Brings the learning to the student

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

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) for maximizing unfulfilled performance potential.

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.
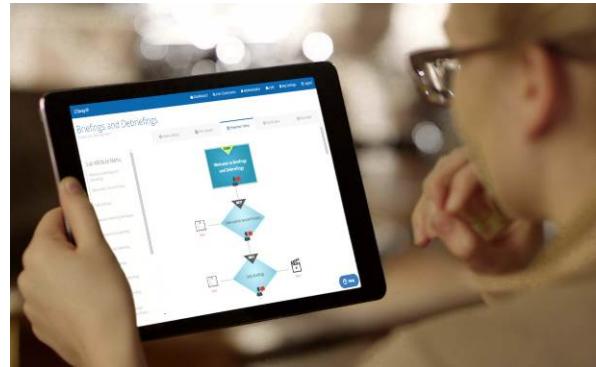
The *cbway* e-learning platform has two delivery modes:

➢ *cbway* **ON-DEMAND** – A training portal of modules on demand that allows the participant to proceed through an assigned training module or any past module at their own pace. Students can review and re-review any of the module elements at any time for reinforcement purposes.

➢ *cbway* **LIVE** – A web-based online classroom experience that duplicates a brick-and-mortar classroom, including the "Leader-Led" methodology which is delivered through real-time video and audio as well as "Break-Out" Sessions for conducting virtual workshops.

cbway ON-DEMAND

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. The flow view (shown at right) assists the participant in understanding and accessing the various elements of the module.

The CTPS modules for **cbway** ON-DEMAND utilize three training components:

Avatar Introductions	Documents	Video

The Avatar acts as a guide; Documents, including workbooks, leader's guides, written scripts, and training tools, explain a specific focus within the module; and Videos provide the training, using a method developed and perfected by Cohen Brown.

The **cbway** ON-DEMAND mode offers various views of the training module for easy navigation. A split screen option is available for those who wish to follow the text or workbook while watching the instructional video.

cbway ON-DEMAND offers ProPractice

Effective for all industries, ProPractice is a behavior change, verbal interaction, coaching technology program that improves employee performance through the use of real-world simulations.

ProPractice is a completely revolutionary means of perfecting performance in any area that requires verbal interaction, embedding processes, and procedures. And now it is available on the **cbway** platform.

cbway LIVE

Access to a live, leader-led, virtual learning experience for as many as 40,000 trainees simultaneously

cbway Virtual Live Classrooms is modeled after Cohen Brown's traditional physical classroom except that students may be at different locations. The **cbway** platform connects the participants using computers, tablets, or smart phones, providing access to a live, leader-led, exceptionally collaborative and interactive virtual learning experience to as many as 40,000 trainees simultaneously.

A company-designated administrator will create classrooms and user accounts for each attendee. The administrator can facilitate a class or designate an Instructor. Each attendee has his or her own login and profile.

When the Instructor begins the classroom session, he/she selects a module from the Module List menu and clicks on the Start Session button. The Instructor leads attendees step by step to either read a lesson, watch a video, or do a workshop in the chosen module. Workshop forms allow responses to be typed in, printed, saved, and e-mailed.

cbway provides the ability to reproduce workshops virtually with remote breakout groups such that 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.

The **cbway LIVE** Instructor's class screen includes a step-by-step leader's guide to the class view, its flow, components, and options. The Instructor's class screen includes a broadcast view so that the instructor can see what the class sees. The Instructor can also see what each attendee is doing by using the Attendee's Status Panel, and can 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.

cbway's platform uses advanced production and delivery technology combined with 200,000+ edge-servers globally to provide fast, uninterrupted live and taped video streaming without the issues of bandwidth limitations and various device formats experienced by our competitors' products. The **cbway** platform also eliminates attendee limits as the **cbway** platform can accommodate any size class.

cbway vs. Adobe Connect

	cbway	Adobe
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

cbway vs Adobe Connect v1_2
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	cbway	Adobe
• 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
• ProPractice 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