

# Six Phases of a Learner's Journey.



L&D teams need to leverage effective learner engagement tactics to maximize the consumption (and ROI) of their content investments.

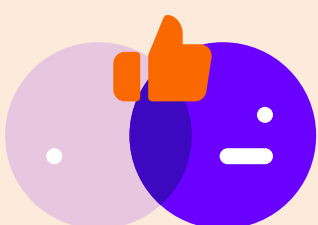
01



## Research

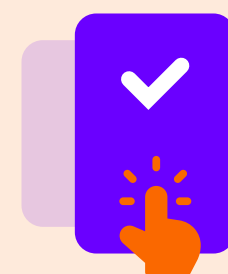
Find the best options to consider for their engagement and loyalty needs

02



## Consider

Identify the company or solution they want to work with



03

## Purchase

Enter into the best partnership agreement to gain peace of mind in decision

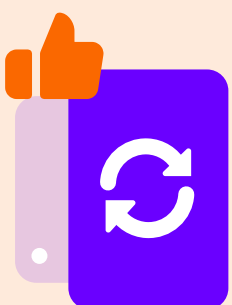


04

## Use

Leverage the service and experience for growth and skill development

05



## Re-Purchase

Re-use the service as a re-affirmation of the positive experience of first use

06

## Advocate

Become a brand advocate the service in the social ecosystem

