



iEAR[®]

A Proven Approach to Learning

People gain knowledge in stages, not all at once. And did you know that most new knowledge is lost within 6 days if not reinforced? That's why one-and-done learning activities don't do the trick. Our proven iEAR[®] approach strengthens teams' retention with a learning journey to success, and beyond.

iEAR® Training Approach

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



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

Introduction activities may include: communications, articles, pre-assessments, reflection exercises, teaser videos, pre-read documents, and other learning tactics.



Exploration takes learners through the content at a deeper level. This phase links learning to roles and responsibilities and demonstrates how information mastery translates into increased performance.

Exploratory activities may include: self-guided videos or eLearnings, print-based modules, and other learning tactics.



Application allows learners to put newly gained skills and knowledge to use via activities that model real-world scenarios. These activities are designed to help ensure learners' success in their roles.

Application activities may include: workshops, role-play activities, interactive digital engagement solutions, work experiences, discussion-based learning, case studies, self-assessments, peer-to-peer performance measurements, and other learning tactics.



The final and ongoing phase of the learning journey is reinforcement, which is designed to ensure that the knowledge, behaviors, and skills stick. This stage maximizes the impact of learning on both individual and business performance. Pull-through during this phase of the learning cycle involves targeted follow-up activities.

Reinforcement activities may include: coaching, individualized or team-based gamified learning elements, performance refinement, additional practice, and continuous feedback.

*Dedicated to the life sciences industry, Encompass delivers **training and communication solutions** by leveraging our deep industry experience. Using our proven iEAR® approach, we **partner** with you to **enhance** your team's **knowledge and skills** to ensure **knowledge retention that accelerates performance and results**.*

CONTACT US TO LEARN MORE OR TO SCHEDULE A CAPABILITIES PRESENTATION.