

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

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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.