

CognitiveArts®



With Learning in Mind



CognitiveArts®

With Learning in Mind



Delivering award-winning training solutions to your employees' desktops for over a decade

Drawing on years of research and hands-on experience, Cognitive Arts develops customized training solutions for the corporate community and innovative online courses in conjunction with the world's leading educational institutions.

Our development team of Ph.D.s includes the original pioneers in e-learning. Hailed as the most respected education and development professionals around, these scholars have been with the e-learning movement since its infancy. Add to that our creative technology and customer service professionals and we have a company that goes the distance to deliver an effective product.



Our Products and Services

Imagination Knows No Limits

At the cornerstone of Cognitive Arts' training and education solutions is our "learn by doing" philosophy.

Our research has demonstrated that people learn more effectively when they are placed in real-world situations with clearly defined processes and goals.

"Cognitive Arts is the Gold Standard of Instructional Design. Their approach is far more effective than anyone else's in today's marketplace."

Michael Markovits,
Manager, The Center for
Learning and Organizational
Excellence, GE Capital

► **Customized Corporate Education and Training**
tailored to your company's specific needs

► **Consulting Services**
provided by the Ph.D. team that pioneered e-learning

► **Virtual University Courses**
from the world's top learning institutions

Cognitive Arts utilizes "Goal-Based Scenarios", a method developed by our founder, Roger Schank, Ph.D., while head of the Institute for the Learning Sciences at Northwestern University. These simulated work environments allow your employees to practice job skills, make inevitable mistakes and receive mentoring and coaching from the organization's subject matter experts on a "just in time" basis.

Our Virtual University catalog offers students and employees valuable opportunities to increase their skill set and further enhance their knowledge. Whether through scheduled online assessments or personal interaction with a live tutor, students receive immediate feedback and gain experience from participating in realistic situations that encourage them to seek relevant information to complete specified tasks. This, coupled with the convenience of being able to take the course wherever and whenever the student wishes, ensures that our Virtual University products are high performance tools in the academic e-learning space.

Our Approach to Education

Developed by the Pioneers of E-learning



At Cognitive Arts, we replace the passive “teach by telling” tradition with an active “learn by doing” approach based on the way people naturally acquire practical skills.

By applying \$40 million of research in human cognition with proven learning theories and design strategies, we create groundbreaking training and academic programs.

Created at Northwestern University’s Institute for Learning Sciences, goal-based scenarios allow the employee or student to become fully immersed in the task at hand and to access background materials relevant to the current situation as the need for them arises. We at Cognitive Arts know that skills acquired within a simulated real-world experience are more likely to be retained—and accessed again—than knowledge acquired from reading and test taking.

Our solutions allow students to make their own mistakes and select from a range of options that lead them to a successful resolution of the task at hand.

Do it. Learn it. Live it.

To replicate on-the-job training, Cognitive Arts creates virtual learning environments that enable your employees to roll up their sleeves and dive right into a challenging and engaging task.

Cognitive Arts’ Special Brand of Curriculum Design

Cognitive Arts works with you to plan and develop comprehensive curricula incorporating delivery via a mix of e-learning, live training and performance support. Ideal opportunities for this approach arise in the wake of a merger, with the addition of a new line of business, while overhauling training for a specific job function or when you need to convert your traditional training to an online format.

The challenge: give the learner what they need when they need it.

Our approach considers the perfect timing of when an individual is ready to learn different skills, with the aim of gradual advancement up the learning curve from novice to expert. Learners will understand the need for what is being taught, as we ensure that content is only introduced as learners are prepared to apply it.

To maximize return on investment, our curricula present skills and knowledge through a blend of approaches, allowing learners to access the knowledge they need in an economic and timely fashion.



Custom Training and Consulting Services

Knowledge Delivered

Whatever the need and whatever the vision, the Cognitive Arts custom team can convert your ideas into efficient and measurable training solutions.

“Cognitive Arts has helped us completely redesign our approach to learning with excellent results. They delivered a comprehensive new hire course that includes interactive simulations and has moved our customer service representatives up the learning curve faster.”

Vonda Huss,
Vice President,
First Union
Consumer Banking
Group College

Custom Training Our team of architects and educators can evaluate your company’s training needs and parley them into an effective, measurable program that gives employees the power to learn faster, retain more and perform better.

The “learn by doing” approach, which we pioneered, gives your employees an opportunity to develop and practice real-world skills by placing them in compelling, interactive simulations of actual work environments. As a result, training time is reduced and employees work productively within a short time period. They are able to operate more efficiently with fewer mistakes, and because they are better prepared, they experience increased job satisfaction.

Employers find that our approach translates into higher employee retention and performance, improved customer satisfaction and a rapid return on investment. Our track record proves that our training systems often pay for themselves within the first year.

Some of our past and current projects include call center training, sales training, new hire orientation and project management. We have also developed comprehensive training programs that reinforce “soft” skills, such as employee management and harassment issues.

Custom Content Development We develop custom learning solutions that support your organization’s performance objectives. We build custom internal training for corporations and create commercial e-learning that adds value to your products and services.

Consulting Services In addition to designing fully comprehensive learning solutions for corporations and educational institutions, Cognitive Arts provides consulting services for our clients on various activities and products, including strategic and instructional analysis, commercial e-learning strategies, delivery method conversion strategies and assessments and results measurement.

Virtual University

The World's Campus



Cognitive Arts has teamed up with global leaders in higher education to provide online access to the best courses in the world.

Columbia Interactive

Cognitive Arts has partnered with Columbia University of New York to create Columbia Interactive, an online university that brings the best of Columbia's academic and continuing education offerings to online students.

Currently, Columbia Interactive offers courses in Business Writing, Technical Communications and Information Technology. In development is a series of undergraduate academic courses.

Harvard Business Online

Cognitive Arts and Harvard Business School Publishing have joined forces to offer you two courses in Finance and Accounting. A third course, *Yes! The On-Line Negotiator*, is based upon the proven techniques developed by world-renowned negotiation expert Roger Fisher from the Harvard Law School Negotiation Project.

INSEAD

INSEAD is widely recognized as one of the world's largest and most influential graduate business schools, creating relevant, leading-edge research and course materials for executive education. Cognitive Arts and INSEAD have collaborated to offer a range of online business courses, set to launch in fall 2001.

"Their vision for the future of learning along with their unparalleled experience in developing educationally sound software made Cognitive Arts an ideal choice for Columbia University."

David H. Cohen,
Vice President for
Arts and Sciences and
Dean of Faculty,
Columbia University



First-Class Treatment

The Cognitive Arts Relationship

Cognitive Arts understands that no matter how sound and effective our products and services, the job isn't complete unless we are there to provide support to our clients at every stage of the relationship.

We regard your project as more than simply creating a deliverable. We are there to guide, inform and support you through the creative process, program deployment and technology integration, marketing and measurement. We encourage you to rely on our most valuable resource—the Cognitive Arts team—to make working with us a satisfying experience, and one worth repeating.

E-Learning Strategy

We begin by assessing your training needs and selecting the method of delivery that best suits your curriculum, learners and budget. We remain in steady contact with you throughout the development process to ensure that we create the best program possible to meet your needs.

Deployment

From day one, we develop deployment strategies that meet your unique organizational and training requirements. Working together, we develop appropriate delivery mechanisms, integrate our programs into your existing training structures and develop ways to motivate your employees to use the system.

Technology Support

Our tech support team is with you every step of the way. They begin by consulting with you on the best methods of integrating a training solution into your company's current technology. Then, once your training program launches, our support team is there to help you with any technology-related questions or challenges you may have. In addition, on-going service and maintenance are available at your request.

Marketing

Once the final product is delivered, Cognitive Arts makes its marketing resources available to assist your training personnel in creating an internal marketing strategy that motivates your employees to start the training program. We can also work with you to devise processes for obtaining feedback on the user experience.

Measurement

We develop evaluation methods that measure your employees' ability to perform on the job, not simply acquire enough skills to pass a test. As a result, you receive an accurate measure of performance improvement and return on investment.

"Unit Managers say it's the best training system they've ever seen. New hires are ready to work and able to solve problems on day one."

Judy Smith,
Project Manager,
Hewitt Associates



Past and Present Clients

Our ability to transform new ideas into powerful real-world solutions is reflected in the partnerships we have formed with leading Fortune 1000 companies, top universities and government agencies:

ABN AMRO Bank
Ameritech Corporation
Andersen Consulting
Anixter International Corporation
Columbia University
Dayton Hudson Corporation – Target Stores
Deloitte Consulting
Eaton Corporation
Eli Lilly and Company
Enron
First Union Corporation
Franklin Covey Leadership Center
GE Capital
Harvard Business School Publishing
Hewitt Associates
Hewlett-Packard Company
IBM Corporation
Johnson & Johnson
KeyCorp.
Liberty Mutual
Lucent Technologies, Inc.
Lutheran Brotherhood
Nortel Networks
Northwestern University
U.S. Environmental Protection Agency
U.S. Department of Veterans' Affairs
W.W. Grainger
Walgreen Company
Wal-Mart Stores, Inc.

CognitiveArts®

115 East 57th Street
Suite 1430
New York, NY 10022
(877) 800-6784
(212) 515-6210 fax

1840 Oak Avenue
4th Floor
Evanston, IL 60201
(847) 425-8500
(847) 425-8510 fax

info@cognitivearts.com

www.cognitivearts.com

Copyright © 2001 Cognitive Arts.
All rights reserved.