

Scenario2 Executive Overview

Our solutions support new product introductions and business model innovation by helping you align products, content and customers in markets that constantly change.

These are some of the questions we help our clients address;

1. How can we thrive when our markets and customers change all the time?
2. We have downsized and outsourced but face new risks and costs. What now?
3. What can we do to support the effective delivery of new products to new customers?
4. How can we continually improve the skills of employees, customers and suppliers?
5. Does e-learning work and how do we effectively shift our training to the internet?

Our accelerated learning approach is simple, proven and based in science.

You learn new ways to learn and simultaneously apply learning to cut costs while supporting a sustainable and innovation driven business model that engages customers and suppliers.

Change and New Content

Constant change is stressful and the learning necessary to support change depends on applying content in new ways or creating new content. What is content? Content is the material in your email file, or spreadsheet, or video or office application or on a web site.

We think of content as numbers and stories that support action.

Content is now most often created by navigating web sites or digital spaces and by their nature web sites provide a space to deliver effective and low cost learning.

In addition to our capabilities in accelerated learning and web strategies, we are expert in the analysis of content from ERP, CRM, Call Centres and Learning applications which provide perspectives that identify changes in customer, supplier and competitor behaviours.

Risk and Reward

We strive to deliver high value quickly and work with you to virtually eliminate project risk by focusing on what we do well while your contribution is focused on what you know well. Our practice is to deliver best practices in learning, web strategies and analysis while we show you how to become self-sufficient.

Accelerated Self-Learning

[Scenario2](#) accelerated self-learning courses provide an interactive process that blends content and tools with learners who are encouraged to use or create tools to get their jobs done faster. Learners simultaneously work and learn to reduce risk, exploit opportunities and align customer, content and product values in new product introductions, mergers or acquisitions. We actively promote learner self-sufficiency by offering our accelerated learning framework, best practices and tools with consumable stories and explanations.

Hidden Opportunity

Global competition, constant innovation and a manufacturer's tendency to make products easy to use by hiding complexity has commoditized most product values to virtually eliminate re-seller value added and network profit potential. Scenario2 accelerated learning provides an opportunity for manufacturers and network partners to deliver new value focused on consumer interactions and behaviours rather than commoditized product values.

Sustainable Innovation

Product innovation, price and cost cuts are insufficient competitive responses to drastically reduced product cycles or when competitors like Apple use design to create new business models or to Cisco Networks that dominates market standards. 'Lean' corporations have downsized and shifted training and healthcare costs to the public sector now struggle with unsustainable outsourced or off-shore business models and larger new risks and costs.

Quick learning is critical to product and business model innovation and successful change depends on learning to align people, products, content and customers. Substantial learning is required to support innovation and effective delivery of new products to new customers.

[Interface Global](#) shows how sustainable business models drive change by leveraging learning internally and across commercial networks "*...to operate this petroleum-intensive business so as to take from the earth only that which is naturally and rapidly renewable—not one fresh drop of new oil—and to do no harm to the biosphere.*" Interface Global used sustainable principles to find and tap hidden values and attain multi-billion dollar revenues while aggressively following sustainable or [triple bottom line](#) imperative.

Accelerated self-learning is important to successfully deploy business model innovation and effectively adapt to constant environmental change as learning must occur first inside and then outside across organization networks to support effective change.

Scenario 2 helps you explore the opportunities available from business model innovation and accelerated self-learning helps you to adjust to constantly changing market demands.

Learning Methodology

Scenario2 accelerated learning groups are guided by the principles of [Andragogy](#) formulated by adult learning pioneer [Malcolm Knowles](#). Knowles emphasizes that adults are self-directed and expect to take responsibility for individual or group decisions.

Learning Platform

The elements of our self-learning platform are; *facilitators, content and technology*.

[Scenario2 facilitators](#) help groups assemble according to need and introduce topic frameworks, content, tools and provide guidance as the groups simultaneously learn and work. Our facilitators provide 'blended' guidance on-site, telephone or via the internet and learners may use any facilitator reviewed tools and techniques suitable for their objectives and the content employed in learning depends on the topic, learning objectives and groups.

Scenario2 has unique experience in creating value by facilitating **content** navigation and closely tracks shifts from physical commercial marketplaces to marketspaces or websites. Accelerated learning leverages marketspaces which are now preeminent content creation spaces. Learners create content as they navigate according to their perspectives.

Technology employed during the learning sessions may be very simple such as sketch pads and white boards or complex like computers, browsers and other software applications or decision support systems available to or requested by clients.

Group Size

Groups are small with 4 to 6 people and 3 to 4 groups may be combined in a cluster.

Learning Topic

Typically a topic is set externally for learners by employers or community organizations or learning services providers. The learning approach and content focus is set by learner groups of complementary skills and experiences.

Desired Outcome

Learner groups learn a topic framework, review content, tools, techniques and examine associated best practices related to the topic. Facilitators or other group members may contribute additional material as group learning proceeds. Groups simultaneously learn and work towards creating an analysis in the form of a document or material to support an oral presentation delivered at the end of the class sessions.

Topic Framework

The topic framework is a 'sandbox' or flexible container that holds examples of desired learning outcomes, reports or presentations, learning content, tools, resources, a learning process outline and schedule from the first to last class. Learning outcomes or presentations are presented by each group to the class or a remote group cluster.

Learning Content

Facilitators deliver a learner value proposition for the learning topic and course objectives, a topic framework and help assemble the learning groups. Guidance and commentary is provided by facilitators as needed for content or tools provided to support group learning and 'home work' or other preparation.

Scenario2 Innovations

Our accelerated self-learning classes have been delivered and refined since 2003 into a proven process that consistently delivers high value learner results to by explicitly empowering facilitators to broker expertise within learner groups.

It is our practice to encourage learners to learn our self-learning process to acquire new skills quickly and then deliver the same skills to other learners as needed.

Three factors support accelerated self-learning;

Brokering

Our accelerated self-learning approach consistently achieves excellent results by encouraging facilitators to broker expertise and content within groups to achieve desired outcomes as group members simultaneously learn and work.

Neuropersona

Neuropersona tools help learners view content, tools and measures from learner multiple perspectives to accelerate learning. Neuropersona perspectives employ Fuzzy Logic concepts combined with datacube perspectives that blend numbers and stories.

Fractals

Scenario2 employs fractal perspectives to increase the value of corporate performance analysis, business and competitive intelligence, product and business model innovation and scenario analysis applied to risk mitigation and value brokering

[Contact us](#) to learn how accelerated self-learning can help you improve, quickly.