

Spring It!

1. Noun
2. Noun
3. Noun
4. Noun - Plural
5. Adjective
6. Noun - Plural
7. Verb - Present Tense
8. Verb - Present Tense
9. Noun
10. Noun
11. Preposition Or Subordinating Conjunction
12. Noun - Plural
13. Noun
14. Noun
15. Adverb
16. Adverb
17. Adverb
18. Noun - Plural
19. Preposition Or Subordinating Conjunction

Spring It!

Why does content _____
Noun? Content is the high-performance business _____
Noun that drives

Noun and keeps _____
Noun - Plural

under control. When we put _____
Adjective to work, it _____
Noun - Plural our competitive advantage and

drives better business

outcomes. When we don't use content well--when we find ourselves _____
Verb - Present Tense content or waiting

for content--it

increases costs and stalls _____
Verb - Present Tense.

Putting content to work sounds easy - but it's not. Managing _____
Noun is a complex, challenging

Noun. Content

is _____
Preposition or subordinating conjunction because it takes so many forms: _____
Noun - Plural, email, faxes, digital

files, paper. Content is part of

everything: approvals, sales orders, invoices, onboarding, and _____
Noun. Content is generated by

Noun:

individuals, teams, business units, partners, and customers. Content is everywhere: scattered across hard drives,

servers, and file cabinets in different buildings, cities, and _____
Adverb.

When you can't find _____
Adverb, when content isn't current, when you can't surface the right content for the

call or the

task at _____
Adverb, it's not just an annoyance--it's disruptive to business. _____
Noun - Plural not investing

in

putting content to

work today may not be in a position to make Preposition or subordinating conjunction in any part of their business tomorrow.