

## General Overview of Mindmarker

### Who is Mindmarker

- Mindmarker helps organizations to both create measurable behavior change and support a continuous learning culture with our cloud/mobile platform that maximizes training impact with adaptive learning reinforcement and assessment programs

### Who we help

Our methodology and technical platform and delivery allows us to apply our reinforcement expertise across all different learning and training for most businesses, organizations, education groups, and many others. Most commonly used for:

- Soft skills – Sales, Leadership, Customer Service, etc.
- Technical/knowledge – Engineering, Clinicians, Technicians, Safety, etc.
- Cultural programs
- Certification, Compliance
- On-boarding
- Coaching
- Refresher training (retraining).
- Educational (such as MBA)

### How do we do it

By pushing micro-learning via email, web browser, and mobile devices, learners apply key concepts from learning to their daily job with little time investment with measured impact to results.

Mindmarkers are designed to sustain awareness of training concepts, increase retention of knowledge and skills from training. We use video, images, PDF, audio files, and links in each Mindmarker to enrich the learning experience and fully engage the learner's brain

### Results we deliver for our clients

- Increased knowledge retention by 80%
- Long-term behavior change increased by 4X measured against traditional learning modalities
- Leadership effectiveness increase of 41% as measured by executive assessment
- Customer satisfaction ratings increased by 83%

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