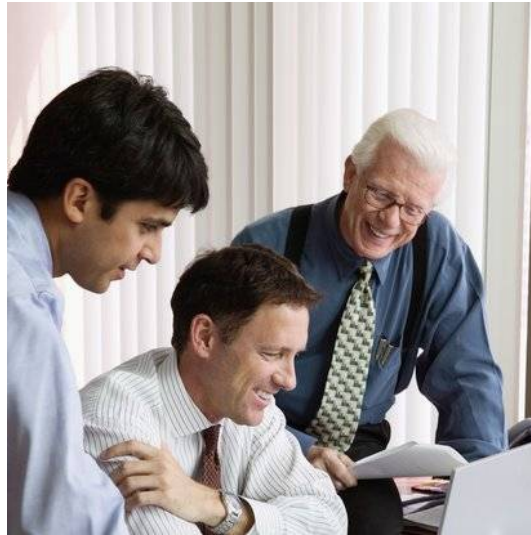


*Proven quantifiable results-generating process for nearly 40 years*

*Provides just enough usable how-to information in a step-by-step format*

*Reduces training downtime while increasing performance*



Cohen Brown has been recognized for nearly 40 years by the largest and most profitable financial institutions around the world as the number one firm for delivering dramatic Return on Investment to its clients. Cohen Brown's breadth and depth of content for leaders and front-line employees combined with its focus on embedding behaviors and processes in combination

with its unique multi-media, leader-led methodology has generated proven quantifiable results.

Cohen Brown is proud to announce the development of its newest revolutionary e-based innovation, **cbway**.

**cbway** has been designed to bring the learning to the student by leveraging web-based technology and converting Cohen Brown's vast courseware library into Customized Targeted Performance Solutions (CTPS) which provides "just enough usable information" critically important for maximizing unfulfilled performance potential. Driven by your organization's behavioral gap analysis needs and with laser-like accuracy, the gaps are precisely matched with the appropriate **cbway** Modular Training Solutions that produce a quantifiable performance results increase. This benefit is achieved without the significant costs associated with offsite training and related downtime.



**cbway** provides a user-friendly, step-by-step learning format that allows the manager and student to collaborate and focus on specific skills sets within a behavior for learning and reinforcement.

*Increases flexibility for learning and reinforcement*

*Critical for attaining and sustaining peak performance*

*Access to a live, leader-led, virtual learning experience to more than 40,000 trainees simultaneously*

Those familiar with Cohen Brown's historical methodology of primarily classroom delivery will be thrilled to learn that **cbway** maintains the integrity of Cohen Brown's unique leader-led methodology while allowing the training to be delivered directly to the student's desktop computer if desired. This dramatically increases the flexibility in learning and greatly reduces training and logistical expenses, in a paperless and environmentally friendly environment.



**cbway** also incorporates all of Cohen Brown's Breakthrough Behavioral Embedding Tools that are critical for attaining and sustaining peak performance with growth.

**cbway Virtual Live Classrooms** is very similar to a traditional physical classroom except that students may be at different locations connected by **cbway**. It can provide access to a live, leader-led, exceptionally collaborative and interactive virtual learning experience to more than 40,000 trainees simultaneously.

Every company designates a **cbway** Administrator who can create classrooms and user accounts for each attendee. The Administrator can facilitate a class or designate an Instructor. The Instructor and/or Administrator can invite attendees to the classroom and send teleconference information separately. Each attendee has their own login and profile.

The screenshot shows a web interface titled "Create New Class". At the top, there are four tabs: "Info", "Attendees", "Workshops", and "Documents". Below the tabs, there are several input fields: "Name" (text box), "Date" (calendar icon), "Description" (text box), "Start Time" (time picker set to 15:45), "End Time" (time picker set to 15:45), and "Instructor" (dropdown menu with "Choose an Instructor" selected). At the bottom of the form is a green button labeled "Save Classroom".

When the Instructor begins the classroom session, he/she will have to select a module from the Modules List menu and click on the Start Session button.



cbway

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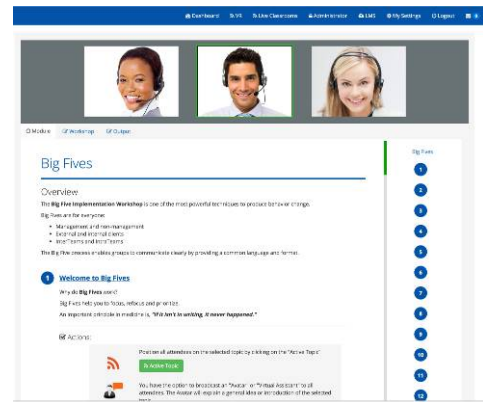
*With cbway, video streaming issues and bandwidth limitations are a thing of the past*

*cbway provides the ability to reproduce workshops virtually... participants can see and hear each other as the facilitator observes them via the "Look Over the Shoulder" feature*

Once the session is initiated, the Instructor screen will show a flowchart view of the selected module that will stream to each attendee in real time. With **cbway**, video streaming issues and bandwidth limitations are a thing of the past.

The Instructor leads attendees step by step through the flowchart to either read or watch the steps or do a workshop in the chosen module. Workshops use PDF forms where answers can be typed in, printed, saved and e-mailed.

**cbway** provides the ability to reproduce workshops virtually with remote breakout groups wherein the participants can see and hear each other as the facilitator observes them via the "Look Over the Shoulder" feature. For debriefing purposes, the facilitator "with a push of a button" brings the breakout groups back to the main group.

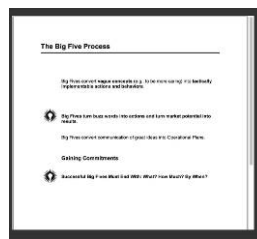


There are three teaching components:

Avatar Introductions



PDF Documents



Video



[split screen option also available]



The Instructor can see what each attendee is doing with the Attendee's Status panel, and has the ability to open and close documents or windows for each or all attendees. A Chat Window

displays all messages sent by the Instructor or the attendees. When the training is over the Instructor clicks the End Session Button to terminate the session.

To learn more about **cbway** or to set up a demonstration, contact a Cohen Brown Results Consultant at +1.310.966.1001 or e-mail us at info@cbmg.com.



cbway

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