

IS YOUR ENTERPRISE UP TO SPEED?

The market moves faster everyday. Winning demands smart, agile companies who deliver unprecedented levels of performance.

CUSTOMER DEMANDS ARE RELENTLESS

IS YOUR WORKFORCE KEEPING PACE?

More than ever success requires the ability to think quickly, adapt to various situations and solve complex problems, all while exceeding customer expectations.

Is your workforce learning and delivering superior product knowledge, proven sales and service skills, and excellent customer experiences—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?

INTRODUCING CXG PERFORMANCE PRACTICE

ACCELERATE YOUR PERFORMANCE

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 resulting in adaptive expertise. We are committed to enabling people to make a difference

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, effective? Learning is delivered in rich and rewarding live and digital environments infused with technology and focused on DOING, SEEKING, THINKING, ACTING, MAKING DECISIONS, EXPERIENCING CONSEQUENCES AND RECEIVING FEEDBACK.

SITUATIONAL LEARNING EXPERIENCES

- Proven instructional design
- Advanced technology
- Remarkable live and online interaction
- Brandsapes
- 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



CXG. A BRAND EXPERIENCE AGENCY WITH A PASSION FOR PERFORMANCE

Our team of learning and experience design professionals combines more than 100 years of automotive experience with Silicon Valley digital and advanced technology expertise.



We deliver modern communications, marketing and learning solutions built around high impact live and on line experiences to a roster of global brands.

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

Source: Cone of Learning adapted from (Dale 1969)

CXG IMMERSIVE LEARNING EXPERIENCES

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



PERFORMANCE PRACTICE



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:

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

PERFORMANCE PRACTITIONERS

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

IMMERSIVE LEARNING EXPERIENCES

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