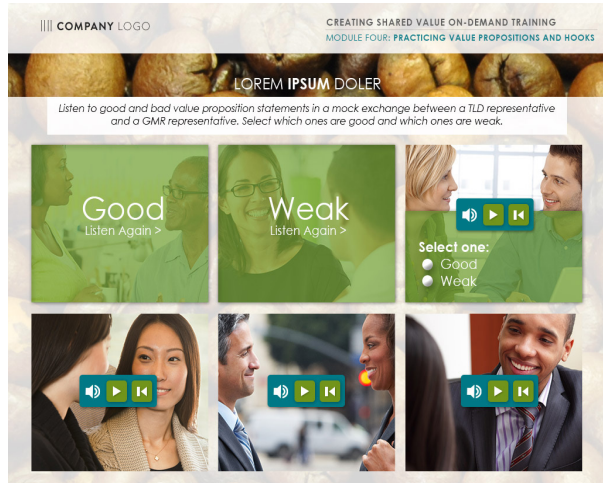
Learning audiences —workers, customers, brand advocates— are consuming content at increasing rates from a growing number of sources. How can you most effectively compete for their time? How will you continue to launch successful learning initiatives at the speed and in the quantities your learners demand and your business requires?

FORCES NO LEARNING ORGANIZATION CAN AVOID

Cultural: the attention war

We live in an attention economy: Everything competes for your learners' time, and no business can afford to ignore the battle for their time and attention.

Learners are clear: "Give me engaging content when I want it, on whatever device I want"—because that's how they get all information. Learning cannot afford to be any different. At the same time, learners also require solutions that will help them solve problems quickly and allow them to work in collaboration with team members regardless of location. You can't avoid these demands, but you can [become great at meeting them.](#)

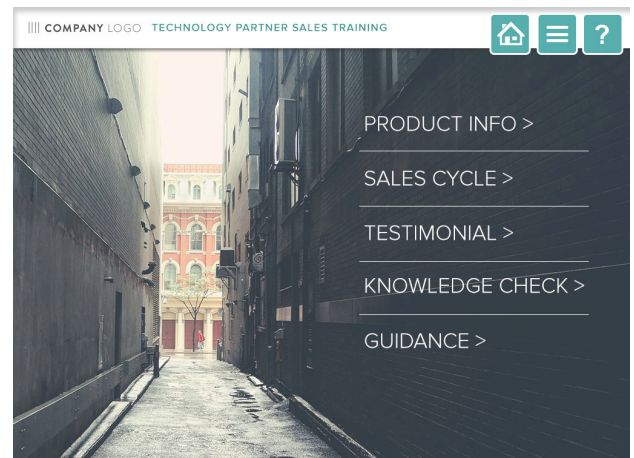


Demographic: the old is leaving, the new is coming

Around 10,000 Baby Boomers reach retirement age each day.¹ Digital natives outnumber Boomers², and they're entering the workforce at rapid rates. They grew up in a world of connected devices, customized experiences, and online communities, and they expect their learning to fit seamlessly into their lives. [Learning must live where they do.](#)

Learning is a business: budgets, scale, and pace rule

Products and services change constantly to meet evolving customer needs. Compliance, policy, and organizational changes are common. Learning has to keep up. It's important to provide just the right information to solve the problem at hand, and to do so on budget. Pace and scale matter. [Moving at scale and pace can help business.](#)



¹Pew Research, "Baby Boomers Retire," <http://www.pewresearch.org/daily-number/baby-boomers-retire/>

²Pew Research, "Millennials overtake Baby Boomers as America's largest generation," <http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/>

SOLUTIONS NO LEARNING ORGANIZATION SHOULD IGNORE

Cultural

At PT, we work with many of the world's leading organizations to design and implement learning programs that grab the attention of their learners and exceed their expectations. We can help you reach your learners anywhere and anytime with compelling content that will meet your goals and keep them wanting more.



Demographic

We help you create the customized experiences learners demand. We can work within your existing environments or help you create new ones to give learners exactly what they need when they need it. For example, we can help create microlearning series that start on your LMS and migrate to all the places learners demand them.

Learning is a business

To keep up with your business' needs, we create exactly the right learning tools at the scale you need and the pace business requires. With innovative delivery methodologies and creative design approaches, and a team that combines every skill set you need, PT helps you move on all fronts concurrently. You get the learning you need—at scale and at pace.



Why Principled Technologies

We have long lived with the principles of the new business world. We come from technology, the industry that leads the world in hitting scale and pace. We have a long and award-winning learning track record. We have every type of expertise you require, and we can help in every phase of your relationship with your learners and your customers.

We're working where you need to be. Come join us.

PrincipledTechnologies.com/learning

Chris Manaro
cmanaro@principledtechnologies.com

Principled Technologies, Inc.
1007 Slater Road, Suite 300
Durham, NC 27703
919-941-9812

