

Learning Business Trends & Predictions

tagoras™
<inquiry> <insight> <action>

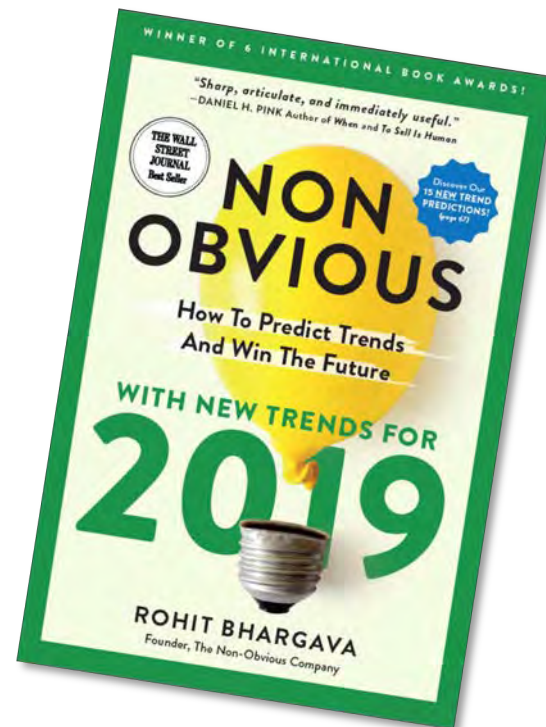


Jeff Cobb & Celisa Steele





“A non-obvious trend is a unique, curated observation about the accelerating present.”

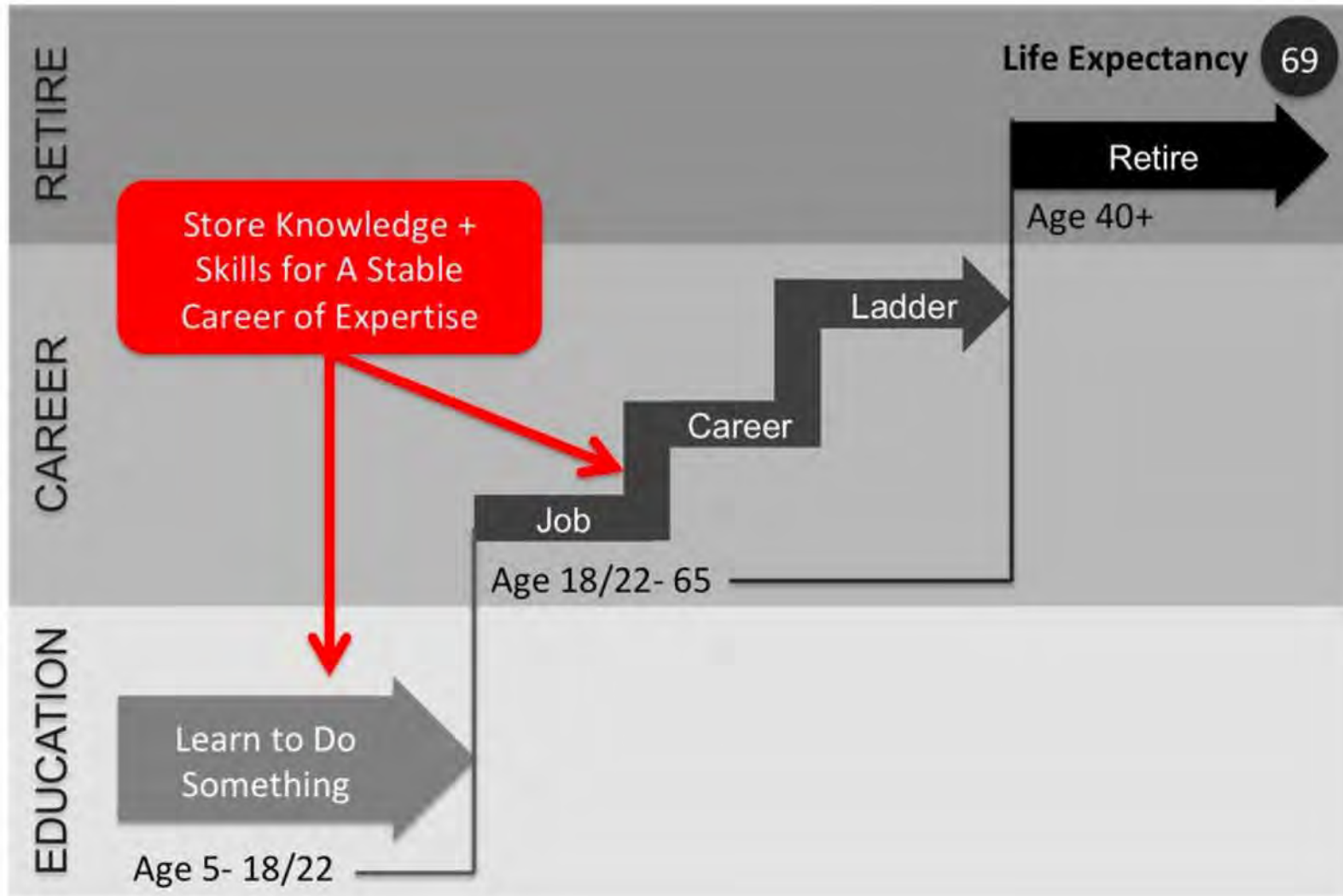




The Backdrop



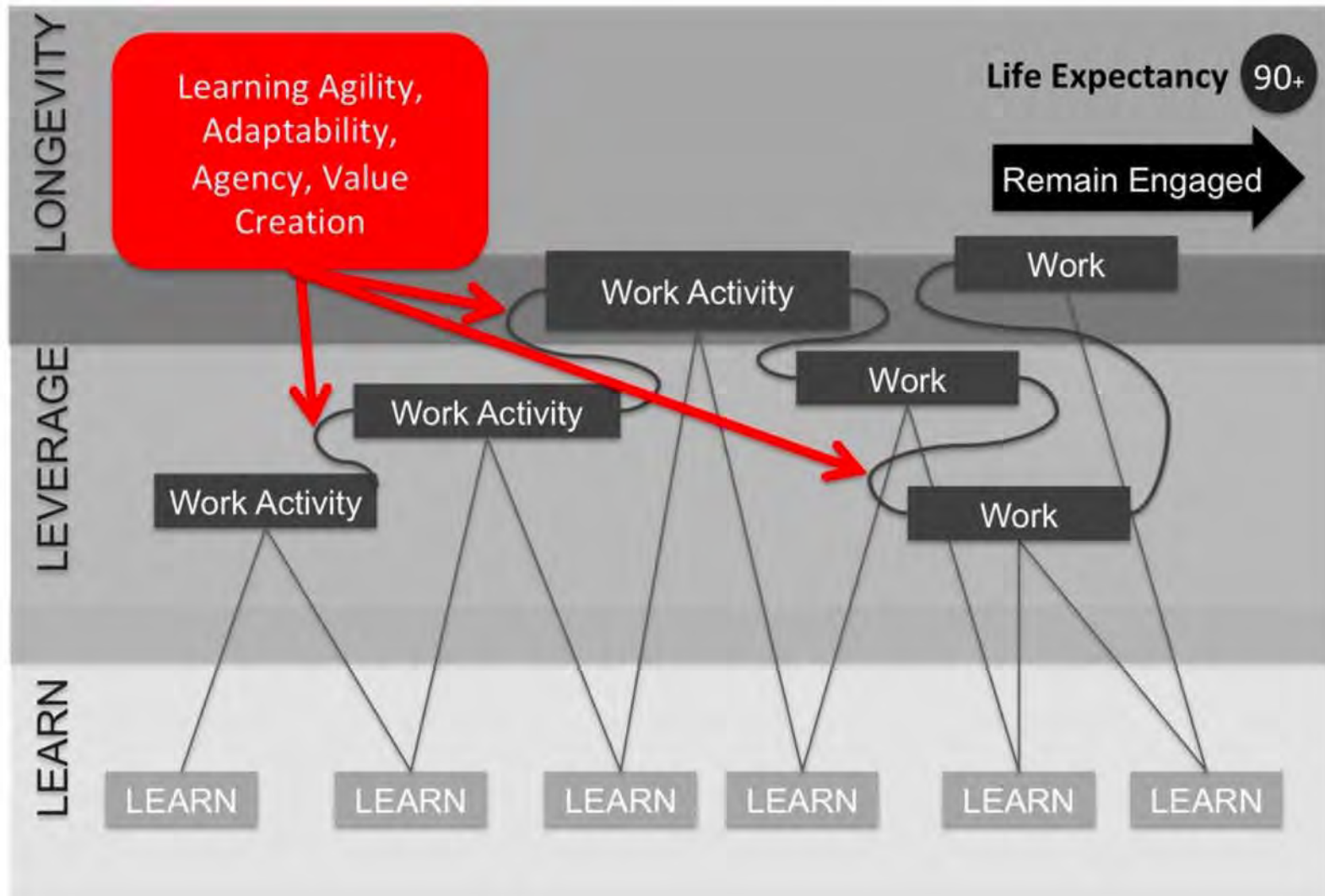
Old Economy Paradigm



Source: <https://www.heathermcgowan.com>

@heathermcgowan

New Reality Paradigm



Source: <https://www.heathermcgowan.com>

@heathermcgowan

Work

Work

Work

Work

K12

Higher
ed

Third sector of
education

@tagoras

LEARN

LEARN

LEARN

LEARN

LEARN

K12

Higher
ed

Training
companies

Trade and
professional
associations

Social
networks

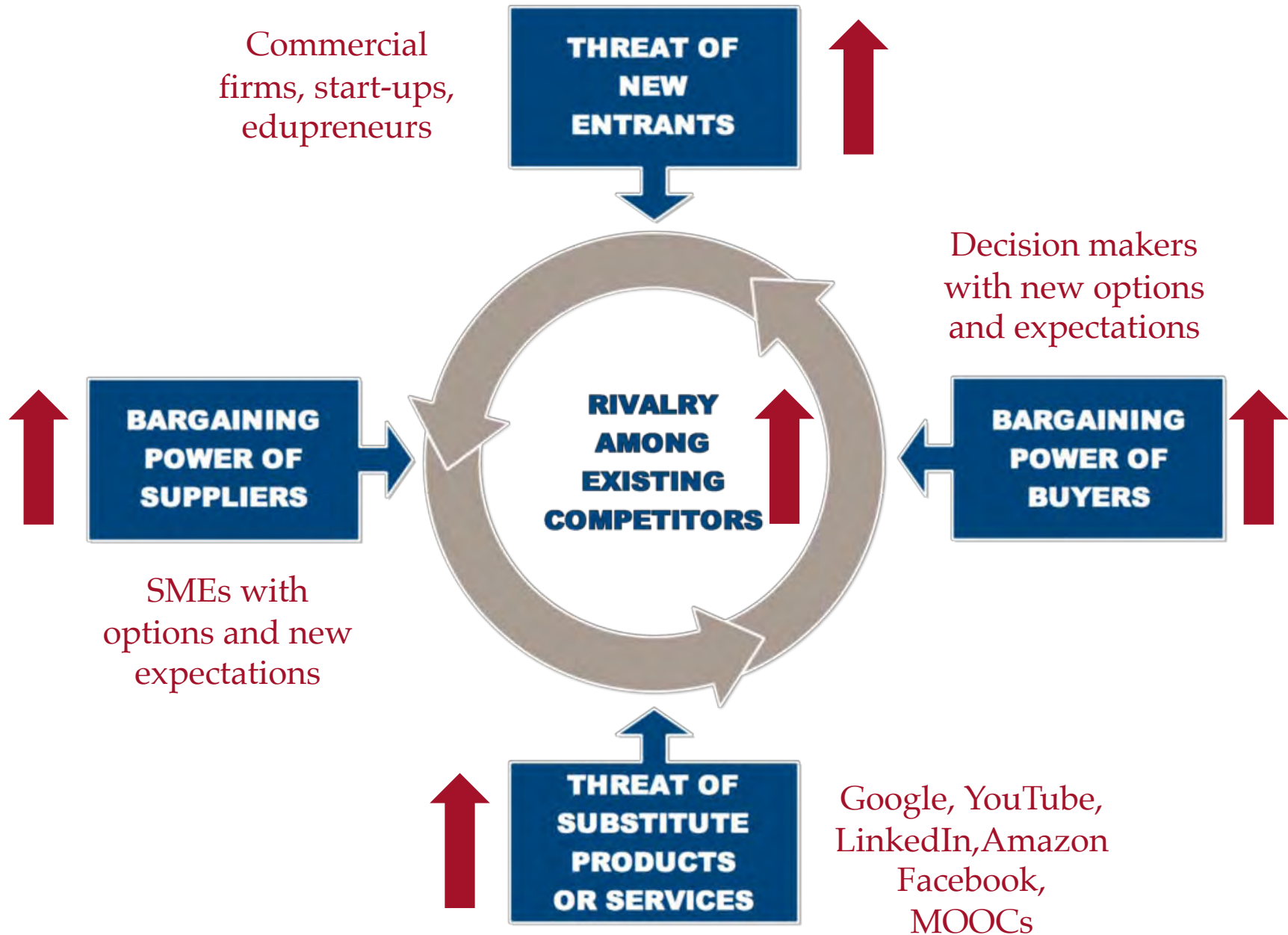
...the other 60 years...

Academic
continuing
education

Edtech
companies

Community
education

Solo
edupreneurs





Is the US heading for a recession?

By Dharshini David
Economics correspondent, BBC News

🕒 12 December 2018



How will we know we're in a recession?

By Kai Ryssdal, Sean McHenry, and Bennett Purser

December 11, 2018 | 5:00 PM

CFO Survey: Recession Likely by Year-End 2019

DECEMBER 12, 2018

DUKE
FUQUA

CFO

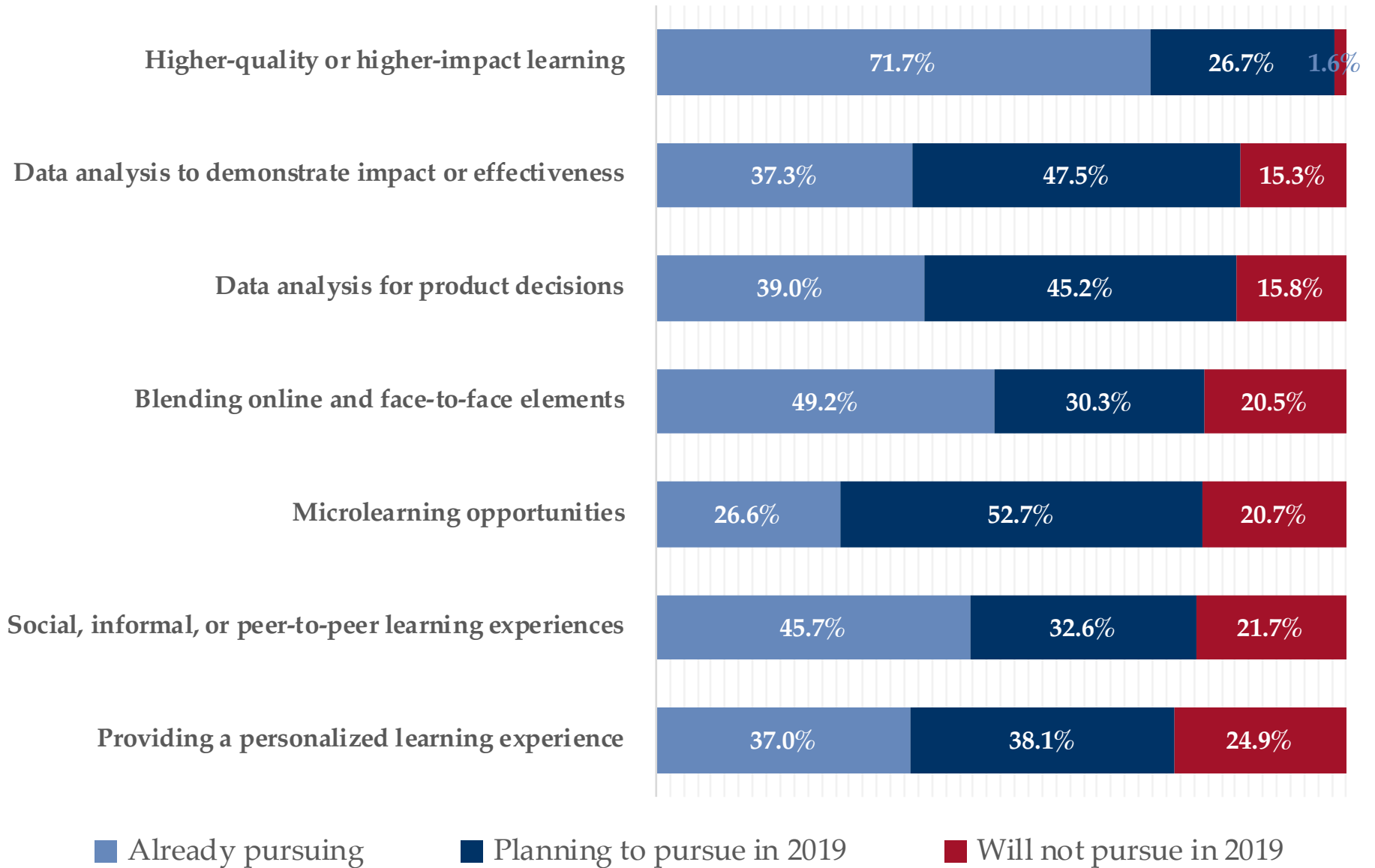


The Data



- Kara Adams
- Colleen Adl
- Tamer Ali
- Kevin Beal
- Rebecca Campbell
- Tobin Conley
- Amanda Davis
- Jennifer DeVries
- Veronica Diaz
- Rich Finstein
- Micene Fontaine
- Steve Galley
- Ryan Graham
- Josh Goldman
- Gretchen Hartke
- Tracy King
- Matúš Kopalko
- Beth McPherson
- George Miller
- Mark Nilles
- Jim Parker
- Sandy Pocernich
- Jodi Ray
- Nick Schacht
- Laura Shelters
- Valerie Sheppard
- Peter Spellman
- Tracey Steiner
- Julie Stelter
- Carolyn Thompson
- Raffaele Vitelli
- Scarlett Winters
- Tadu Yimam

Top 7 Areas





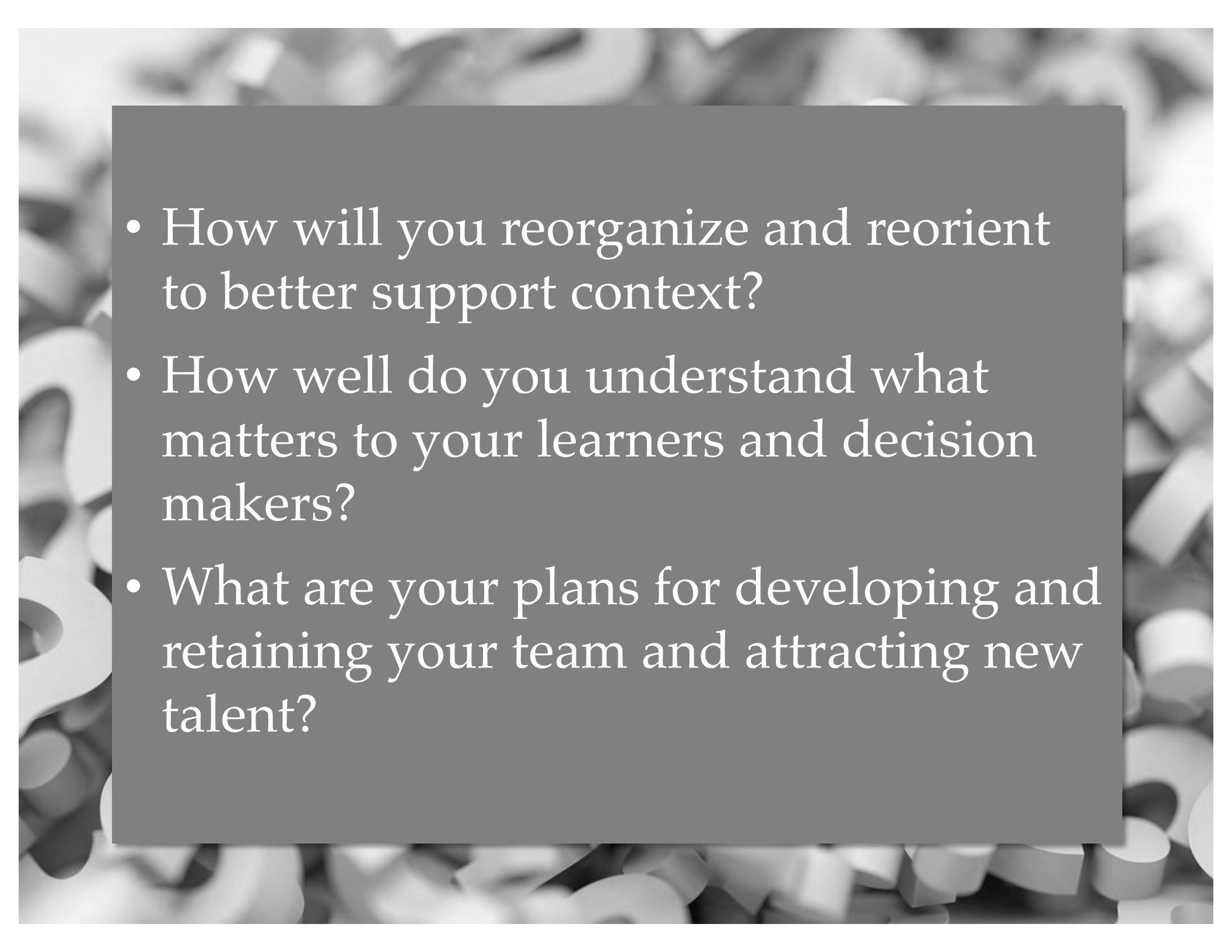
Context will rule content.



Impact will be imperative.



Finding the *talent*
will be key.

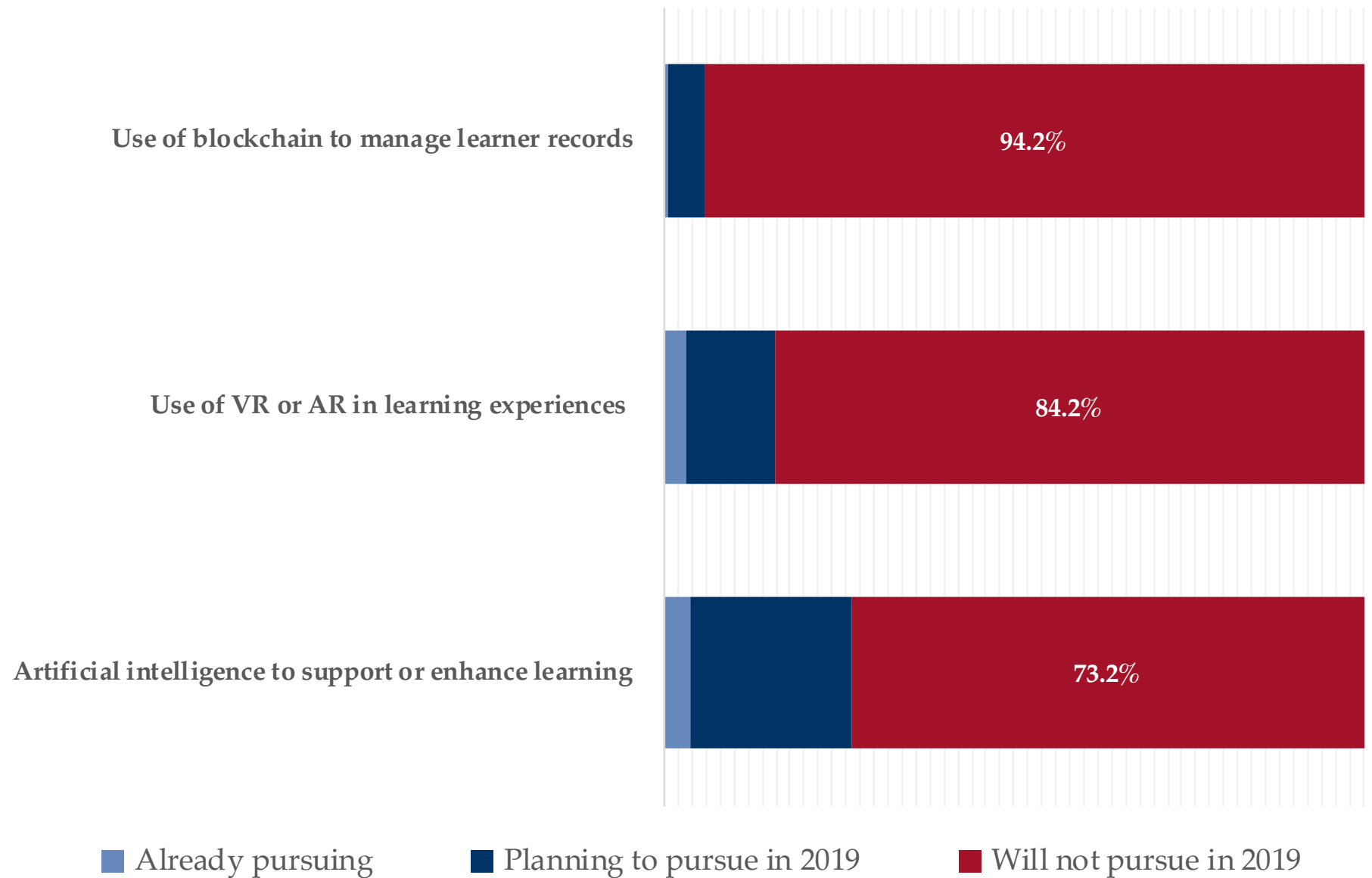
- 
- The background of the slide features a grayscale image of numerous interlocking gears of various sizes, creating a complex, mechanical pattern. The gears are rendered with soft shadows, giving them a three-dimensional appearance. A semi-transparent dark gray rectangular box is centered over the image, containing the text.
- How will you reorganize and reorient to better support context?
 - How well do you understand what matters to your learners and decision makers?
 - What are your plans for developing and retaining your team and attracting new talent?



The Data



Bottom 3 Areas





AI is an

advantage.*

* in the short term

[PERSADO]



Persado now generates emotionally targeted marketing messages for individuals

With Persado One, the company can go beyond sending emotionally focused messages to segments of users.

Barry Levine on October 24, 2017 at 4:37 pm



Male
Age 25-35
Single
SOHO
100k+ salary
Home owner

North East
Occasional Buyer
Brand Loyal
Mid AOV

Primary emotion :
ACHIEVEMENT



PRIDE
ANTICIPATION
CHALLENGE
FEAR
JOY
TRUST
EXCITEMENT



[P]
Female
Age 25-35
Family w/ Kids
Corporate
50k-100k salary

South
Recurring Purchaser
Low Cost Preference
Mid AOV

Primary emotion :
EXCLUSIVITY

CONTROL





[P]

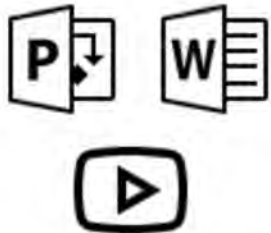
Tap into the largest organized and scored language database of its kind to generate relevant emotional content



Quillionz[?]

World's first AI-powered platform for creating questions, assessments, and quizzes

Take ANY text,
PowerPoint
or video



1-click content creation

→ WildFire →

Create active
learning





AR/VR could tip sooner than you think.

VR and AR in Medical Education

New tools can assist students in preparing for pressure-filled situations both in technique and disposition

Can VR Replace A Cadaver For Med Students?





July 22, 2018

Source
Ed Surge



Virtual reality elevates student retention, synthesis

From VR and AR to Our XR Future: Transforming Higher Education

 by **Emory Craig** and **Maya Georgieva**  Wednesday, August 22, 2018 **Transforming Higher Ed**

Adobe Announces the 2019 Release of Adobe Captivate, Introducing Virtual Reality for eLearning Design



Blockchain mirrors other fragmentation.



“ [Blockchains allow] mutually mistrusting entities to exchange ... value and interact without relying on a trusted third party.”

—Karl Wüst and Arthur Gervais, “Do You Need a Blockchain?”

Artificial
intelligence



Talent issue

Augmented and
virtual reality



Blended learning

Blockchain



Informality and
personalization





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TECHNOLOGY
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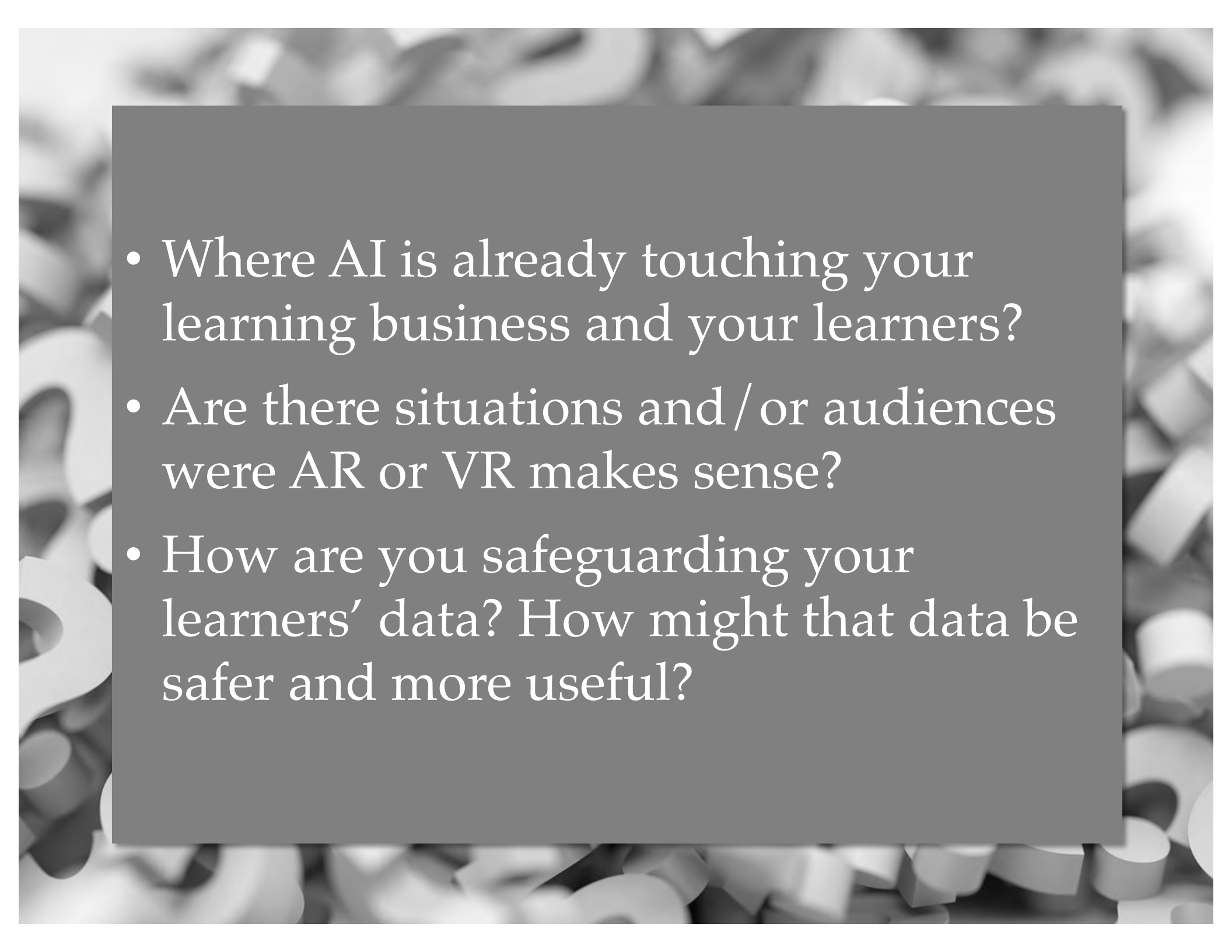
**Grow
Reven**

ESSES

**Save \$100 and invite
a guest** when
registering by end of
day December 14.

**ch,
pact**

<https://ltd.tagoras.com>

- 
- Where AI is already touching your learning business and your learners?
 - Are there situations and / or audiences where AR or VR makes sense?
 - How are you safeguarding your learners' data? How might that data be safer and more useful?



More focus on
learning as a
business.

Shift to
membership
meaning
learning.

Celisa Steele & Jeff Cobb

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