



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 days if not reinforced? That's why one-and-done learning activities don't do the trick.

Our proven iEAR® approach strengthens teams' retention via a learning journey to success, and beyond.

iEAR Training Approach

Our proven approach to learning **strengthens teams' retention** via a learning journey designed to **boost success** now—and for the future!



INTRODUCTION

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

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



EXPLORATION

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

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 as they perform their daily roles.

Application-based 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.



REINFORCEMENT

The final and ongoing phase of the learning journey is reinforcement 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: communications, coaching and mentoring, individualized or team-based gamified learning, social learning circles, simulations, podcasts, 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.***

TO LEARN MORE, VISIT:



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