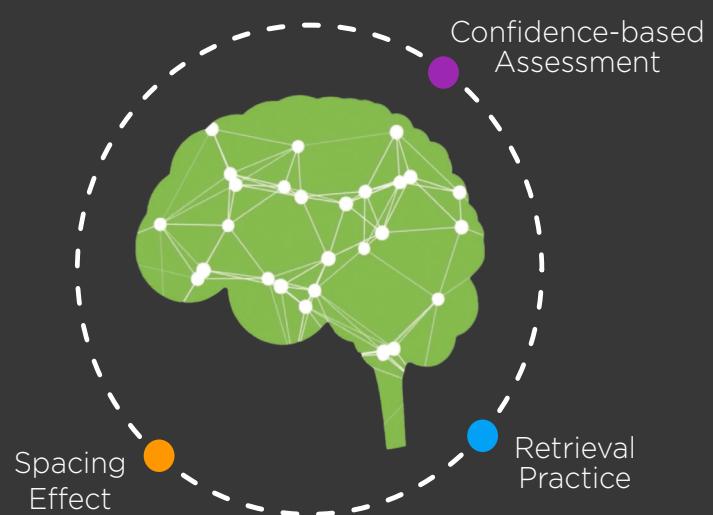


Designed for the way humans learn best

The Axonify learning solution is built on a foundation of the latest developments in neuroscience, to deliver learning designed for the way our brains actually work. Our techniques help create new pathways in the brain to store and retrieve information, and move knowledge from short-term into long-term memory, where it can be used for improved job performance.



There are **three key scientific principles** at the core of the Axonify solution.

1 Spacing Effect

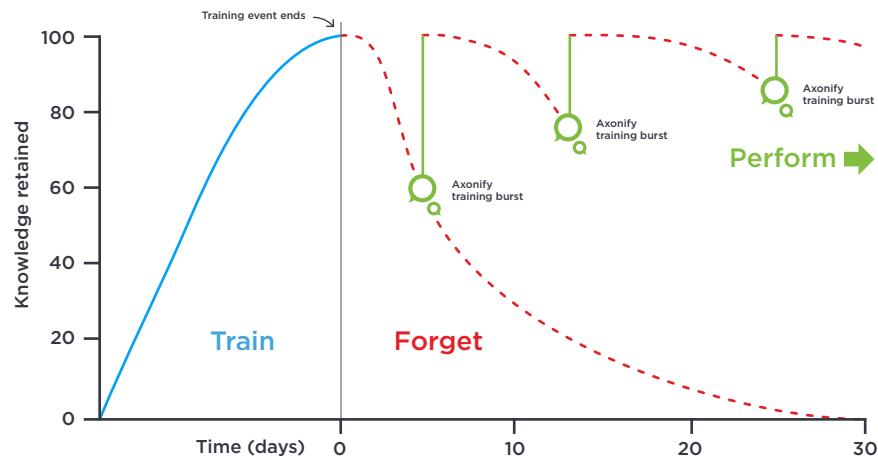
The spacing effect demonstrates that people better retain information for the long term when it is presented repeatedly over time. Retention is improved even more when the time intervals between each repetition grow progressively longer, challenging the brain to remember. This is in direct contrast to cramming.

- Hermann Ebbinghaus discovered the spacing effect and the forgetting curve in an 1885 study.
- Will Thalheimer further developed the effect in 2006 when he identified that although learning and memory are strong during a training event, knowledge decay begins almost immediately after the event and more than 90% of the information may be forgotten in as little as a month.
- Thalheimer also identified that spaced reinforcement on the job after a training event improves how much people will remember and apply to the job. He also noted that the closer in time learning is delivered to situations when it's needed, the more learners will remember and act on.

2 Retrieval Practice

Also known as the testing effect, retrieval practice is characterized by learning a concept, being tested on recall, refreshing the knowledge, and again being tested on recall. Research has demonstrated that the act of retrieving information from memory—even as few as two times—actually produces a memory trace that is resistant to forgetting. Research has also proven that repeated retrieval produces superior learning over conventional studying.

Overcoming the forgetting curve to build on-the-job **PERFORMANCE**



Like spacing, retrieval practice forces learners to recall information, thereby more firmly encoding the information in the brain. Dr. Alice Kim at the Rotman Research Institute at Baycrest and York University has identified that combining retrieval practice with spacing increases recall results from 78% to 97%. And in their research study on retrieval practice in 2013, Roediger and Butler identified that combining feedback and repetition with retrieval can increase the efficacy of testing.

3

Confidence-Based Assessment

Research has shown that the combination of knowledge and confidence leads to appropriate behavior and empowers people to act, which is critical in areas like decision-making, safe machine operation, delivering a great customer experience, or successfully closing a sale. People who are confidently correct take actions that are productive. But people who are confident about misinformation will take action with negative or even dangerous results. And people who have little confidence in their knowledge can be paralyzed when it comes to taking action on the job.

Based on a two-dimensional assessment model developed by Dr. James Bruno, confidence-based assessment asks employees to rate their certainty in the correctness of their answer, helping evaluate not only knowledge, but confidence in knowledge. With this deeper insight, organizations can more closely identify areas of information employees should focus on, to achieve true mastery of knowledge and on-the-job application.



Say farewell to the forgetting curve with **Axonify AI**

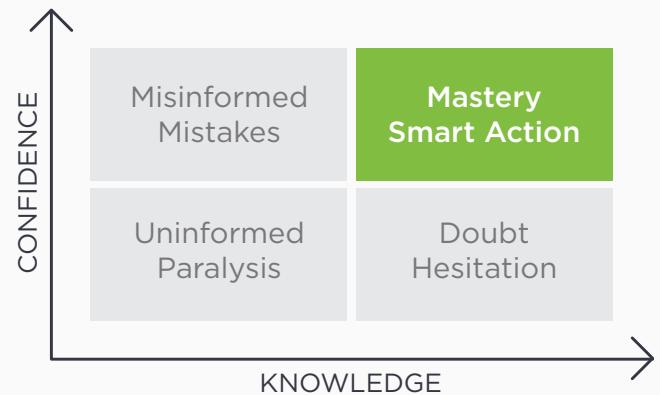
Axonify incorporates these brain science techniques to power the platform. Every experience your employees have on the platform counts. We keep measuring what each person knows, and what they don't, along with how confident they are in applying that knowledge on the job. Then our AI-powered engine continually adapts to fill their individual knowledge gaps with the focused, bite-sized bursts of personalized information they need to perform in a way that best supports your business priorities. And it all happens in just 3-5 minutes a day.

About Axonify

Axonify is the modern learning solution for frontline employees that actually works. Why? Because the experience is fun, fast, personalized and designed to make critical information stick. And employees love it—83% of users log in 2-3 times a week, which translates into meaningful behavior change that drives the business results you care about.

Two-Dimensional Assessment Model

– Dr. James Bruno, 1993



- **Mastery:** People who know the facts and are not afraid to use them.
- **Doubt:** People who know their facts, but may not have the confidence to act without hesitation.
- **Misinformed:** People who confidently believe incorrect information.
- **Uninformed:** People who don't have enough information to act.