

# Cognitive Transformation Design & Development

At the heart of Arcanum's offering is **Microstyle Messaging™**. Evidence based techniques and processes that guide & aid audiences e.g. Attention, Memory, Perception, Language, Recognition, for better understanding & action.

- Visual & Cognitive Presentations
- Message►Story►Visualisation
- Unique Value Propositions
- Story►Structures
- The Big Idea'
- Slide Alchemy

- Digital Learning Content
- Presentational Development & Design
- Instructional Development & Design
- Digital Scenarios
- Motion Graphics
- Train-The-Trainer

- 'The Visual & Visual & Cognitive Presenter' Learning Circle
- Presentational Transformation to HTML5
- Presentation Triggers & Animation
- Conversation Simulation & Gamification
- Timelines, Process, Glossaries, Hotspots & FAQ's

- Identifying, Adapting, Utilising & Delivering Corporate Messages
- Sales Team Optimisation, Data Transformation & Target Achievement
- Employee Upskilling, Productivity & Innovation Measurement
- Transitioning to Change; Management & Mismanagement Styles
- Presentational Development, Design, Visualisation & Storytelling

Arcanum's solutions to everyday corporate challenges can be broadly categorised into 5 main areas. 1) Message Development, 2) Sales Team & Manager Development, 3) Corporate Development, 4) Workforce Development & 5) Marketing Development.

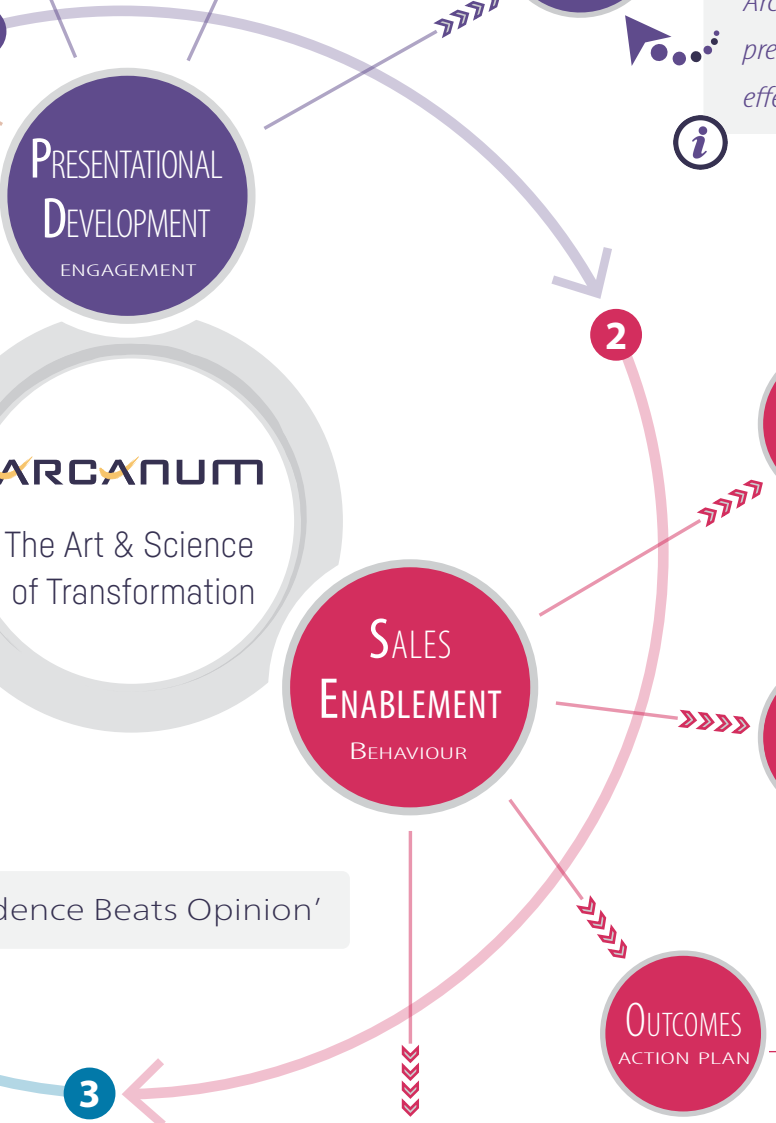
Arcanum use the latest graphic, animation, response, visualisation & presentation technology & software which has the most impact on the effectiveness of interactive communication; helping efficiency & recall.

Arcanum use a variety of Learning Management Systems (LMS) for learning efficiencies and flexibility. Learning can also be integrated with client existing LMS.

Arcanum's Sales Enablement is driven by the Sales Optimisation Tool; an online digital tool which measures sales team performance against critical KPI's.

**ARCANUM**  
The Art & Science of Transformation

'Evidence Beats Opinion'



## Quantitative & Measurable Learning

## Implementing Strategies, Tools & Processes

**VALUE OUTCOMES**

- Consolidated Training Summary
- Personalised Participant Summary
- Quality Information to Management
- Strengths & Weaknesses of Team Members
- Learning Transformation & Feedback
- Video Reflections & Perspectives

**BUSINESS CATEGORIES**

- Presentation Development & Delivery
- Audiences, Leadership & Development
- Knowledge Transfer & Train-The-Trainer
- Sales, Coaching, Management
- Messaging & Visualisation

**PARTNERS SHARED IP**

- ©Sales Optimisation Tool (Global)
- Insight Learning Foundation™ (USA)
- Maroon Analytics (Singapore/UK)
- Corporate LifeCycles (USA)
- Learn-Tech (UK)

**CONTENT DESIGN**

- Learning Circles
- Spaced Learning
- Micro Learning
- Collaborative Learning
- Brain Based Learning
- Experiential Learning
- One-2-One Coaching
- Train-The-Trainer

Most companies don't pay sufficient attention to the basics of sales communication such as specialist sales presentations for the sales team, or onboarding programs for new hires. Arcanum link sales Essentials with Coaching.

**SALES ENABLEMENT BEHAVIOUR**

- STRATEGY ALIGNED
  - What Are Key Market Dynamics?
  - What Drives Customer Revenue?
  - What Influences Key Drivers?
  - What Links Levers & KPI's
  - What Customisation is Required?
- ANALYTICS CUSTOMISED
  - Drive Sales Performance to Top 40%
  - Create Individual Scorecards
  - Individual & Quintiling Methodology
  - Brings Data Together to Transform
  - What if Scenarios & Impact Calculations

**OUTCOMES ACTION PLAN**

- Links Sales Strategy to Business Strategy
- More Awareness of Revenue Opportunities
- Quality Information for Management
- Increased Productivity & Understanding
- Strengths & Weaknesses of Sales Team
- Measurable Plan for Bottom 60%
- Ease of Implementation
- Global Adaptability

**ESSENTIALS CORPORATE**

- Presentations
- Onboarding
- Value Proposition
- Sales Messaging
- Audience Mapping
- Sales Scripts & Role Plays
- Executive Assessments
- In-The-Field Coaching