

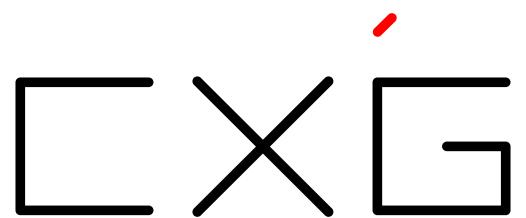
# IS YOUR ENTERPRISE UP TO SPEED?



CXG

# DOES YOUR WORKFORCE OUT PERFORM THE COMPETITION?

INTRODUCING



PERFORMANCE PRACTICE

## Instructionally Solid, Technologically Enabled Performance Solutions

Leveraging your most important investment, CXG **transforms employee performance** into a competitive advantage. CXG has redefined experience-centered learning, enabling individual employees and company-wide workforces to directly impact business results.

Our custom performance solutions blend the best of live interactions with advanced technology to deliver learning experiences that result in adaptive expertise. We are committed to enabling people to make a difference.



# IS YOUR WORKFORCE KEEPING PACE?

The market moves faster everyday and is more transparent than ever. Are you leading or lagging? Is Yelp your friend or foe? Is your workforce delivering exceptional customer service? Do they demonstrate superior sales and service skills, and effectively apply product knowledge—day in and day out in the most challenging situations? In the field? In dealerships? In customer service and retail centers? In hospitality, transportation and security services?



## DO YOU MEASURE UP?

Customers Want What They Want. Now.

Omnichannel integration **Fast**  
**Accurate** ON-DEMAND  
**PERSONALIZED**  
**Authentic and unscripted**  
Free of hidden charges  
**Empowered**  
**PRODUCTS. SERVICES.**  
**DELIVERED THROUGH**  
**AMAZING EXPERIENCES.**

Winning demands smart, agile companies that deliver unprecedented levels of performance. More than ever, workforce success requires the ability to think quickly, adapt to various situations and solve complex problems, all while exceeding customer expectations.

The CXG Learning Practice was purpose-built to address the constant need for adaptive expertise—the ability to successfully apply knowledge in ever-changing situations and environments. Requiring active participation, CXG performance solutions are anchored in experience-centered learning—the only path to adaptive expertise.

# REDEFINING EXPERIENCE-CENTERED LEARNING

Every CXG program is designed for today's experience economy and is focused on what happens on the job, in today's work environments and dynamic situations.

Research has consistently concluded that learning by doing is the most effective method for on-the-job application. CXG performance solutions are firmly rooted in this methodology. What makes us different and, more importantly, more effective? Learning is delivered in rich and rewarding live and digital environments infused with technology that enables DOING, SEEKING, THINKING, ACTING, MAKING DECISIONS, EXPERIENCING CONSEQUENCES, AND RECEIVING FEEDBACK AND REWARDS. Employees can now practice applying their knowledge in safe environments, collaborate with their peers and share what they've learned—EMPOWERING PERFORMANCE.

## SITUATIONAL LEARNING EXPERIENCES

- Proven instructional design
- Advanced technology
- Remarkable live and online interaction
- Brandscapes
- Simulations
- Games

## ACTIVE PARTICIPATION

- Performance-driven scenarios
- Motivating and rewarding engagement
- Cognitive apprenticeship and problem solving, practice and feedback
- Social learning and collaboration

## ADAPTIVE EXPERTISE



REAL PERFORMANCE IMPROVEMENT TAKES PLACE THROUGH IMMERSIVE LEARNING EXPERIENCES.

CONE OF LEARNING		Nature of involvement
After 2 weeks we tend to remember	90% of what we say and do	Doing the real thing
	Simulating the real experience	Active
	Doing a dramatic presentation	
	70% of what we say	Giving a talk
	Participating in a discussion	
	50% of what we hear and see	Seeing it done on location
	Watching a demonstration	Passive
	Looking at an exhibit	
	Watching a movie	
	30% of what we see	Looking at pictures
	20% of what we hear	Hearing words
	10% of what we read	Reading

Source: Cone of Learning adapted from (Dale 1969)

“Learning is experience. Everything else is just information.”

– Albert Einstein

# CXG PERFORMANCE MODEL

Leveraging today's technology with both proven and new instructional methodologies, we deliver dynamic learning experiences. Today's technology enables us to move from being simply educators to being performance practitioners.

## HIGHLY EFFECTIVE LEARNING

- Students make choices
- Students become experts
- Students solve problems
- Get immediate feedback
- There's always an answer
- Cheating is allowed
- Failure isn't bad
- Learning is collaborative

DEVELOPED BY

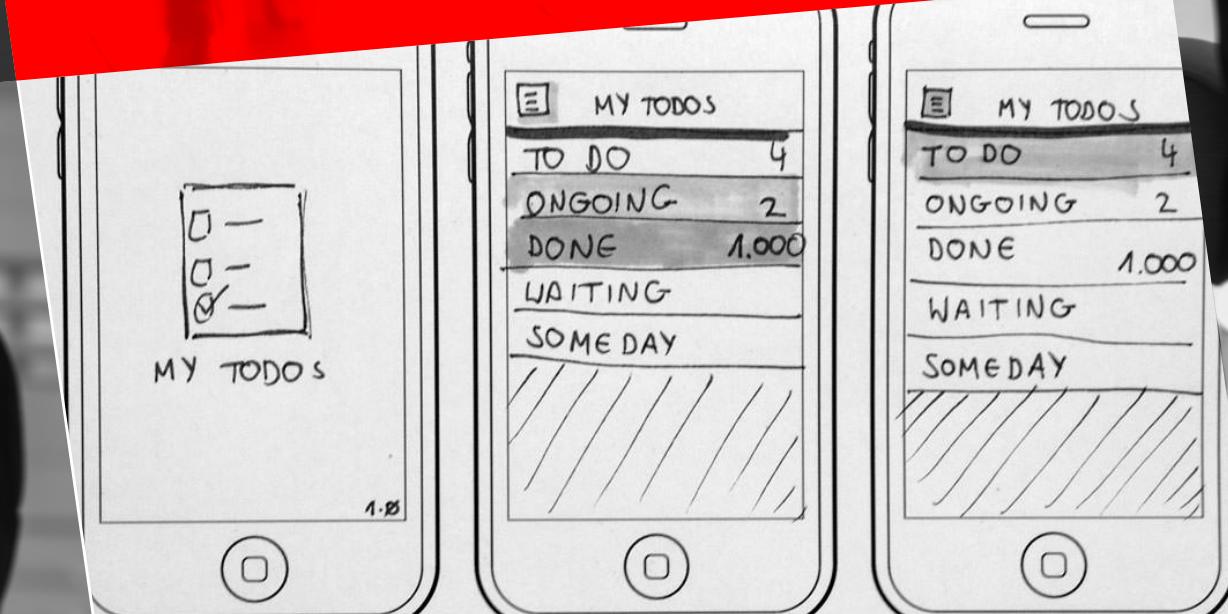
## PERFORMANCE PRACTITIONERS

- Instructional Designer
- UX Designer
- Mobile and Digital Strategist
- Experience Designer
- Virtual Instructor
- Game Designer
- Analytics and Metrics Specialists

AND DELIVERED THROUGH

## IMMERSIVE LEARNING EXPERIENCES

- Advanced technology
- Interactive games and simulations
- Hands-on labs
- Collaborative broadcast



# CXG IMMERSIVE LEARNING EXPERIENCES

INTEGRATION OF PROVEN INSTRUCTIONAL DESIGN, DIGITAL TECHNOLOGY, AND DYNAMIC LIVE AND ONLINE EXPERIENCES

## ACTIVE CO-LAB



Dynamic Learning Experiences Delivered in a Live Environment, Loaded with Immersive Technology

- Hands-on immersion
- Product- and brand-rich environment
- Variety of instructor-led and self-paced learning opportunities
- Latest mobile and digital technology
- Promotes exploration

## GAME-BASED MODULES

Situational Learning in Challenging Simulated Environments and Experiences

- Proven game mechanics
- Optimal complexity
- Free choice
- Variable outcomes
- Advanced analytics
- Gamified reward and recognition
- Individual or team play
- Challenging, competitive
- Dynamic environments
- Narrative- and character-based interaction
- Popular game archetypes: adventure, expedition, encounter, role-play, puzzles
- Aligned with instructional pathways



## COLLABORATIVE BROADCAST



Group and Social Learning—Education Meets Entertainment through Originally Produced Content and Interactive Technology

- Impact and engagement value of television broadcast (think: Top Gear, Chopped and other “edutainment” programming)
- Hosted, product-infused content
- Instructor-led or stand-alone
- Ideal for group and social learning
- Social media integration, real time interaction, and collaboration
- Trans-platform: delivered to desktops, tablets, mobile devices and event locations



## LEARNING COMMUNITY

Learn, Practice, Share—Anytime, Anywhere, Any Device

- Information packeted to support OTJ learning and performance
- Available online, mobile devices, tablet
- Custom scenarios, mini-games and learning activities to drive engagement and retention
- Gamified to deliver ongoing feedback, reward and recognition
- Product knowledge in REAL TIME, ALL THE TIME



# NEW LEARNING SOLUTIONS FOR A CHALLENGING NEW WORLD

DESIGNED AND DELIVERED BY CXG

## NEW DEMOGRAPHICS

10,000 Baby Boomers enter retirement age every day, more than 3 million each year for the next 18 years (Pew Research).

80 million Millennials in the U.S., more than half are in the workforce and 4 million enter the workforce every year (Millennial Branding, 2014).

Average Gen Y learner has 10,000 hours of gaming experience and has never known a world without Internet.

The very technology that defines the Millennials enables us to move from educators to true performance practitioners.

## NEW WORKPLACE

How we live our daily lives impacts how we process and apply information. We are:

- Constant learners
- **Always connected** to data and each other
- Living in a world where all knowledge is accessible
- Providing and organizing content ourselves
- **Directing others** with ratings and reviews
- Combining data from multiple locations
- Creating collaborative groups
- **Sharing** opinions, thoughts and questions

## NEW LEARNING EXPERIENCES

We deliver **learner-centric experiences**.

We leverage:

- Live brand **immersions**
- Mobile learning
- Immersive simulation
- Game-based learning

We consider:

- Shared learning
- Collaborative **problem solving**
- Coaching

## NEW RESULTS

The value of learning is realized in its successful real-life application. CXG is a performance company. We help people successfully apply knowledge, resulting in adaptive expertise. Whether through digital game-based mechanics, immersive simulations, student collaboration or live active labs, leading companies in multiple industries are enjoying the business impact of experience-based learning. Greater confidence, higher retention, development of non-cognitive skills and increased procedural knowledge are just a few of the outcomes. New learning strategies, new performance possibilities, new results:

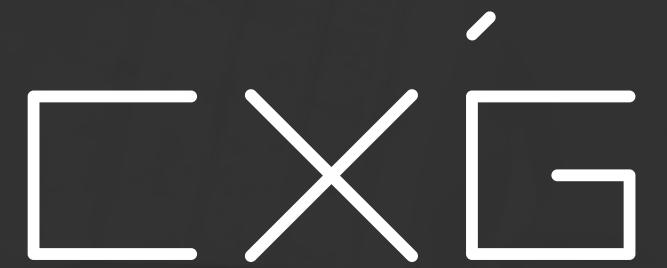
### INDUSTRIES

Medical	Maritime
Pharmaceutical	Security
Energy	Emergency Services
Architectural/ Construction	Electronics
Transport	Technology
Aerospace	Mining
	Food Services
	Travel

Consumer Interaction	Security
Procedural	Operational
Situational	Business Process Management
Health & Well Being	Customer Service
Leadership	Product Knowledge
Safety	

Significantly increased retention
Greater confidence for on-the-job application
Higher declarative knowledge
Higher procedural knowledge

Effective content understanding
Engagement
Motivation
Non-cognitive skill development
Increased voluntary effort



PERFORMANCE PRACTICE

A BRAND AND EXPERIENCE AGENCY  
WITH A PASSION FOR PERFORMANCE

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