

Brings the learning to the student



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:

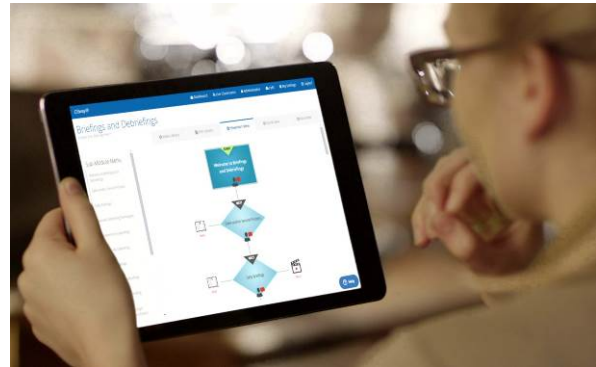
- **cbway ON-DEMAND** – A training method that allows the participant to proceed through an assigned training module or any past module at their own rate. Students can review and re-review any of the module elements at any time.
- **cbway LIVE** – A Cohen Brown Leader-Led classroom experience, including real-time video and audio delivery of meetings or classes. In the class option, **cbway** provides Cohen Brown's "Break-Out" Sessions.

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

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

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. This feature is available in both **cbway ON-DEMAND** and **cbway LIVE** modes.

User Experience

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

Avatar Introductions



PDF Documents



Video



The Avatar acts as a guide; PDF Documents, including workbooks and written scripts, explain a specific focus within the module; and videos provide the training, using a method developed and perfected by Cohen Brown: video-based training methodology.

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

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

cbway ON-DEMAND offers ProPractice

Effective for all industries, ProPractice is a behavior change, verbal interaction, coaching technology program that improves employee performance. ProPractice was created to improve behavior and sales results for clients of Cohen Brown.

ProPractice is a completely revolutionary means of perfecting performance in any area that requires verbal interaction, embedding processes, and procedures. It is a performance training and coaching system that focuses on interactive knowledge acquisition and behavioral embedding. And now it is available on the **cbway** platform.

cbway LIVE

cbway Virtual Live Classrooms is modelled after the traditional physical classroom except that students may be at different locations. The **cbway** platform connects the participants using computers, tablets, or smart phones. The **cbway** platform provides 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 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 through the flowchart to either read or watch the steps or do a workshop in the chosen module. Workshops use PDF forms which allow responses to be typed in, printed, saved, and e-mailed.

cbway provides the ability to reproduce workshops virtually with remote breakout groups so 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 **cbway LIVE** Instructor's class screen includes a broadcast view showing 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 eliminates attendee limits as a thing of the past; 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
• 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