

A person is walking on a modern office balcony. The balcony has a glass railing and large windows in the background. The windows are decorated with colorful abstract art. The person is wearing a grey t-shirt and patterned pants. The overall atmosphere is bright and modern.

# Bring Your Next Initiative to Life with Custom Microlearning

**Presenters:** Claire Herring and Laura Howard

2pm EST | September 17 | 2018



**BlueOceanBrain**®

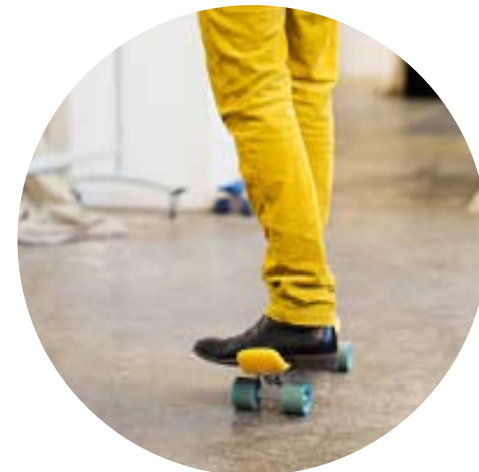
**Founded:** 2010

**Headquarters:** Richmond, Virginia

**Team:** 70+ Learning Leaders, Writers, Editors,  
Designers and Technologists

**Clients:** 92 Clients with learners in more than  
50 countries

We exist to help our clients bring  
**exceptional learning experiences** to  
their people that can be consumed in  
the natural flow of work.





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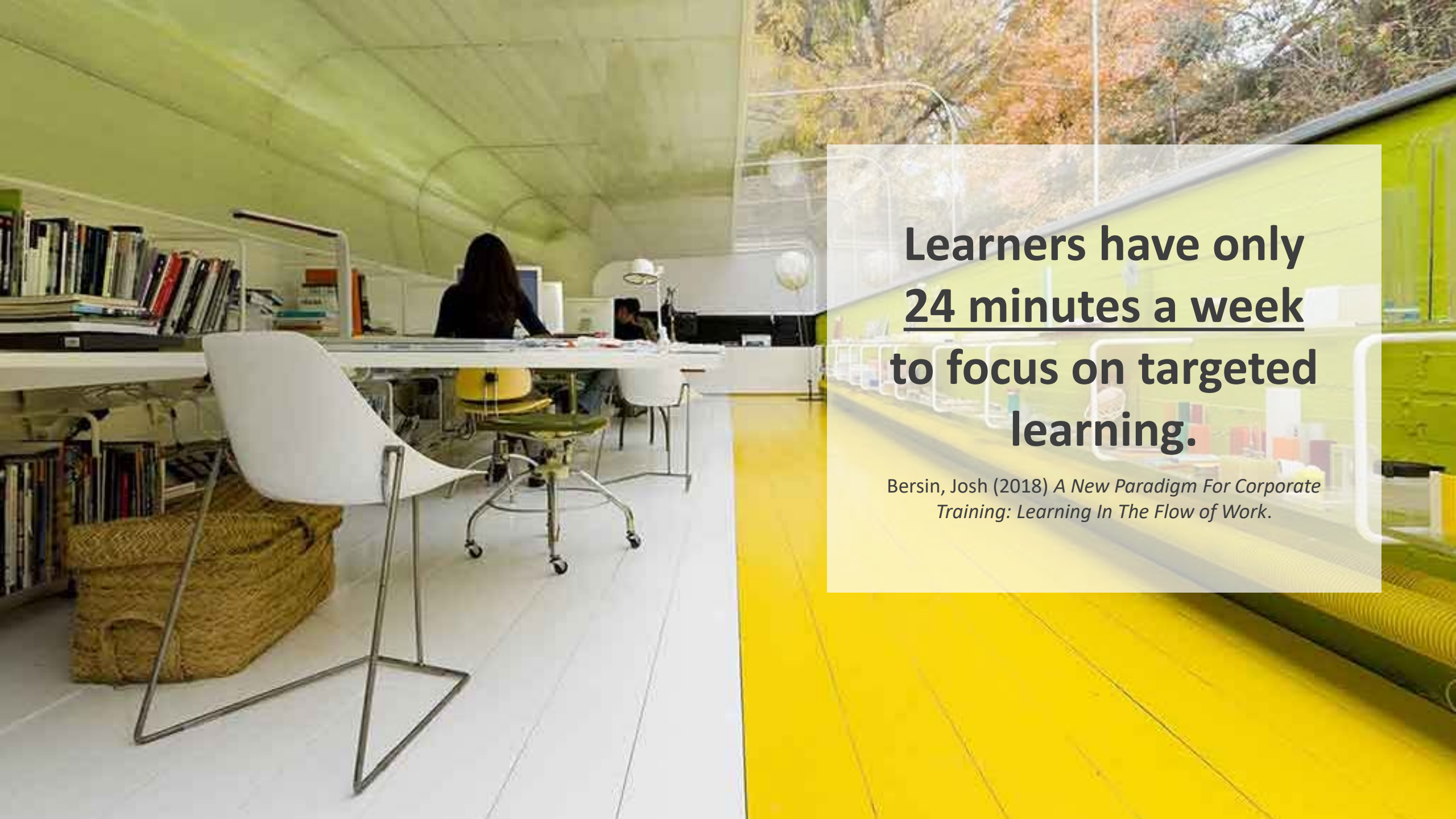
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**Learners have only  
24 minutes a week  
to focus on targeted  
learning.**

Bersin, Josh (2018) *A New Paradigm For Corporate  
Training: Learning In The Flow of Work.*

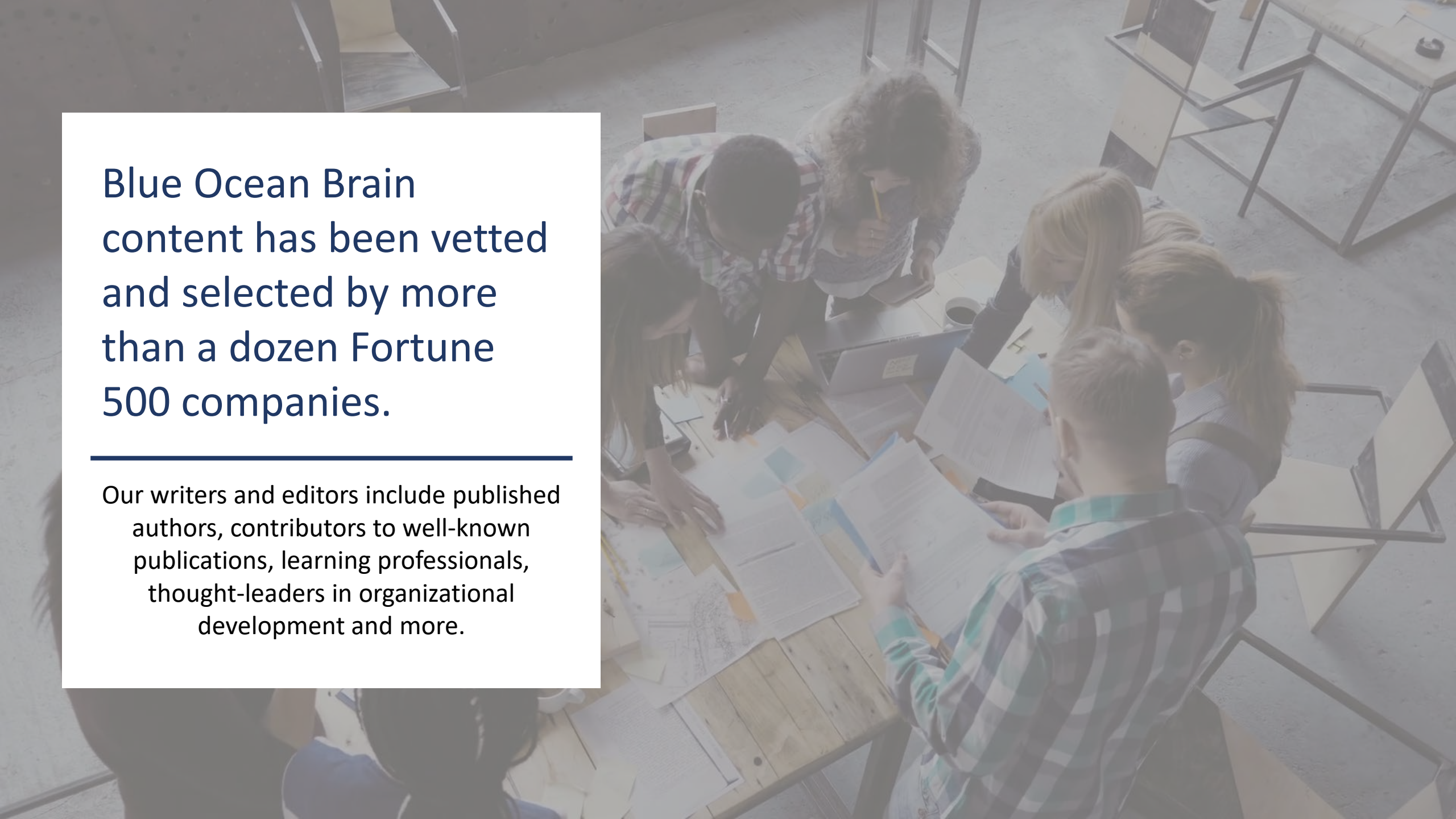


**94 percent** of  
employees would stay  
at a company longer if  
it invested in their  
career development.

[LinkedIn 2018 Workplace  
Learning Report](#)

1. We build great content (and can micro-size yours).



A high-angle, slightly blurred photograph of a group of about seven people gathered around a large wooden table in a modern, open-plan office or meeting space. They are all looking down at papers and documents spread across the table. One person is pointing at a document. A laptop is open on the table. The background shows other tables and chairs, suggesting a collaborative workspace. The image has a soft, muted color palette.

Blue Ocean Brain  
content has been vetted  
and selected by more  
than a dozen Fortune  
500 companies.

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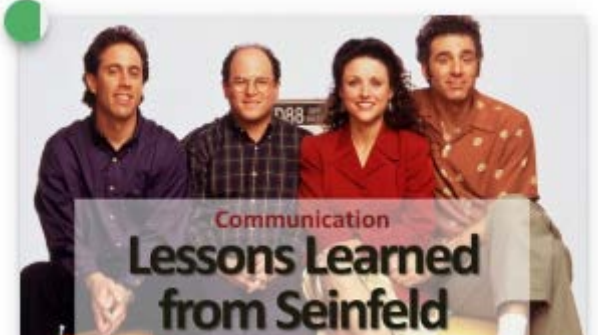
Our writers and editors include published authors, contributors to well-known publications, learning professionals, thought-leaders in organizational development and more.



**4500+ learning lessons** in the  
Blue Ocean Brain catalog.

New content is produced and  
published 365 days a year.





2. We deliver learning that aligns with what science knows about how people learn best.



# Less is More

## Cognitive Load Theory

Our human brain has a limited ability to process and store new information.



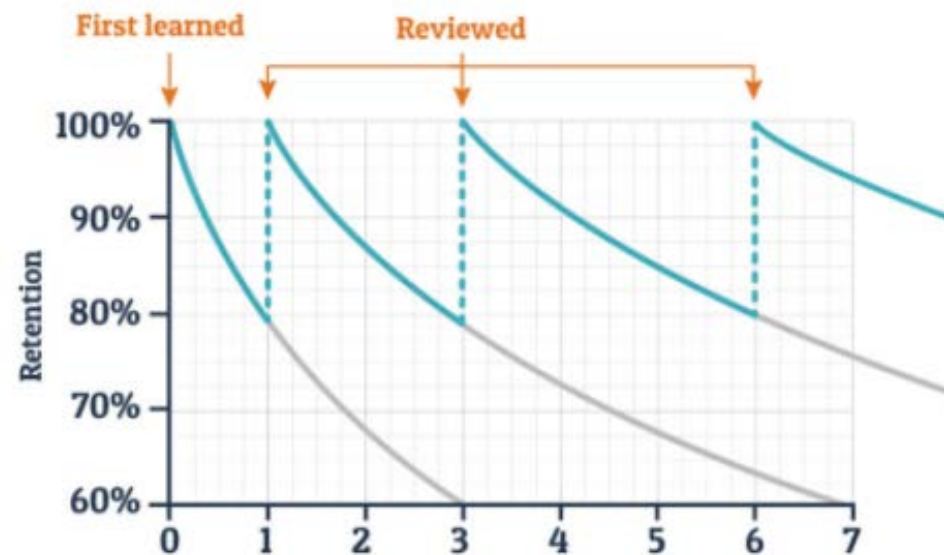




# 4 to 5

## Key concepts

### Typical Forgetting Curve for Newly Learned Information



Ebbinghaus Forgetting Curve

## The Spacing Technique

Repeating information with well-timed intervals between creates new learning pathways.

3. We serve as a true collaborative partner in bringing your learning initiatives to life.



4. Our content and delivery are **flexible**.  
We can integrate and layer nicely into  
existing tools you have in place.



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**First Initiative:** Elevating Business Acumen  
Among Global Medicine Professionals



Daily Professional  
Growth Opportunities



Astra-Zeneca Project  
Management  
Training



AstraZeneca Business  
Acumen Training



Custom Micro-Webinars

**AstraZeneca priority learning  
through one digital door.**

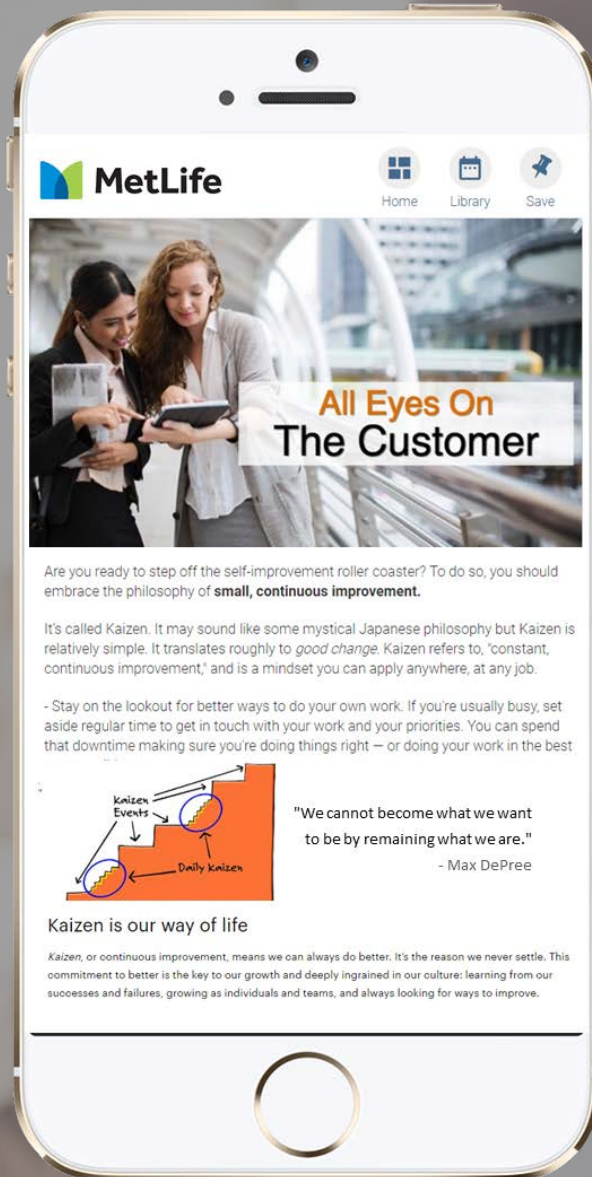
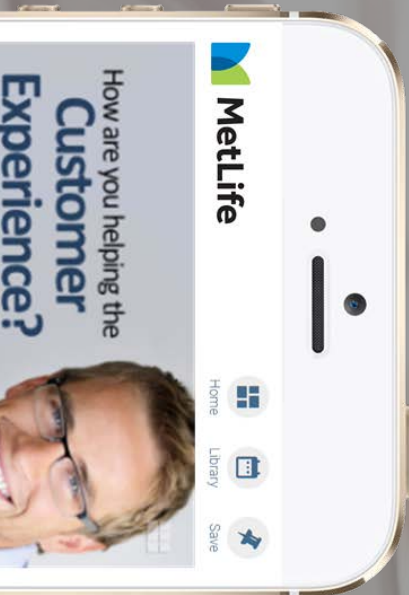




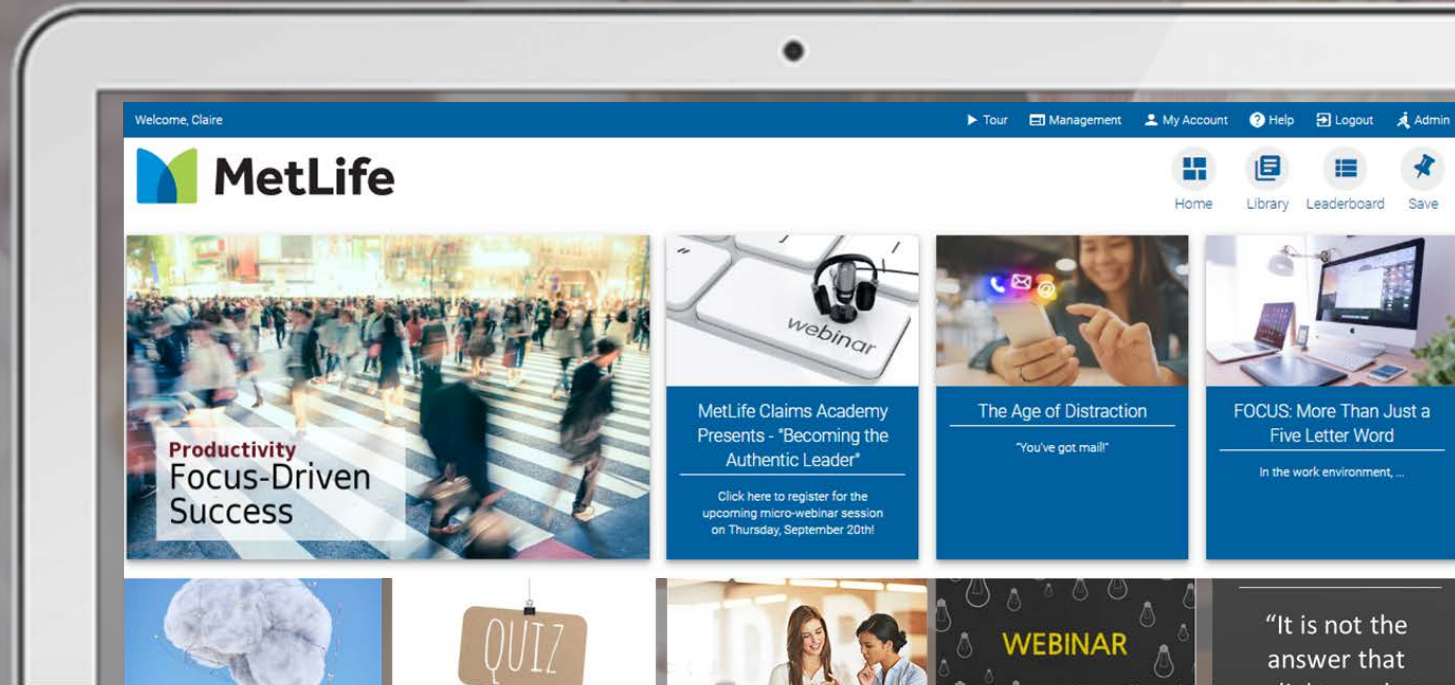


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**First Initiative:** Bringing Level-Based Learning to the Claims Academy



Building on product and services training with a focus on the customer.



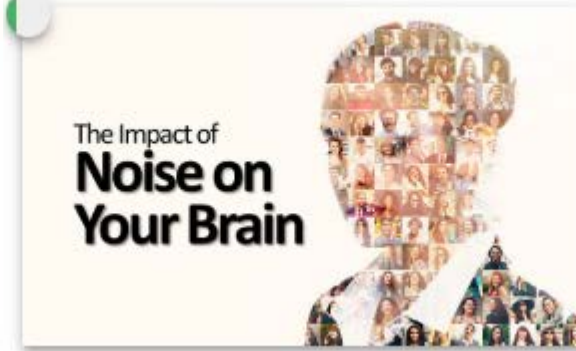
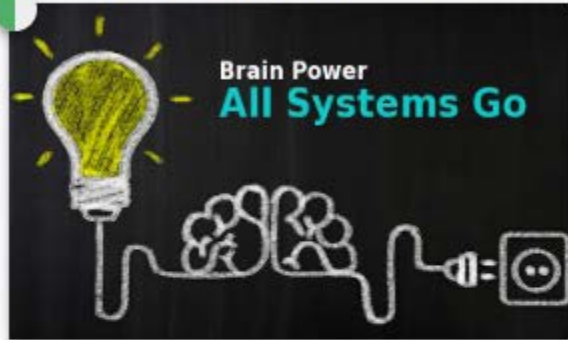


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**First Initiative:** Offering mindfulness training while helping employees build a productive, brain-healthy lifestyle.



## Brain Health and Performance



You will want to grab some earbuds to take advantage of this video. Thanks to author Martin Boroson, we will show you how you can make a meaningful change in your state of mind quickly by learning to practice One Moment Meditation.



### Show What You Know

In the video, Martin Boroson recommends extending the meditation for longer periods of time if possible.

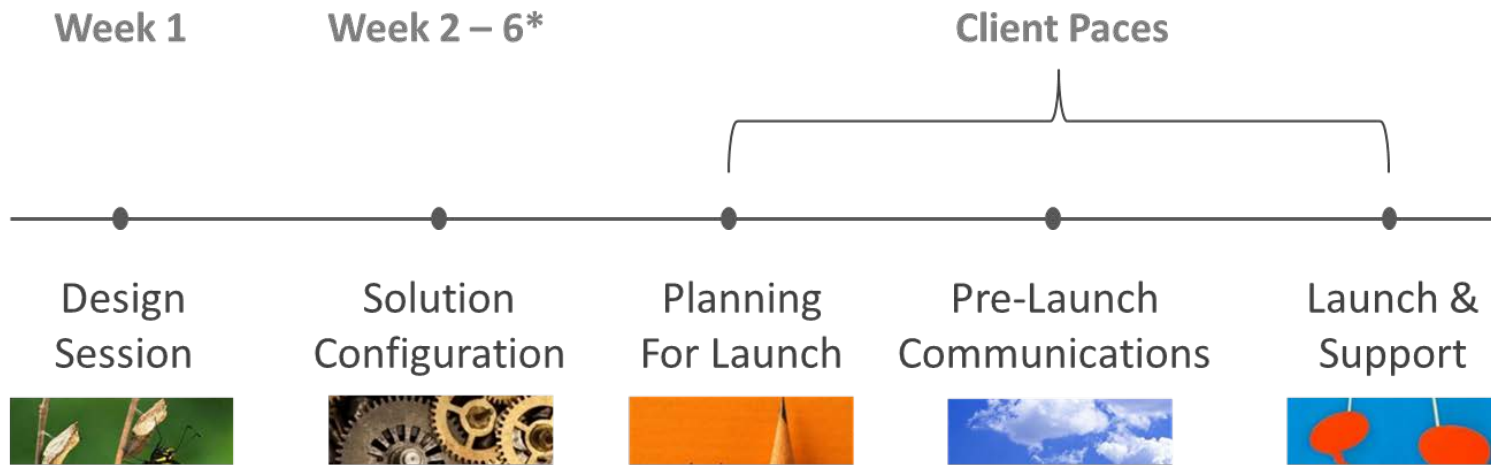
☐ True

☐ False

SUBMIT ANSWERS

# Let's Get Started.

Our dedicated team moves swiftly.



\* Timing dependent on level of customization



*"The launch of Blue Ocean Brain was incredibly smooth, especially when compared to other application rollouts.*

*The BOB team provided us with the support we needed to get up and running quickly. **They did the heavy lifting** - and our part was easy!"*





# We are ready to help...



Get the Demo

[www.BlueOceanBrain.com](http://www.BlueOceanBrain.com)

Thank you. Please connect with us.

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