

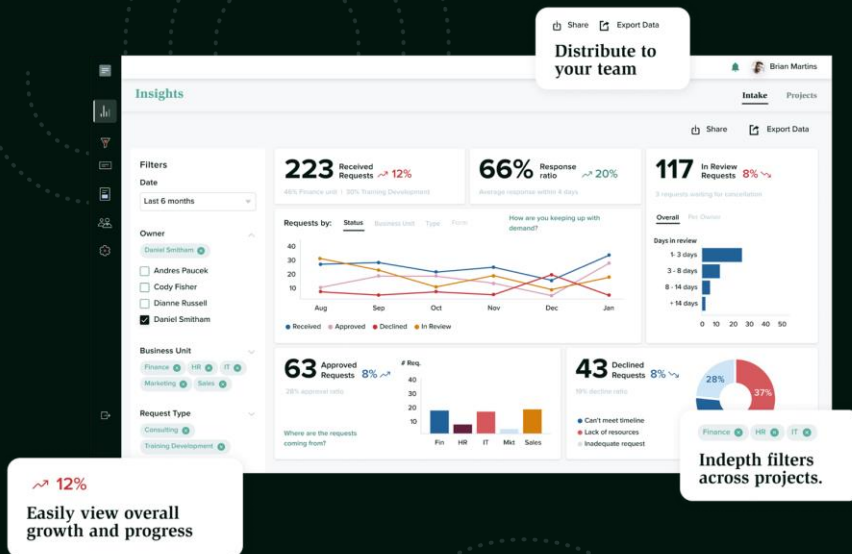


COGNOTA

Transform Learning Operations Into Business Impact



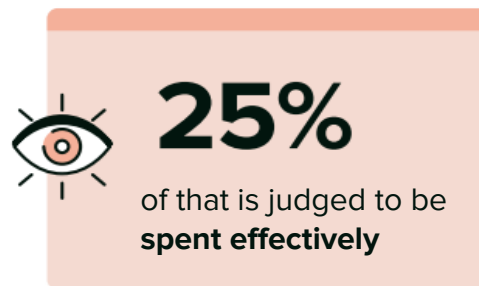
Andrew Grocholski
Sr. Account Executive, Enterprise





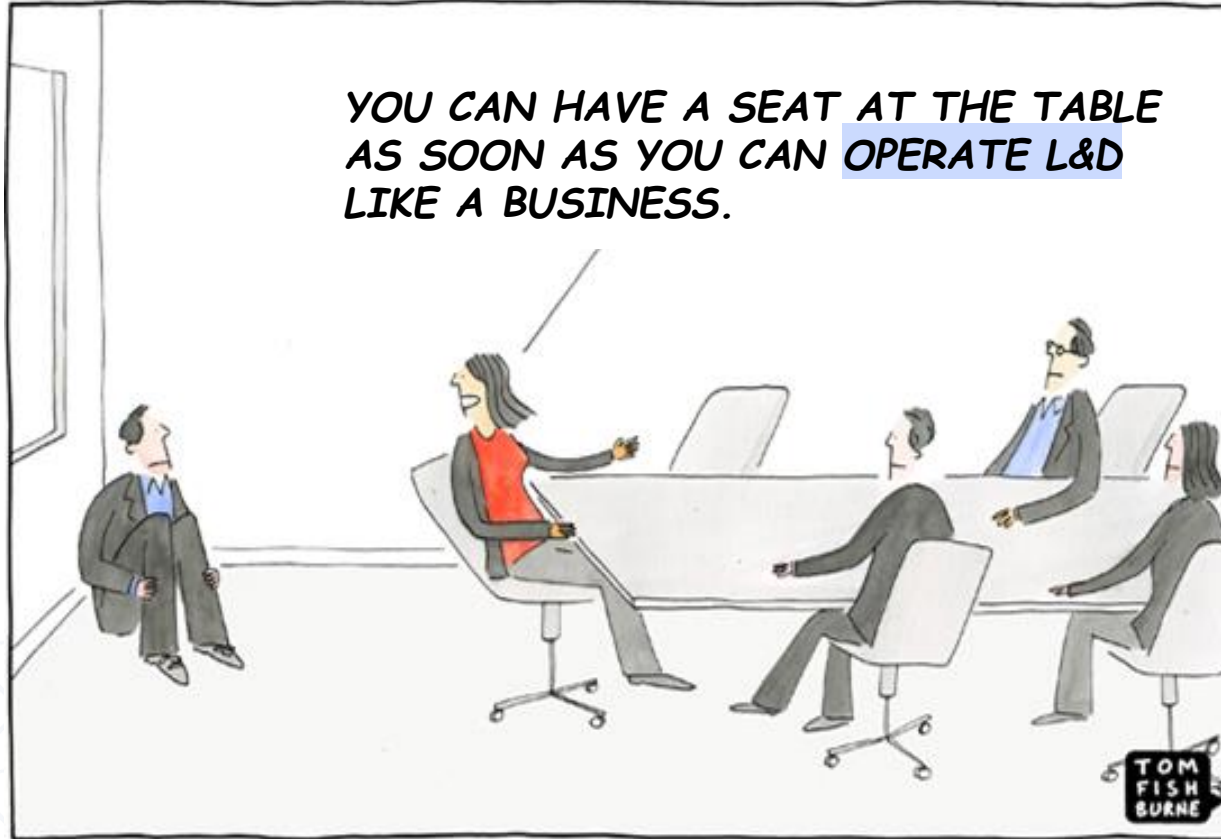
L&D Challenges Ahead







Folding Chair?



*Source: Adapted from Tom Fishburne, Marketeer



The world is undergoing a
paradigm shift resulting in

L&D's need to pivot operations

3Rs

Brandon Carson | L&D's Playbook for the Digital Age



Reset and adopt new rules for almost every aspect of learning and development.



Rethink the roles on L&D and assemble plans for enabling performance - e.g. digital learning, facilitation, coaching and mentoring.



Rebuild L&D's operating principles with new responsibilities that reflect the evolving needs of the business.

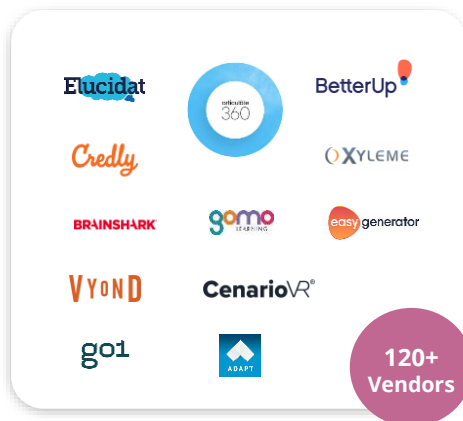
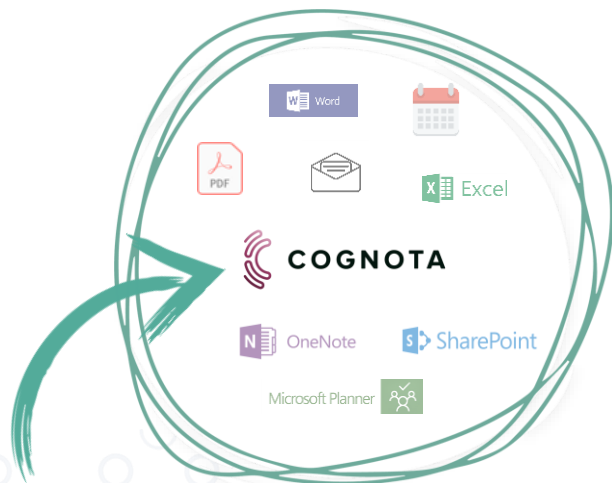


Gap in the Market

Operations

Content

Delivery



The Gap

Cognota's LearnOps software is a new technology that compliments L&D's existing investment areas



L&D Teams Need Speed + Scale but LearnOps are Disparate and Inefficient

Time

Generic tools take away ownership from L&D, forcing dependency on IT



Money

Inefficiencies cost L&D time, money, and cause negative ROI



Data

Disjointed systems lead to data silos and hinder decision-making





L&D Teams Need Speed + Scale but DIY Options are Disparate and Inefficient

Status Quo

- 85% of L&D teams use 3-8 generic tools to manage learning operations
- 69% of L&D teams would like to consolidate

Strategy



Intake



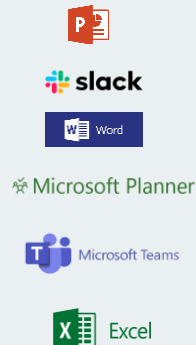
Planning



Capacity



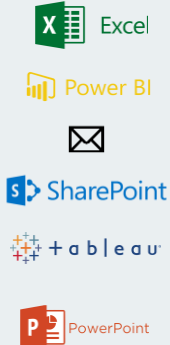
Design



Measure



Optimize



Other Corporate Functions Have Dedicated Operating Systems... Why Shouldn't L&D?

Sales

Marketing

HR

L&D

Support

Development

Finance





About Us

We Built Cognota to Solve Our Own LearnOps Problem



Our CEO
Ryan Austin

Former SVP Of Training

Grew frustrated with the
legacy tools and saw an
opportunity to change
how L&D teams operate



Advisors & CLOs

Top industry experts who partner with Cognota



How Cognota Helps You



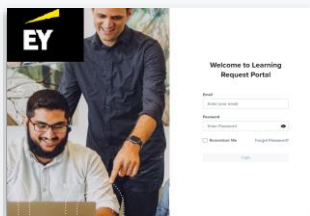


Our Mission

Power LearnOps® Across the Enterprise
to Redefine L&D as a Catalyst for Strategic Growth

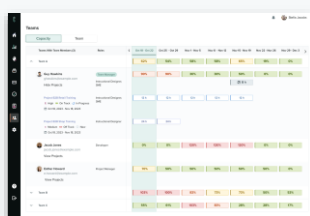


We Enable L&D to Operate More Efficiently & Measure Impact with One Platform



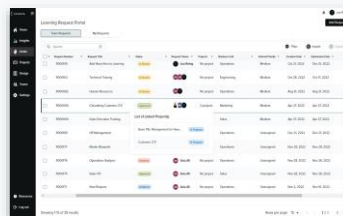
1. Align

- L&D strategy
- Operating Model
- Partner Requests



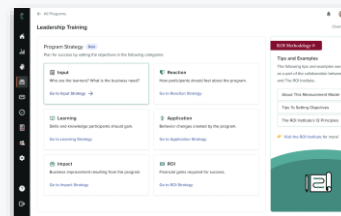
2. Plan

- Learning Programs
- Capacity and Budget
- Learning Solutions



3. Deliver

- L&D Tasks & Projects
- Content Management
- Facilitator Management*



4. Measure

- ROI Methodology®
- Learning Impact*



5. Optimize

- Insights & Reports
- Storytelling*
- Sidekick AI*



Tell Your L&D Impact Story

Learning Strategy

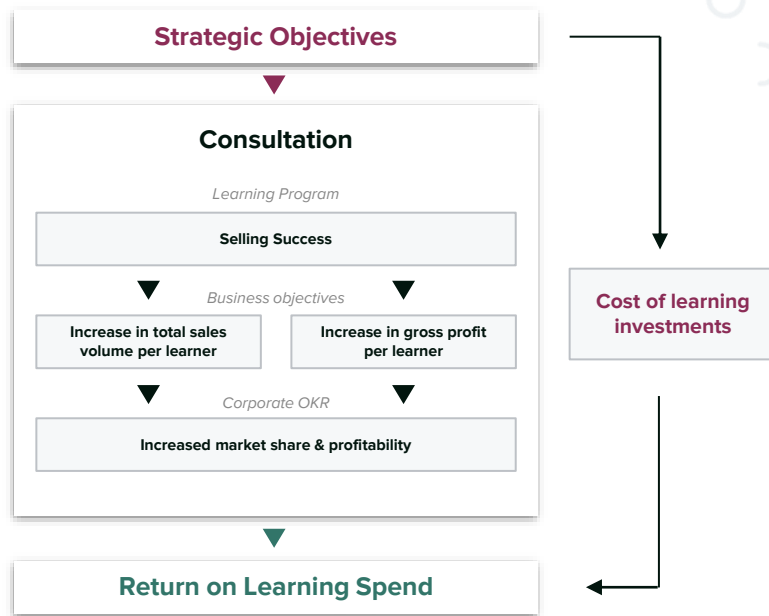
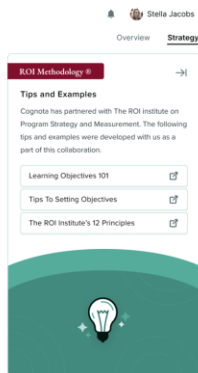
Objectives **Plan Budget**

	Classed	Committed	Released	Remaining Allocated	Available
	230K	230K		230K	230K

Search...

Category	Owner	Jan	Feb	Mar	Apr	PT Total	Projected Budget
Programs		Year	Year	Year	Year	Year	Year
Leadership		\$1500 USD	\$1500 USD	\$1500 USD	\$0 USD	\$0 USD	\$0 USD
Technical Skills		\$3500 USD	\$3500 USD	\$3500 USD	\$0 USD	\$0 USD	\$0 USD
Compliance/Regulatory		\$1000 USD	\$1000 USD	\$1000 USD	\$0 USD	\$0 USD	\$0 USD
Product/Service Knowledge		\$0 USD	\$0 USD	\$0 USD	\$0 USD	\$0 USD	\$0 USD
Team Development		\$1000 USD	\$0 USD	\$0 USD	\$0 USD	\$0 USD	\$0 USD
Sales Enablement		\$2000 USD	\$1700 USD	\$1700 USD	\$0 USD	\$0 USD	\$0 USD
		Year	Year	Year	Year	Year	Year
		\$25000 USD	\$25000 USD	\$25000 USD	\$25000 USD	\$25000 USD	\$0 USD

LearnOps[®]
+
ROI
Methodology[®]



e.g.- Sales Team Achieves Measurable Objectives

Why change now?



“There's too much nuance and specificity to the work we do. We were spending more time trying to customize workflows in generic tools before switching to Cognota than it was worth.”



Christopher Lind

VP, Chief Learning Officer



347%

ROI in first year

+3 FTE

Added equivalent capacity

6,261

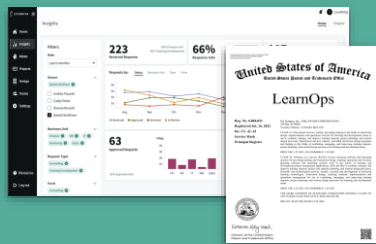
Hours in time savings



Trusted Leader

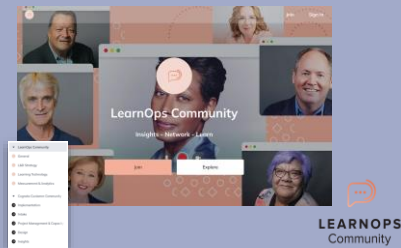
LearnOps Ecosystem

Software



Cognota.com

Community



LearnOps.com

Events



LearnOps.com/events

Academy



LEARNOPS
Academy

Launching 2024



LearnOps Workshops

With Special Guests, Including:

Reinventing Learning Operations

Workshop Series



Ryan Austin



Rob Lauber



Sydney Savion



Charles Jennings



Brandón Carson



Jess Almlie



Kimo Kippen



Martha Soehren



Keith Keating



Andy Billings

2024 Roadshow Dates and Cities:

Jan 24 Denver, CO Register	Jun 3 Virtual Register
Feb 22 Virtual Register	Oct 2 Chicago, IL Register
Mar 26 Washington DC Register	Oct 8 New York City Register
Apr 15 Charlotte, NC Register	Oct 4 San Fran, CA Register
May 15 Dallas, TX Register	Nov 20 Toronto, ON Register
May 17 Houston, TX Register	Dec 11 Virtual Register

Visit www.learnops.com/events for more information

Thank You

info@cognota.com | cognota.com



COGNOTA

Closing subtitle goes here and
spans a couple of line.

Contact Us