

Leading the learning revolution: the expert's guide to capitalizing on the exploding lifelong education market

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Abstrak

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 book 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; and, 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!