



Summary of the Vision

This document is a summary of the LearnDog Vision/Scope v1.0 – September, 2005.

Vision

Help kids through **recognition**

LearnDog will try to help kids (make better life choices) thru recognition (of their vocational skills) is a longer form, but after many iterations we always come back to 'recognition' as the essence of what we are on about. Other phrases that wander in and out are 'a media company that will try to help kids', various words that focus on the type of 'health outcomes' like resilience, coping strategies etc and various words that focus on the 'educational benefits' such as 'learner centric', 'lifelong learning', 'vocational skills' and more.

Aim

Become the world's most trusted broker of publishing services for kids

Requires infrastructure: see infrastructure blueprint document

Requires Governance structure that transcends the integrity of any single individual

Requires years of trustworthy execution

Lead a cultural revolution – 'Publish or perish' for kids

Requires strategy: see strategy document



Objectives

These are some of the more important or time critical things that must happen:

Build a global community of supporters

Harness emerging internet based technologies to build a community of supporters.

Be adaptive

Follow the principles of 'molecular management' to ensure LearnDog thrives in a world of increasing rates of change and complexity.

Launch: global, physical and virtual

Figure out a way to conduct a high profile launch event that will be noticed worldwide.

Run proof of concept projects

Because LearnDog is a geek, many of our ideas are somewhat futuristic and a little bit 'out there'. Run proof of concept projects to create tangible examples of the types of things we are trying to do.

Find or provide the right services

As we try to help kids publish stuff using emerging digital media there will be many barriers to over-come. Sometimes we will need to provide new types of services, often we will need to find (and make it easier to use) emerging services.

Join lots of dots

While recognition is the focus, always look for opportunities to enhance secondary or tertiary benefits. For example, our first project (podcasting in schools) shows potential benefits in health, education and the arts.