

## e-Learning Lingo Podcast Defines “Imagineering”

Waltham, Massachusetts –March 18, 2009

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**Announcer:** The e-Learning Lingo Podcast.

**Mary Kay Lofurno:** Hello this is Mary Kay Lofurno Marketing Director here at SyberWorks. Welcome to the 130<sup>th</sup> episode of the e-Learning Lingo Podcast series. Last week Dave Powell talked about the Organic Model. This week Dave defines Imagineering. So I ask you, do you know your e-Learning Lingo?

[theme music]

**Mary Kay:** Hi Dave. So what’s Imagineering?

**David Powell:** Imagineering is a fusion of imagination and engineering that helps learners to visualize various solutions to a problem using existing scientific knowledge. More generally Imagineering can refer to applying creativity to a given task or challenge to invent a unique solution or idea. It is also commonly used in reference to the design and development team at the Walt Disney Company which creates Disney theme parks around the world.

**Mary Kay:** Thanks, Dave. Good information as always. Have a great day.

**Dave:** You, too. Talk to you soon.

**Mary Kay:** This is Mary Kay Lofurno, Marketing Director at SyberWorks. Thank you for listening to episode 130 of the e-Learning Lingo Podcast. This week Dave Powell talked about Imagineering. The episode 130 audio and transcript will be posted on the e-Learning Lingo Podcast blog. Next time on the e-Learning Lingo Podcast we’ll talk about a term used in online training. Until that time have a great week.

Until that time, have a great week!

**Announcer:** SyberWorks Podcast. Learn any time, any place.

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