

# SUCCESS IN TIMES OF CHANGE

## OUR 21 DAY PROCESS-THE CHANGE CONTINUUM

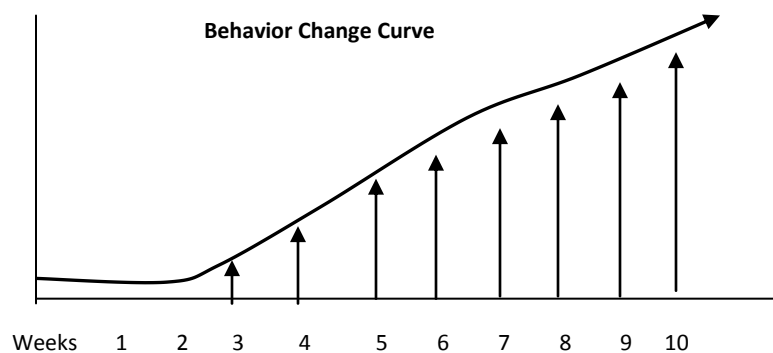
**To be effective, training and development must actually create performance improvement.**

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 experienced<sup>1</sup>.

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

- **Face to Face Kick off** ignites the process.
- **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

				<b>Day 1</b> Live Video Workshop Via Streaming		
	Reinforcement via email					
	Reinforcement via email			<b>Day 15</b> Interactive video chat coaching sessions		
	Reinforcement via email			<b>Day 22</b> 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