

Is 70% of your training investment disappearing overnight?

The Problem – Knowledge Decays Rapidly

Without continued reinforcement, learners retain only a small portion of training content, with up to 70% forgotten within 24 hours. As training programs become shorter, fostering true skill development and behavior change becomes more challenging.

The Solution – Training Reinforcement Content

Training reinforcement content bridges the gap between learning and real world application by translating concepts into practical workplace resources. This approach extends learning beyond the classroom and embeds new skills into employees' daily workflows.

Extend Training for Enterprise-Wide Impact:

When distributed through your intranet or newsletters, this content scales learning beyond the classroom, reinforcing skills across your entire organization - beyond a single training course cohort.

What We Deliver:



Skill Reinforcement Articles

800-1,500 word deep dives into key concepts and frameworks



Visual Frameworks:

Clarifying complex concepts at a single glance



Practical Job Aids/Case Studies

Tools managers can apply the very next morning



Intranet & Blog Content:

Extending the "shelf life" of your training investments

Sample Content Bundles

- ✓ Managing Up & Leadership Development
- ✓ Accountability & Employee Engagement
- ✓ Project Management & Accountability
- ✓ Team Cohesion & Culture

All engagements begin with strategy call to develop a customized content plan for your organization.



Meet **Dana Brownlee** – Speaker, Trainer, Author
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