

Tactical Approach	Strategic Approach
Material created by demand to be leveraged independently	Material organized as contextual learning opportunities aligned to the business
e-learning utilized as a cost-cutting device	Technology utilized to strategically support and reinforce learning
Training viewed as a resource	Active involvement in the learning process and a commitment to learning
Reactive – fragmented material in many locations; one size fits all	Proactive – comprehensive, targeted curriculum logically organized in one location
Tactical – Training as an event, check the box	Strategic – Learning as an experiential process, ongoing
Isolated – primary focus on one function	Collaborative – integrate expertise from across all business functions