

Exhibit 4.3. Ideas for Building a Web Learning Community.

Community Builders	Ideas for Practice or Assessment
Collaborative projects	Novice sales representatives from across the country create a sales plan for a customer, post it to the Web, and annotate it with their comments on-line.
Tutoring and mentoring of novices by experts	A regional sales manager accesses the sales plan on the Web and coaches the learners on how they might improve the plan.
Community evaluation of work products or projects	A group of sales managers evaluates the sales plan by annotating or sending e-mail about the plan.
Moderated discussions of different perspectives on, and solutions for, a workplace problem	Learners and experienced sales representatives participate in a real-time Web-based chat on how to create a sales plan for a particularly difficult (but desirable) customer.
(Write down your ideas here)	