

LEARN.
COMMUNICATE.
INNOVATE.



A Proven Approach to Learning

What we know impacts what we do and how well we do it. Gaining new knowledge and skills requires that learners engage in a comprehensive approach to learning. To ensure training results in a true transfer of knowledge, Encompass employs its proprietary iEAR® approach.

iEAR® Training Approach

Based in cognitive science, iEAR® presents new information in phases:



INTRODUCTION

Introduction provides a foundational overview of the new topic or skill. In this phase, learners examine why the information is important and investigate key concepts.



EXPLORATION

Exploration takes learners through the content at a deeper level and requires them to demonstrate mastery of knowledge. This phase links learning to roles and responsibilities and demonstrates how information mastery will translate into increased performance.



APPLICATION

Application allows learners to put newly gained skills and knowledge to use via activities that model real-world scenarios in a safe environment. Designed to ensure learners' success in their roles, these activities allow for both self-assessment and peer-to-peer performance measurement.



REINFORCEMENT

Reinforcement ensures that the content or skills “stick.” Pull-through during this phase of the learning cycle involves targeted follow-up activities, coaching, competitive challenges, scored games, performance refinement, and continuous feedback. This stage maximizes the impact of learning on both individual and business performance.

Together, these phases of the iEAR® approach ensure that learning results in new knowledge for informed decisions and wise actions.



Tell us your objectives. Let us immerse ourselves in your business.
Then watch our strategies translate your challenges into your strengths.

Encompass helps life sciences industry professionals succeed. We offer a broad range of customized digital and print tools strategically designed and delivered to maximize outcomes.

JON MADDEN | PRESIDENT

Encompass Communications and Learning, Inc.

jmadden@encompasscnl.com

732.501.8832

www.encompasscnl.com