

CEDMA EUROPE WORKSHOP: 23 January 2008

HOW IMPORTANT ARE THESE TRENDS TO YOUR BUSINESS?

		VERY IMPORTANT	FAIRLY IMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT
1	Economic uncertainty/recession				
2	Two-speed skills market				
3	Skills shortages (in IT generally)				
4	Demand for business/management skills				
5	Qualifications and certifications				
6	Employers want to recruit oven-ready staff				
7	Shifting (customer) responsibility for L&D				
8	Increasing need for user skills				
9	Strategic initiatives (TM, skills frameworks)				
10	Demand for custom solutions				
11	Pricing pressure				
12	Buying process (influence of IT pros)				
13	Public v onsite/custom ILT				
14	Growth in learning services (incl MTS)				
15	SMEs				
16	e-Learning				
17	Blended learning – fusion into ILT				
18	New products/releases/technologies				
19	Convincing own salespeople of strategic importance of training				
20	Training for partners' customers and/or customers' customers				
21	Outsourcing your customer training				
22	Other:				
23	Other:				
24	Other:				

CONTACT FOR TOP 50 RESEARCH

Company _____ Name _____

email _____ Phone _____