

SUPPLIER SAVVY



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These columnists have been covering the e-learning beat all year. If you missed any of their articles, you can still get them. And you can meet them at **TechKnowledge 2003** in Orlando. Here's a review of the critical e-learning issues and a preview for 2003.

Throughout 2002, the Supplier Savvy columnists have shared their insights, experience, and expertise on the practicalities of working with suppliers, e-learning suppliers in particular—how to scope the market for the right supplier for your organization's needs, how to decipher the claims for their products, how to choose from the sea of suppliers and make a final purchasing decision, and how to forge and

maintain ongoing beneficial partnerships for effective business solutions. Sometimes, they've looked at the supplier-customer relationship from the flip side—how suppliers should sell to and communicate with customers. And they've painted bigger pictures of what role providers play in the development of learning content and delivery. They've covered these topics:



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Partnership Dos and Don'ts for tangible business benefits (January, Dave Egan)

Looking Inside the Supplier Arena How to translate strategy to results through people (February, Craig Taylor)

Selling in Tough Times Selling that differentiates you from the crowd, is truly customer-focused, and earns you the right to do business with a company (March, Diane Hessian)

The Resurging Role of External Suppliers in many significant advances of content and delivery refinements (April, Jack Zenger)

Getting Funding for an E-Learning Initiative requires thinking like a CEO (May, Dave Egan)

Website Savvy A supplier's Website can tell you a lot about whether that suppli-

er can solve your business needs (June, Craig Taylor)

Back at You Learning how to be a good client can get you better prices and more effective solutions (July, Diane Hessian)

To Build or Buy: That Is the Question How to make that decision and why (August, Jack Zenger)

LMS and E-Learning Content Vendors: Can't We All Just Get Along? How interoperability and standards will improve the products and the learning (September, Dave Egan)

E-Learning: The Second Wave What's next in the e-learning space (October feature in lieu of Supplier Savvy, Craig Taylor)

Eight Questions Customers Should Ask Suppliers How to get what you re-

ally need and want (November, Diane Hessian).

At TechKnowledge 2003, January 27-30, in Orlando, Florida, these Supplier Savvy columnists will give a highly interactive session in which buyers and suppliers will discuss and debate key issues in the e-learning arena. These experienced professionals will share their views of the future of e-learning, how e-learning and knowledge management can co-exist, how technologies are converging, and how senior management is viewing the ROI from learning. There will be ample time for audience Q&A.

The Suppliers column in the January 2003 issue will feature a discussion among Egan, Taylor, Hessian, and Zenger on pushing e-learning and learning ROI up the ladder to the CEO suite as a business investment versus strictly a cost center.

In 2003, the Suppliers column will continue to inform on what's happening in the e-learning space and how you can leverage the latest technologies and solutions to solve your business needs.

More About Supplier Savvy

- To purchase a copy of any of the Supplier Savvy articles, go to the ASTD Store at store.astd.org.
- To register for TechKnowledge 2003, <http://www1.astd.org/tk03>.