

TYTON GROWTH FRAMEWORK

LEARNER/ STAKEHOLDER IMPACT

Deliver direct, demonstrable outcomes to customers and users

Impact exists along multiple dimensions, including, but not limited to: organizational and individual; academic and administrative; learning and productivity outcomes

FINANCIAL SUSTAINABILITY

Achieve high level of performance against various financial metrics (e.g., rate and duration of revenue growth, level and rate of profitability) that contribute to the long-term viability and attractiveness of the business

LEVEL OF PERFORMANCE INCREASES FROM OUTER RING TO BULL'S EYE

CUSTOMER ENGAGEMENT

Level, breadth, and depth of active use by customers and end users

Rate at which the business' solution(s) have been adopted within its target markets

Pursuit of innovative models for enhancing and sustaining end-user adoption and engagement

MARKET AWARENESS

Broadly recognized within its relevant markets among prospective customers

Ongoing investment in developing brand awareness and equity to sustain and extend strength of operating performance

