

# Corporate e-Learning and ROI: Productivity & Commoditization or Gas Station Economics

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# E-Learning Hype v. Reality

- Productivity is up.
- Employment is slowly ebbing up. But it is uncertain and not keeping pace with productivity.
- Productivity is the relationship between real output and the labor time involved in its production. – U.S. BEA



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# E-learning companies

- “When you look at some of the revenues coming off the main catalog companies, you’ll see that they are hemorrhaging cash right now.”
- Sam Adkins, an industry analyst, at ASTD annual braintrust meeting.



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# Trends

- **Educate, thyself.**
- **I want one just like that one.**

- Value Creation



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# ROI

- A must-do analysis



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# Value Creation

**Speedpass**

*Today's way to pay.*



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# Assessment

1. Is this a set-price, catalog project? How do they make their money?
2. Who is developing content? Which company? Motivation?
3. Who is the client? How healthy are they? What is their motivation?
4. Where is the value?



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# Questions?

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