



Workflow Learning Institute

What is Workflow Learning™?

Enterprise software applications are converging into all-encompassing integrated real-time systems. Vendors are redefining learning as a core business process. IBM, Oracle, Microsoft, Sun, SAP, Siebel, PeopleSoft, and many others are incorporating contextual collaboration, learning management, workflow management, workforce analytics, personalization, and human capital management technology into their eBusiness suites. We have identified a new type of learning technology that is individualized, immediate, workflow-driven, and contextual. We call it Workflow Learning™. 2004 will see major changes for learning vendors.

What is Workflow Learning Institute?

Sam Adkins and Jay Cross founded the Workflow Learning Institute to promote the understanding of real-time, enterprise-level learning in industry and government. We stay abreast of developments in Workflow Learning and distribute our findings in the form of research reports, published articles, presentations, email alerts, updates, conferences, webinars, workshops, and consultations.

How do individuals participate?

Individual members receive the latest version of our ground-breaking report series, *Workflow Learning: The Convergence of Learning and Web Services in the Enterprise*. They also receive a combination to the Vault, a storehouse of articles, graphics, presentations, thought papers, and discussions on workflow learning. As events take place in the marketplace, members receive timely email alerts and interpretations from our Senior Director of Research, Sam Adkins. Introductory annual member dues are \$750.

How do corporations participate?

Group memberships enable employees to become individual members at reduced rates. Corporate and government subscribers also receive periodic on-site briefings and consulting on demand. We develop SWOT analyses and market plans for vendors. We have experience producing articles, news releases, presentations, workshops, webinars, sales campaigns, direct mail, brochure copy, customer education, and multimedia productions that convey a message in a compelling fashion.

More information?

Visit us on the web at <http://www.workflowlearning.com> or call 1.510.528.3105.