

LTSF20 D1S4: Value-based buying for learning professionals - the antidote to sales and marketing

Adrian Snook – General chat

James Booth: Welcome to “Value-based buying for learning professionals - the antidote to sales and marketing” with Adrian Snook, and me, your facilitator, James Booth.

James Booth: We'll be starting at 17: 15 UK time. The session will finish at 18: 00 UK time.

James Booth: The hashtag for the event is #LTSF20

James Booth: Our thanks go to today's sponsor, Omniplex <https://omniplex.co/>

James Booth: The slides will be available to download at the end of this presentation.

James Booth: The recording, slides, chat and other supporting documents will be available from next week at: <https://www.learningtechnologies.co.uk/digitalhub>

James Booth: Please note: we have a large audience today, and we will not be able to answer every question at the end.

James Booth: However, the speakers have said that they are happy to answer the questions following this event, over the coming days/weeks on LinkedIn

Andy Wooler: Evening both!

Ollie Samuel: Hello James and Adrian!

Adrian Snook: Hi everyone!

Claire Hewitt: I am having a terrible problem with the sound breaking up - is it just me?

Ollie Samuel: Just a bit with James' mic

Andy Wooler: Beautiful day here in sunny Brighton

Andy Wooler: I am hearing you loud and clear

Adrian Snook: Hi Andy! Welcome aboard

Donald H Taylor 2: If you have poor audio and are using a browser, try using the Connect meeting app For Windows: <http://www.adobe.com/go/Connectsetup>

Claire Hewitt: Unfortunately I can't download the meeting application without IT approval

Donald H Taylor 2: Adobe Connect Application for Mac: <http://www.adobe.com/go/ConnectSetupMac>

Ollie Samuel: Yeah I'm in the browser, sadly can't download anything - work in defence so IT is lockdown

Donald H Taylor 2: Claire - ah, sorry to hear that

Tess Robinson: Sound is good so far in the app

Ollie Samuel: Thanks, will try downloading the app for the audio

Robin Choudhury: Overcast but bright here in New York City

Shaun Delaney: Hello from slightly sunny Chatham

Claire Hewitt: I'll try downloading the mobile app

Adrian Snook: Raining hard here in Northamptonshire
Carol Ann 2: Sound even worse in the app!
Monica: Good afternoon! : -)
Carol Ann 2: Cannot understand a word James
Nicholas Smith: Sound better for me in the app.
Juliette Powell: Good afternoon everyone from a sunny West Sussex. I can hear you clearly in the app
Carol Ann 2: We have a major echo
Robin Choudhury: I'm hearing you very clearly
James Booth: The hashtag for the event is #LTSF20
Marina Vicente: Hi everyone!
Claire Hewitt: Do you have the URL for the mobile app please, the one I had for this meeting says in the mobile app the room doesn't exist.
Gini Thomas: Sound is good
harrisassociates@bluewin.ch: Tony Harris
Carol Ann 2: Adrian is better for sound
Shailendra Nigam: Good Morning to everyone. I can hear you clearly. it seems all are muted centrally. that's ok.
harrisassociates@bluewin.ch: Hi Everyone
Donald H Taylor 2: Claire: <https://www.adobe.com/products/adobeconnect/apps/adobe-connectmobile.html>
harrisassociates@bluewin.ch: Tony Harris Switzerland Hello
Claire Hewitt: Thanks!
Anna: Good afternoon from Germany.
Carol Ann 2: Major echoing with both Adrian and James. Must leave the session
Maciej Czarniawski: hi from Poland
Claire Hewitt: Sorry the mobile app using that URL still says room doesn't exist.
Jeannette: Online International Yoga Training
Donald H Taylor 2: Claire sorry to hear that.
Gini Thomas: Singapore
Carol Ann: I had room doesn't exist. Go out and come back in from link
Jeannette: Online Team Building Event
Marina Vicente: Spain ;)
Pinda: Hello everyone
Jeannette: Germany
Claire Hewitt: I think I'm going to have to admit defeat and watch the recording later instead : -(
Pinda: Reading..Berkshire
Natalia: Moscow !
Donald H Taylor 2: Claire - is this the link? <https://meet24589461.adobeconnect.com/ltsf20-d1s4-the-learning-profession/>
Jeeva: Jeeva: Singapore...
Jeannette: It did build the team. We did some meditation and moulding clay session together
Donald H Taylor 2: We doing a session on Friday morning at 8.30 am on teaching

yoga and meditation remotely

Krys Gadd: Hello there everyone from sunny Leeds

Jeannette: Nice! @ Donald

Andy Wooler: "Really? You still use PowerPoint?"

Donald H Taylor 2: Woman: "I'm pretty sure he's not two metres away"

Juliette Powell: You are asking me to buy what?

Tess Robinson: I've been doing a Zoom yoga class. Works surprisingly well

Lizzie Rhodes James: do you lovely presenters have twitter handles please : -)

Phil Stephenson: Hi from Hull

Donald H Taylor 2: On LinkedIn, Twitter is: <https://www.linkedin.com/in/adriansnook/>

[//www.linkedin.com/in/adriansnook/](https://www.linkedin.com/in/adriansnook/)

Donald H Taylor 2: On LinkedIn, Adrian is: <https://www.linkedin.com/in/adriansnook/>

[//www.linkedin.com/in/adriansnook/](https://www.linkedin.com/in/adriansnook/)

Debbie: @adrianjsnook

Andy Wooler: @adrianjsnook on twitter

Tess Robinson: For anyone on a tiny screen like me, you can increase the text size for the chat by clicking on the burger bar top right of the chat box

Donald H Taylor 2: Tess - thanks

Lizzie Rhodes James: Great call thanks Tess

Ollie Samuel: VAR and OEM sound similar?

amaka chidobem: hello from Reading

Rob Bedwell: is there a way to make the slides bigger as I can't read them

James Booth: this slide is small during the chat exercise

James Booth: they will be bigger later

caroline H: really helpful map - thank you.

James Booth: Caroline - it will be available in the slide deck which you can download at the end of the session

James Booth: we will reveal the voting at the end of the poll

Rob Bedwell: most effective at what?

Steven Milsom: depends on what kind of learner you are!

James Booth: Rob - Learning

Andy Wooler: Most things in a triangle have been debunked!

Ian Townley: These guys are worth looking at if you want to bust myths: <https://debunker.club/>

Marina Vicente: The best thing you could do to trust what a vendor said is ask for a free trial! so you can test how good the vendor is.

Donald H Taylor 2: I would always recommend asking to speak to existing customers

Rob Bedwell: none of those, it takes place in your brain

Ollie Samuel: Education in a class room, learning in life

Ian Townley: Contentious depending on which scientist you talk to haha

Rui: Within the learner's head ;)

Donald H Taylor 2: Rob, Rui - yup

Phil Stephenson: Telling ain't training

Colin Welch: @Don H Taylor - are there two of you now? Where is Donald H Taylor

1?

Donald H Taylor 2: Lol, Colin I always have 2 machines on a webinar :)

Donald H Taylor 2: Adrian is kindly alluding to this piece by me: <https://www.linkedin.com/pulse/learning-internal-process-donald-h-taylor/>

Colin Welch: There's not going to be a big 'one more thing' reveal at the end that shows you've been cloned then? That's a shame.

Andy Wooler: The true value of for example, sales training, is whether or not sales figures increase

Andy Wooler: In the new world, that terminus though is constantly moving away from you!

Donald H Taylor 2: RFP = Request for Proposal

Rob Bedwell: I love the reason - to 'reduce cost' particularly when it comes to training, because the lowest cost is no training but that's almost certainly not what is needed

Nicholas Smith: Thank you Adrian, a very useful overview.

Andy Wooler: There is a lot of "Emperor's new clothes" in our world!

Tess Robinson: Thank you Adrian

Andy Wooler: Emperors

Lizzie Rhodes James: @rob curious to know what the need is...: -)

Rob Bedwell: @lizzie, that is a much better place to start

Rob Bedwell: @lizzie, as then you can try and balance outcomes with available budget

Lizzie Rhodes James: @rob absolutely...I'd say what is the outcome are you trying to get to. Then see how tips tools and support like coaching / mentoring and facilitation can get them there. Keep it simple. Build on strengths..

Andy Wooler: Every org has differing needs and only when you understand the orgs goals etc can you know which is the right solution.

Andy Wooler: Every time I see a post on LinkedIn asking for LMS recs, I inwardly cringe.

Donald H Taylor 2: Really good point here - every commentator should (like Adrian) say when he or she has an interest

Robin Choudhury 3: Thank you very much!

Donald H Taylor 2: This session is now finishing. For a list of all the sessions taking place this week, please visit: <https://www.learningtechnologies.co.uk/learning-tech-summer-forum/itsf-conference/itsf-20-conference-programme>

Steven Milsom: Thanks all

Lizzie Rhodes James: yes @andy - what are the outcomes are we seeking. Knowing the intent / goals is essential...then work out the strategy or picture of success. then deliver

Ainara: Really good presentation. Excellent content and delivery! Thank you so much.

Marina Vicente: Thank you! Nice presentation Adrian!

Lea: Thank you very much :)

Andy Wooler: Thanks both!

Stephen Barton: Great stuff,, thanks Adrian

Travis Groom: Thanks Adrian!

Anna Poluektov: Thank you, engaging webinar!

Giles: Thanks Adrian

Yetunde: thank you

Shaun Delaney: Thank you!

Andy Thomson: Thank you Adrian, very useful!

Vic: Thanks Guys!

Karl: Thank you

Donald H Taylor 2: Thanks everyone!

Colin Welch: App is always better than browser if you're having Connect audio issues

caroline H: Thanks - first session I could hear!

Rob Bedwell: hi there have been sound issues in every session so far

Colin Welch: Very true!

Andy Wooler: This is my 3rd session today and have had no sound issues

Colin Welch: I'm in the native app and all been crystal clear for me