

# Curriculum & Program Design Services



## The Brains at Work Design Process

What *need* will be filled through a new or redesigned initiative? An Accelerated Assessment process identifies parameters and expectations. Organizational support for achieving objectives of program design is essential to project success.

For custom design, a simple and fast Needs Analysis is required. Redesign, upgrades, and re-purposing projects begin with an *Audit* of the current program. Both services provide a detailed report of findings and recommended next steps. These services are *reasonably priced* to facilitate value-producing outcomes and support.

Comprehensive Design Science incorporates the steps shown to ensure that clients' strategic goals and business outcomes are achieved.

### Curriculum and Program Design Clients

Brains at Work's experience creating high-impact design projects is recognized throughout North America and overseas for clients including:



*Desired Changes  
in Beliefs, Attitudes  
and Behaviors Over Time*

**\* Comprehensive  
Design Science**

Retain Content & Continue Learning

Tap Intrinsic Motivation & Confidence

Excitement to Build New Skills

Chance to Grow Intelligence

Safe Opportunities to Explore

Experience New Information & Grow Knowledge

Curiosity and Discovery of Content

**Neuroscience of  
Human Capability**

DO  
MORE  
WITH  
LESS

Quicker, Better  
**AND** Cheaper

Who says you can't have all three? Brains at Work's founder, Nancy Maresh, discovered a way to teach a semester of college accounting in one day through The Accounting Game™ seminar.

## Many Ways to Deliver

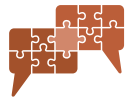
Design projects can incorporate E-learning, Virtual Conferences, Mobile, Media and many forms of live events and blends of modalities. Dynamic interactivity and increased learning speed are Brains at Work's core competencies via any delivery.

## What's Our Secret?

It's no secret that neuroscience and social sciences have provided volumes of research results. Our magic is how we utilize these findings through activities, simulations, games, and opportunities for people to feel smart about what they'll be asked to do.

Insights into human perception, motivation and decisioning are utilized for clients' learning, marketing and performance initiatives.

*"We had a two-week course on the Fundamentals of Quality and Problem Solving in Teams. I wanted 'The Accounting Game' version of that! We got all the essential content, in an interactive, imaginative version that required just three days' instruction."*



— James Smith,  
Vice President of Corporate Quality,  
Bobcat Ingersoll Rand

**Brains AT Work**

TM