

Proven quantifiable results-generating process for nearly 40 years



Cohen Brown has been recognized for nearly 40 years by some of the largest and most profitable 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 and its unique

multi-media, leader-led methodology have generated proven, quantifiable results.

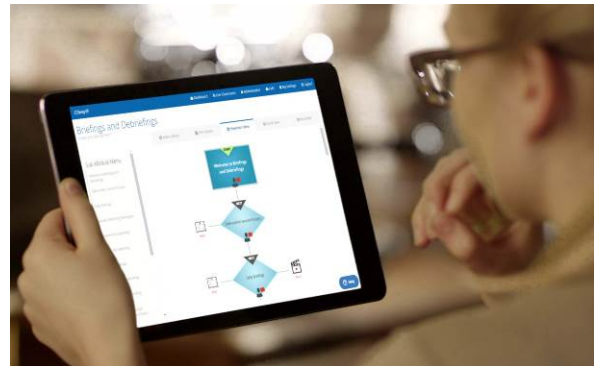
Now Cohen Brown is proud to announce the development of its newest revolutionary e-based innovation, **cbway**.

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) or incorporating our clients' home-grown courseware.

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

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 computer or mobile devices if desired.



Provides a user-friendly, step-by-step learning format

Increases flexibility for learning and reinforcement and reduces training downtime while increasing performance

This dramatically increases the flexibility in learning and **reduces** the significant costs associated with offsite training and related downtime in a paperless and environmentally friendly environment.

The **cbway Live Classroom** replicates the traditional physical classroom, while permitting students to attend from different locations connected by **cbway**. It can provide access to a live, leader-led, exceptionally collaborative and interactive virtual learning experience to more than 10,000 trainees simultaneously.

Trainees are also led through a guided step-by-step process by virtual facilitators in a self-paced, *On-Demand* fashion.

There are three teaching components:

Avatar Introductions



PDF Documents



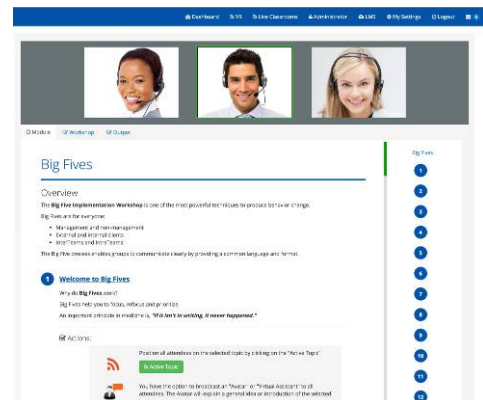
Video



[Split screen option also available]

Access to a live, leader-led, virtual learning experience for more than 10,000 trainees simultaneously

In Live Classroom, **cbway** provides the ability to reproduce workshops virtually with remote breakout groups wherein the participants can see and hear each other and utilize a common work-product virtual flipchart. The facilitator has the ability to observe each group via the “Look over the Shoulder” feature.



For debriefing purposes, the facilitator “with the push of a button” brings the breakout groups back to the main group.

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

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.

Critical for attaining and sustaining peak performance



cbway

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cbway vs. Adobe Connect

	<u>cbway</u>	<u>Adobe</u>
• 10,000+ number of participants	YES	NO
• Delivers video content directly to the participants and not through facilitator's screen sharing	YES	NO
• Allows video, PowerPoint, or audio presentations	YES	YES
• Includes audio and visual of facilitator and participants	YES	YES
• Allows facilitator to control participant's computer	YES	NO
• Includes "breakout groups" during workshops	YES	LIMITED
• Provides "over the shoulder" look at workshops by the facilitator	YES	NO
• Provides an opportunity to host a library of content	YES	NO
• Provides for sub-groups based on function or geographies	YES	NO
• Provides integrated workbooks and Leader's Guides with split screen	YES	NO

	<u>cbway</u>	<u>Adobe</u>
• Provides writable, savable, and printable workbooks with automated workshop results	YES	NO
• Can be projected onto screens in large venues at multiple locations simultaneously	YES	NO
• On-Demand, self-paced reinforcement	YES	LIMITED
• Self-paced learning is enhanced with an avatar facilitator	YES	NO
• Contains suggested guideline language with key elements on the screen for scripting and objections clinics	YES	NO
• Provides immediate translation capability	YES	NO
• Voting capabilities	YES	YES
• Performance Drilling® for verbal fluency mastery and accreditation and behavioral embedding	YES	NO
• Contains its own internally built Learning Management System for L&D tracking purposes	YES	NO*

* Attaches to the organization's LMS if it has one

