

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.