



Infinite Media Learning Approach

Retention Mapping Process

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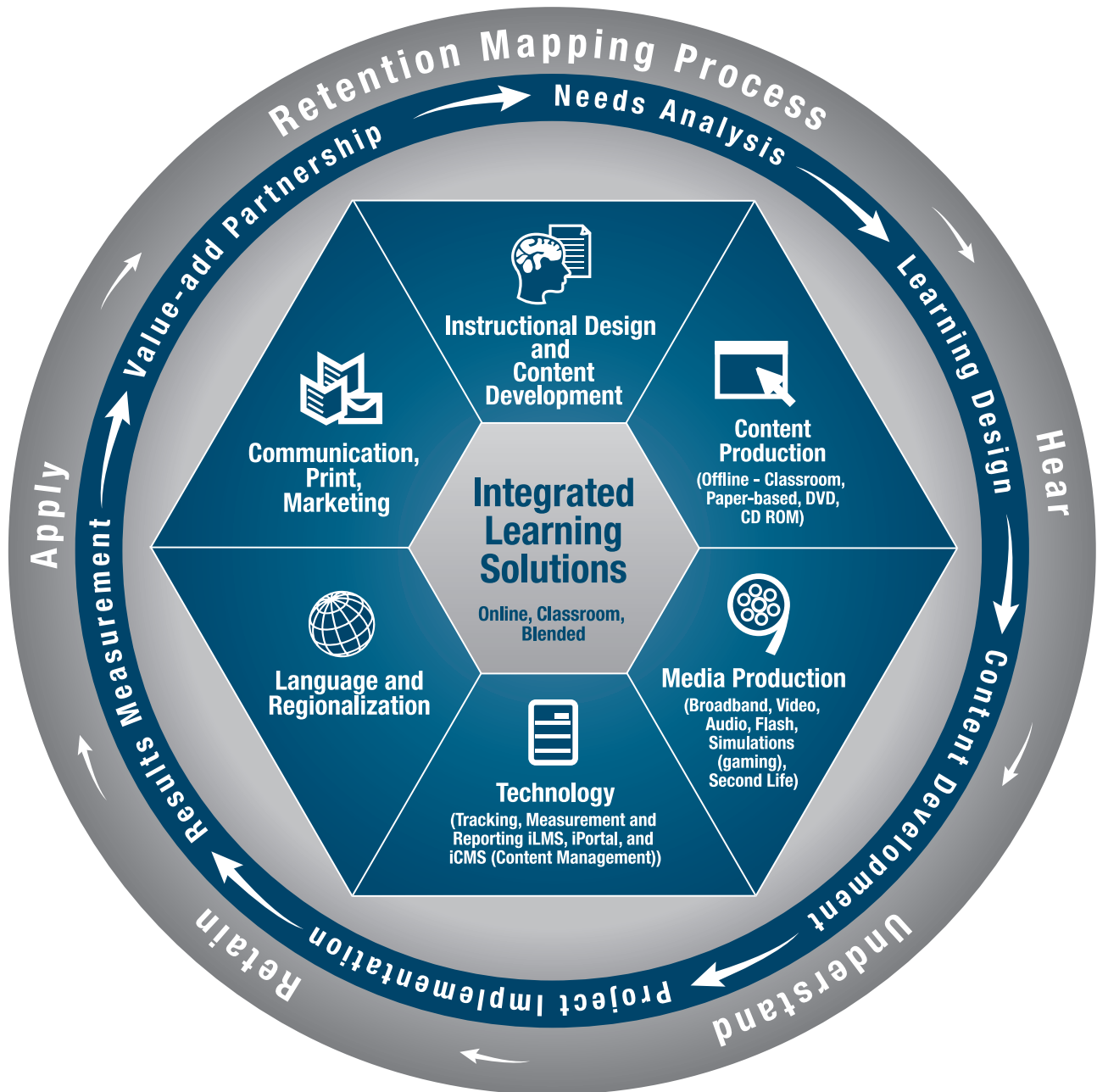
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Our Approach To Education & Learning

Infinite Media takes an integrated approach to Education and Learning. Our firm's in-house expertise, products and services allow us to be extremely agile, flexible, and value driven to ensure all your Education and Learning needs are easily met. Our values drive **consistency**, **quality**, and **speed to market**. On the diagram below you'll see 2 rings which represent our Retention Mapping Process and Methodology. The hexagon represents our services and in-house competencies that collectively allow us to deliver Integrated Learning Solutions.



Infinite Media Retention Mapping Process (Outer Ring)

The outer ring of the diagram represents the Infinite Media Retention Mapping Process (RMP). The RMP integrates all aspects of your project and is designed to elevate the instructional architecture of your learning solutions to maximize retention of key messages for your audience. This approach allows us to:

- Quickly identify key business objectives
- Transfer required knowledge, skills and attitudes
- Measure results and provide updates on attainment of your business goals.

Instructional Design, Production, Interface Design, Graphic Design, and Measurement are considered equally when addressing your learning needs. In doing so we are able to put forward the best solution based on your unique needs with the goal of delivering an exceptional learning experience at the best value. The RMP impacts your learners by ensuring maximum knowledge transfer. Our methodology and approach is structured to ensure that your learners:

- 1. Hear** – Before any learning and retention takes place it is important for your key messaging to be heard. Your business and learning goals are the foundation of any solution we build for you. All messaging is tailored to strongly link to the core values of your organization and culture, as well as the desired outcomes for your program. We can then carefully craft “What’s In It For Me” (WIIFM) statements that are developed to resonate with each of your target learners.
- 2. Understand** – Content is king. The role of every element is to support your content and ensure it is understood and internalized. To maximize retention we:
 - Design your content to be simple, easy to scan, visually impactful (including high value graphics and diagrams), and appropriately sectioned
 - Provide your target audience with a learning architecture in which learners can logically visualize each piece of information for easy recall and long term internalization
 - Build knowledge checkpoints and practice exercises throughout your solution to make certain that each participant has understood the content
- 3. Retain** – Whether your solution calls for in class, self study online or other learning methods, our solutions are designed to engage your audience in meaningful and authentic ways. We drive retention through the use of engaging activities, practice exercises, recall, checkpoint testing, and sustainment activities to guarantee the message isn’t forgotten after training activities are completed.
- 4. Apply** – Infinite Media understands that learning is not an event – it is a process – which is why it is crucial to consider long term impacts and sustainability of touch point goals within your organization. Each solution is designed for on-the-job application as primary drivers. We aim to provide you with the tools that measure success on your key business objectives and provide you with activities to sustain learning on the job. These activities may include coaching, follow up activities, job aids, testing, and ongoing key messaging campaigns.

Our Methodology (Inner Ring)

The inner ring illustrates the clear and progressive stages of the instructional design methodology that we apply to our Education and Learning initiatives. Because we know learning to be a process, we also know that this process is meant to continue even after implementation. Our goal is to be your trusted partner in continuing to promote learning once your initial project is complete. At each stage we take care to ensure that we get it right based on your needs.

Needs Analysis

Infinite Media strives to fully understand your needs. This includes thoroughly researching your organization. Our solutions are tailored to your brand, values, culture and specific business objectives.

Learning Design

We are Instructional Design Experts who use technology (paperbased to online) to maximize your initiatives. Our design methodology aligns to ASTD and CSTD approaches, as well as our unique and effective Retention Mapping Process (RMP) to maximize retention.

Content Development

From writing copy to page layouts (web or print) to eLearning development, production of your learning materials is fully completed in house. This provides us with a tightly controlled environment to deliver value, quality, accuracy, and innovation.

Project Implementation

Whether your project is an eLearning, in-class, or blended solution, our implementations are always closely monitored by our experienced Project Managers who make certain that the launch of your project is seamless.

Results Measurement

We know that it is difficult for you to monitor the learning is retained and being applied on the job. Our Retention Mapping Process provides tools built into your solution that will help you understand the level of knowledge transfer success and the positive results your project has had on your organization.

Value-Add Partnering

Your needs don't end when a project is complete. We pride ourselves on being a preferred partner and will support your ongoing requirements as your learning needs grow and evolve. This last element completes the circle and leads us back to the Needs Analysis stage to discuss further refinement or to explore your next initiative.

Our Tools and Core Competencies (Hexagon)

The third dimension (the Hexagon) of the Infinite Media Learning Approach illustrates our in-house core competencies. When you engage Infinite Media for your Education and Learning needs you'll have access to tools and core competencies that ensure your solution is instructionally sound, innovative, professional, and the best value for your investment.

Instructional Design and Content Development

At the core of your learning solution is design. We have the in-house expertise to build all of our solutions on solid instructional design and adult learning principles. Our designs are aligned to ASTD and CSTD approaches in order to deliver content that supports your internal culture, language, and practices.

Content Production

Whether your desired output is print, web, video, or mobile, our production team has the expertise you need to deliver engaging, high quality, professional content regardless of media or budget. We will produce your output on any medium you like, including print, CD, DVD, SCORM and AICC compliant e-learning.

Media Production

Depending on your needs, our in-house experts are always ready to help bring your training materials to life with video production, recording and audio editing. Our web and Flash development capabilities add significant interactivity to your learning programs. These enriched media options are all part of enhancing the learning experience and are key to our Retention Mapping Process.

Technology

Our technology solutions are simple and effective in distributing your e-learning, managing your content and reporting on results that matter to you. Our flexible architecture and Microsoft platform ensure that our solutions can be implemented as stand alone applications, or easily plugged into your larger enterprise Learning Management / ERP Systems. Simple, configurable and customizable reports will allow you to easily access the data you need to track learner progress, diagnose problem areas for your team or individuals, and create learning paths to fill any gaps team members may have.

Language and Regionalization

At Infinite Media we have a wealth of experience that your content is translated accurately and consistently using the terminology of your organization. We make every effort to determine that your content is suitable for your global audiences, and adapt the content as necessary to fit with the cultural diversity of your global organization.

Communication, Print, Marketing

We are seasoned in the communication and implementation of Education and Learning programs. Using the procedures and culture of your company as a foundation, our Project Managers will consult with you and attend to every detail of your communication and implementation plan.

Our Solutions

Integrated Learning Solutions (Online, Classroom, Blended) – The Infinite Media Team strives to deliver the best value for your education. To ensure your learners get the most out of their learning experience and that you get the ROI metrics and results you are seeking, we always:

- Consider your specific opportunities
- Apply thorough Instructional Design
- Approach each situation as unique
- Seek creative, innovative, and value-added solutions
- Reinforce with our Retention Mapping Process
- Deliver measurable results for your investment

