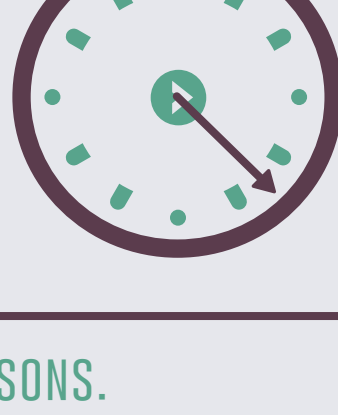
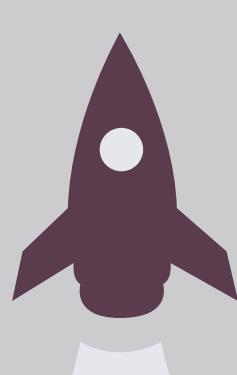
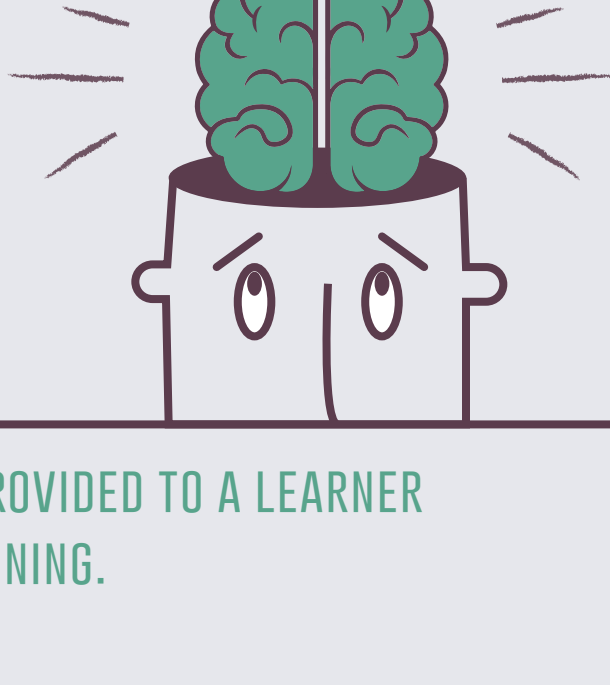


ARE YOU READY FOR BURST AND BOOST TRAINING?



WHAT ARE BURSTS?

SHORT (USUALLY 5-7 MINUTE) MICRO-VIDEO LESSONS.



WHAT ARE BOOSTS?

OPPORTUNITIES FOR EFFORTFUL RECALL PROVIDED TO A LEARNER
IN THE DAYS AND WEEKS FOLLOWING TRAINING.

HOW WILL **BURSTS** AND **BOOSTS** HELP ME
OVERCOME MY TRAINING CHALLENGES?

TOP TWO

TRAINING CHALLENGES

AND

HOW B & B HELPS YOU OVERCOME THEM

TRAINING CHALLENGE

#1

KEEPING LEARNERS ENGAGED

LEARNERS ARE OVERWHELMED, DISTRACTED, IMPATIENT AND ONLY SPEND

1% OF THE WORK WEEK ON TRAINING AND DEVELOPMENT.

WORK WEEK



TRAINING AND DEVELOPMENT

1%

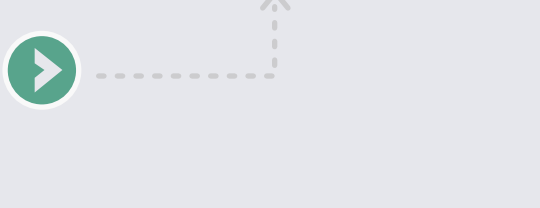
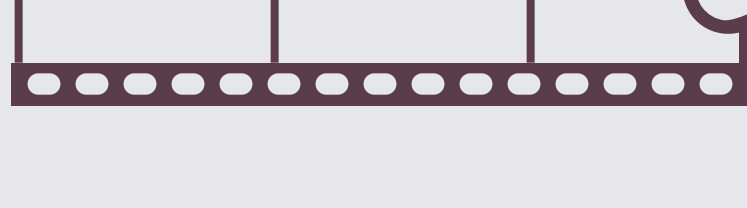


#1

SOLUTION

CHUNK CONTENT INTO BITE-SIZED,
CONSUMABLE “BURSTS.”

BURST-STYLE TRAINING KEEPS LEARNERS ENGAGED AND ADDRESSES
MODERN WORKPLACE NEEDS. IT LOWERS THE COGNITIVE LOAD
AND INCREASES LEARNING RETENTION.



TRAINING CHALLENGE

#2

MEASURING TRAINING ROI

60 BILLION DOLLARS IS SPENT ON EMPLOYEE TRAINING AND DEVELOPMENT
EACH YEAR. PEOPLE FORGET **70%** OF WHAT THEY LEARN WITHIN **24 HOURS**
OF LEARNING A NEW SKILL. **42 BILLION** DOLLARS IS THROWN AWAY ON
TRAINING EACH YEAR BECAUSE OF RETENTION.

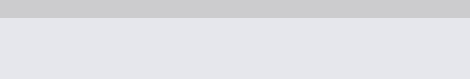


70% WILL BE FORGOTTEN



42 BILLION DOLLARS

THROWN AWAY EACH YEAR

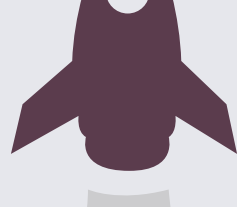


#2

SOLUTION

BOOST THE TRAINING

PROVIDE LEARNERS WITH AN OPPORTUNITY TO RECALL THE KEY LEARNING
OBJECTIVES OF A NEW SKILL. WHAT YOU DO AFTER TRAINING IS MORE
IMPORTANT THAN WHAT YOU DO DURING TRAINING.



BURST + BOOST =

ONE HAPPY TRAINING EXPERIENCE

PROVIDING LEARNERS WITH

“**BURSTS**”

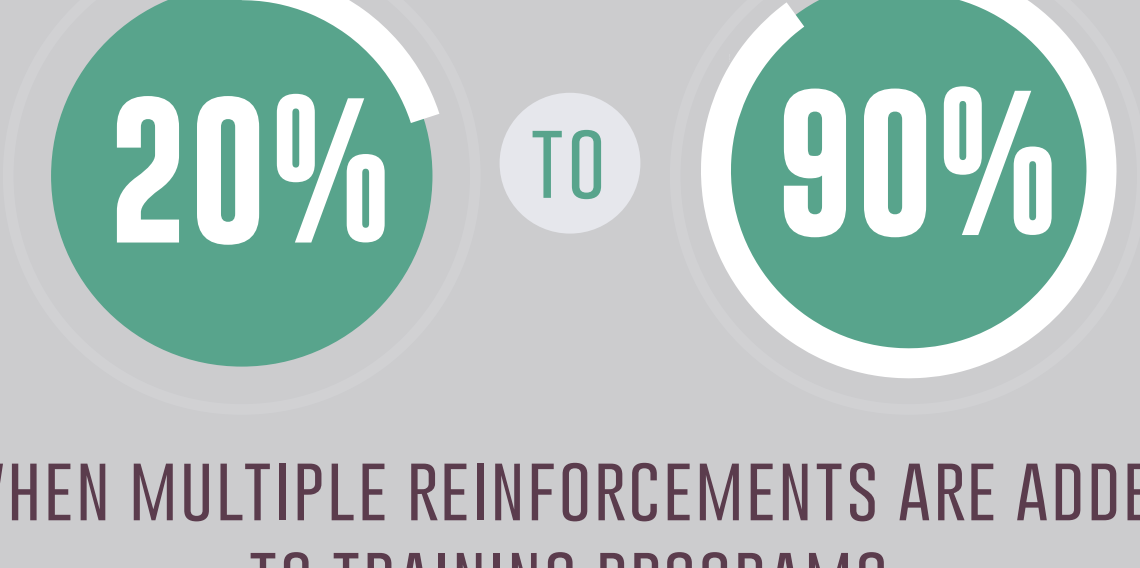
OF MICRO-LEARNING PLUS
POST-TRAINING REINFORCEMENT

“**BOOSTS**”

WILL SIGNIFICANTLY INCREASE
LEARNING RETENTION AND TRAINING ROI.



RETENTION INCREASES FROM



WHEN MULTIPLE REINFORCEMENTS ARE ADDED
TO TRAINING PROGRAMS

READY TO EXPERIENCE BURSTS AND BOOSTS FOR YOURSELF?

START YOUR FREE 30 DAY TRIAL TODAY.

FREE TRIAL

IMPROVE YOUR EMPLOYEES’ OVERALL TRAINING EXPERIENCE!

BIZ  **LIBRARY**

Source: <https://www.bersin.com/Practice/Detail.aspx?id=1807>