

THE CHANGE CONTINUUM

OUR 21 DAY PROCESS FOR PERFORMANCE IMPROVEMENT

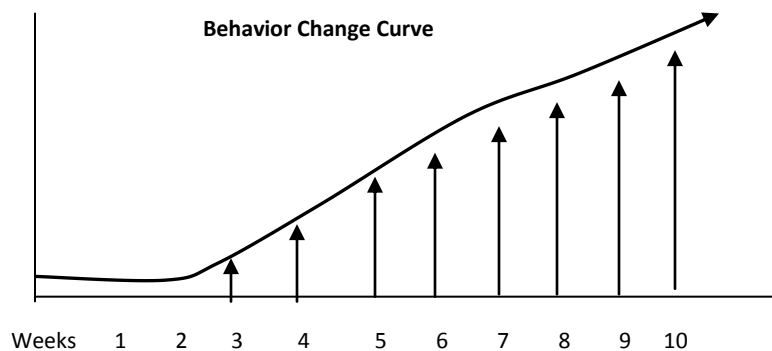
To be effective, training and development must actually create performance improvement.

One, two, three day seminars, videos, training manuals, and other passive learning processes generally only reach the surface, within seven to twenty-one days after hearing participants lose 94.6 percent of what they heard and experienced¹.

We have designed a process that actually creates behavior change through an **innovative 21 day blended learning model** we call **The Change Continuum**.

In this process we teach relevant and meaningful information, but more importantly the information is introduced through a process that supports real lasting performance improvement.

The behavior change begins to happen in the third week.



At the beginning of the twenty-one days we introduce a concept which is then reinforced in various ways over the 3 week period to accommodate all learning styles-visual, auditory, experiential, and dialogue.

THE 21 DAY BLENDED LEARNING MODEL

- **Live video workshops** to introduce the concept
- **Weekly email** to motivate and support the change through the concept.
- **Interactive video chat coaching** sessions to unpack and dialogue the concept.
- **Online portal** that archives materials for on-demand use to accommodate all schedules and provides a forum for peer to peer support.
- **Unique Accountability Mechanism** assists participants with that little extra push we all need

				Day 1 Live Video Workshop Via Streaming		
	Reinforcement via email 					
	Reinforcement via email 			Day 15 Interactive video chat coaching sessions		
	Reinforcement via email 			Day 22 Live Video Workshop Introduces New Concept		

No special technology is required for live streaming video broadcasts, live coaching sessions or utilizing web portal. All you need is a working computer and a high speed internet connection