mindmarker ✕

the leader in training reinforcement

BEHAVIOR CHANGE RESULTS AFTER
TRAINING REINFORCEMENT

41%
LEADERSHIP
EFFECTIVENESS
INCREASED BY 41%

4x
WITH MINDMARKER,
LONG-TERM BEHAVIOR
CHANGE IS 4x HIGHER

121%
COMPANY
SALES VOLUME
INCREASED BY 121%

KEY COMPONENTS NEEDED
TO CREATE IMPACT

20+ REPETITIONS REQUIRED

70% KNOWLEDGE LEVEL/SCORE

2–3 MESSAGES PER WEEK

1–2 OBJECTIVES PER 6-8 WEEKS

3 PHASES OF BEHAVIOR CHANGE

15% AWARENESS

25% KNOWLEDGE
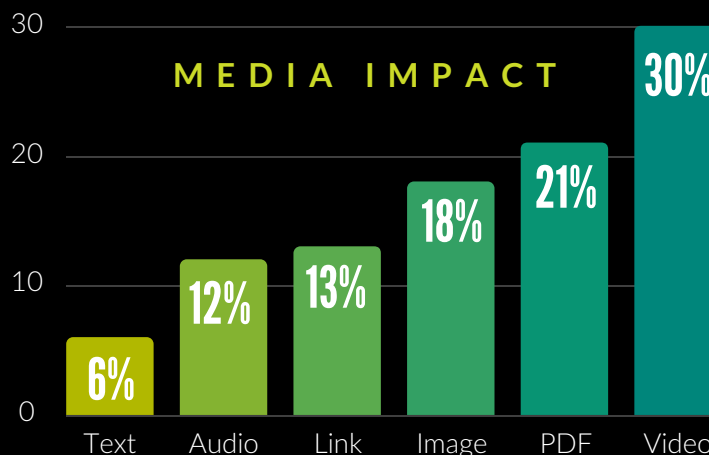
60% APPLICATION

ELEMENTS THAT INFLUENCE
BEHAVIOR CHANGE

47%

MESSAGES THAT
INCLUDE SHORT
VIDEOS INCREASE
IMPACT BY 47%

3 OUT OF 4 USERS
PREFER SHORTER
REINFORCEMENT
PROGRAMS LASTING
2-3 MONTHS

MEDIA IMPACT

Text	Audio	Link	Image	PDF	Video
6%	12%	13%	18%	21%	30%

39%

39% OF LEARNERS
DO NOT FEEL
SUPPORTED BY
THEIR MANAGERS

3.3x

WHEN LEARNERS
FEEL SUPPORTED
BY MANAGEMENT,
BEHAVIOR CHANGE
IS 3.3x HIGHER

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SPEAK WITH AN EXPERT AND LEARN:

✓ How our proven reinforcement methodology drives behavior change.

✓ How to build an effective training reinforcement program.

✓ How personalized, adaptive reinforcement increases results.

✓ How Mindmarker has proven to increase knowledge retention by 80%.

✓ How to participate in the industry's 1st Reinforcement Academy in the world.

✓ The key differences between reminders and reinforcement.

✓ WHY and HOW Mindmarker training reinforcement works.

✓ How our user-friendly reinforcement application achieves long-term results.
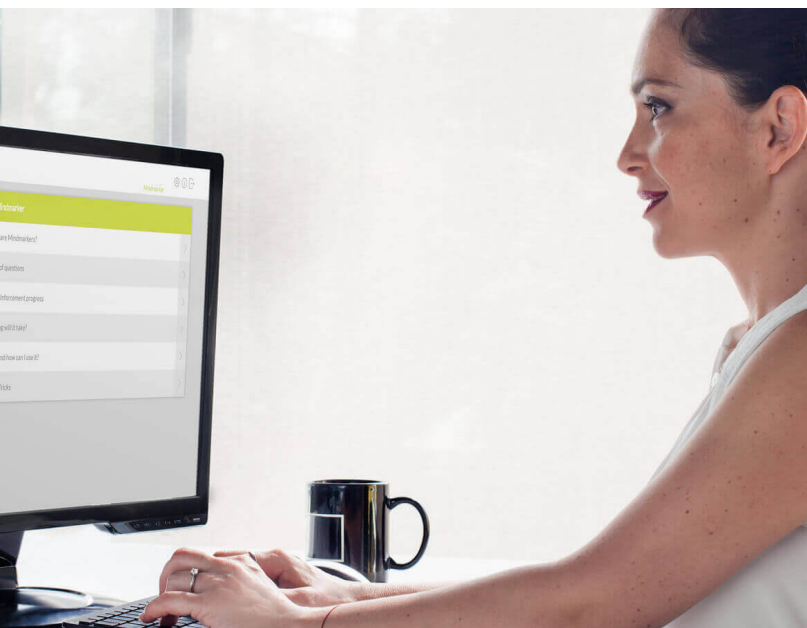
ABOUT MINDMARKER

Mindmarker addresses a common problem: learners return from a training course and quickly forget the information they just learned and revert back to old habits. For training to have the most impact, it has to be **reinforced**.