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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.

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