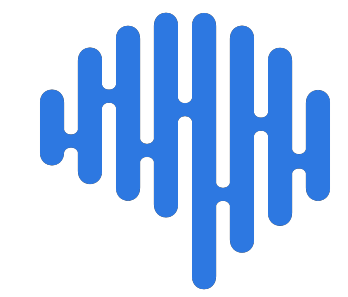# immersion

Discover what people truly love

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Paul J. Zak // Chief Immersion Officer // Paul@GetImmersion.com//
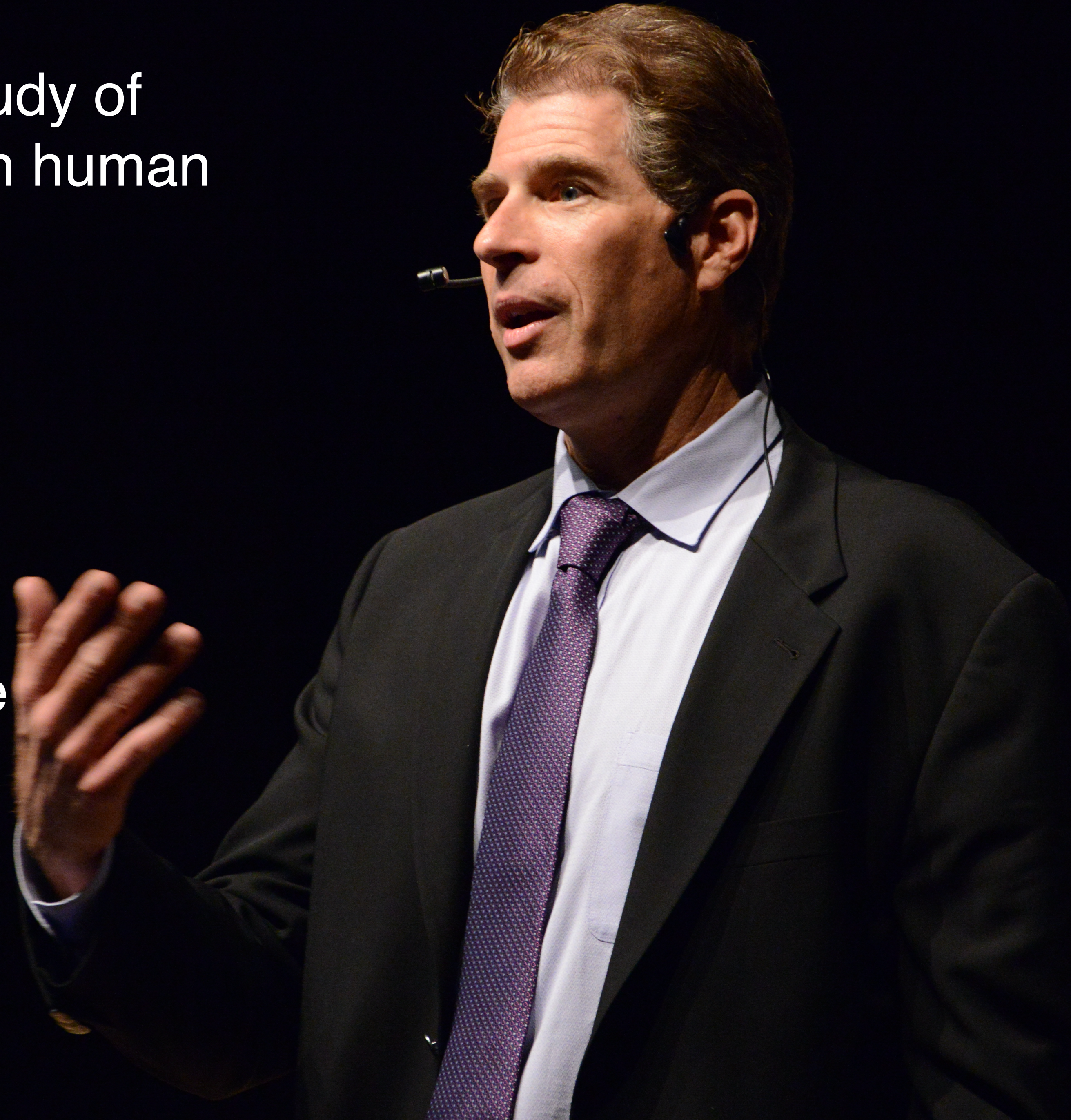
How do you know
if a class is effective?

…you need to know if information was learned <u>before</u> students take a test.

Measuring learning is vitally important for remote environments that can be full of distractions

Immersion grew out of my lab's study of oxytocin and it's profound effect on human behavior.

Our early research was funded by DARPA and the U.S. Intelligence Community. The goal was to find neural signals that would predict what people will do in a repeatable way.
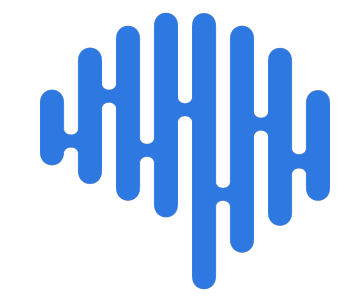
The Science

By measuring 150 signals from the central and peripheral nervous system <u>simultaneously</u>, and by running **drug infusion studies** to turn on these pathways, my team and I wrote algorithms that infer brain activity from signals in the cranial nerves.

We can now pull these signals from smartwatches that people already own.

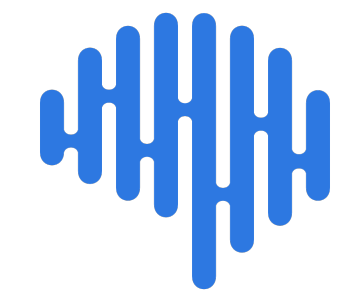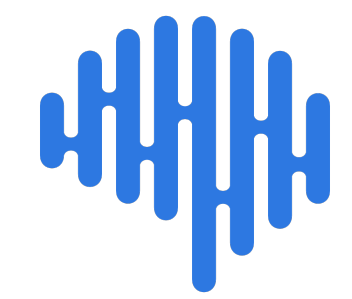$$\frac{\text{Attention} + \text{Emotional Resonance}}{=} \text{immersion}$$

Immersion is a proven SaaS software platform that measures teaching efficacy directly from the brain & can predict long-term recall and student grades with 80%+ accuracy.
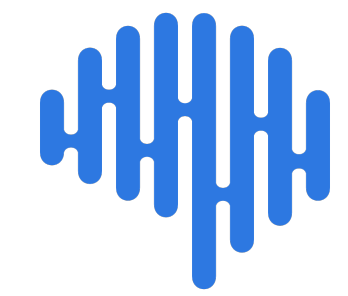
Optimize on Three Dimensions

Learning is metabolically costly, i.e. it is "hard" and the brain wants to conserve energy by remaining in homeostais. Thus, teachers must create the conditions for immersion so teaching is effective. Measurement can optimize on three dimensions

- **Content**

- **Delivery**

- **Readiness**
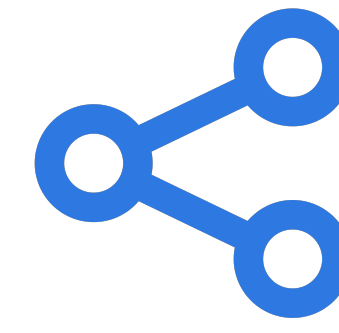
Immersion Ensures Education Excellence

QUANTIFY

Objectively quantify if content is effectively entering and being stored in learners' brains and the content that is not connecting.

PREDICT

Accurately predict the impact of content on future performance indicators, including knowledge retention and successful use of information.

LEADERBOARD

Identify students who are content champions with a high level of aptitude for the material – they leverage impact by leading peer discussions.

FRUSTRATION

Identify those who struggled to understand info so you can follow-up with customized feedback to increase retention.

CONTENT | STUDENTS

Immersive Learning

By Paul J. Zak

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Gain better results with training that's immersive.

According to the Association for Talent Development's *2019 State of the Industry* report, organizations spent on average $1,299 per employee for training in 2018, and each worker used an average of 34 hours (slightly more than four eight-hour workdays) on formal learning. What is the return on that investment?

Key Take-Aways

1. Before class preparation

- Build anticipation with an agenda
- Clarify goals
- Assign readings and videos to learners to prepare for class

Key Take-Aways

2. Immersion requires sufficient psychological safety

- Emotional check-ins
- Wellness breaks
- Being silly
- Empowering team members to lead
- Please and thank you

1 **Psychological Safety**
Team members feel safe to take risks and be vulnerable in front of each other.

2 Dependability
Team members get things done on time and meet Google's high bar for excellence.

3 Structure & Clarity
Team members have clear roles, plans, and goals.

4 Meaning
Work is personally important to team members.

5 Impact
Team members think their work matters and creates change.

re:Work

Key Take-Aways

3. Immersion occurs when content is emotionally compelling

- Lead with a story
- Stories at human scale with authentic emotions
- Augment stories with data
- Vary media--videos, pictures, text

Key Take-Aways

4. Immersion requires active participation

- Reinforce value for learners (e.g. promotion, certification, etc.)
- You get back the energy you put in
- 20-20-20 rule
- Medicine: "see one, do one, teach one"
- Round-robin questions

Key Take-Aways

 5. Immersion Champions are peer discussion leaders

- Identify those ready to lead discussions
- Empower discussion leaders to reinforce material after the lesson
- Use physical or virtual badges, e.g. "I'm a algebra champion, talk to me"

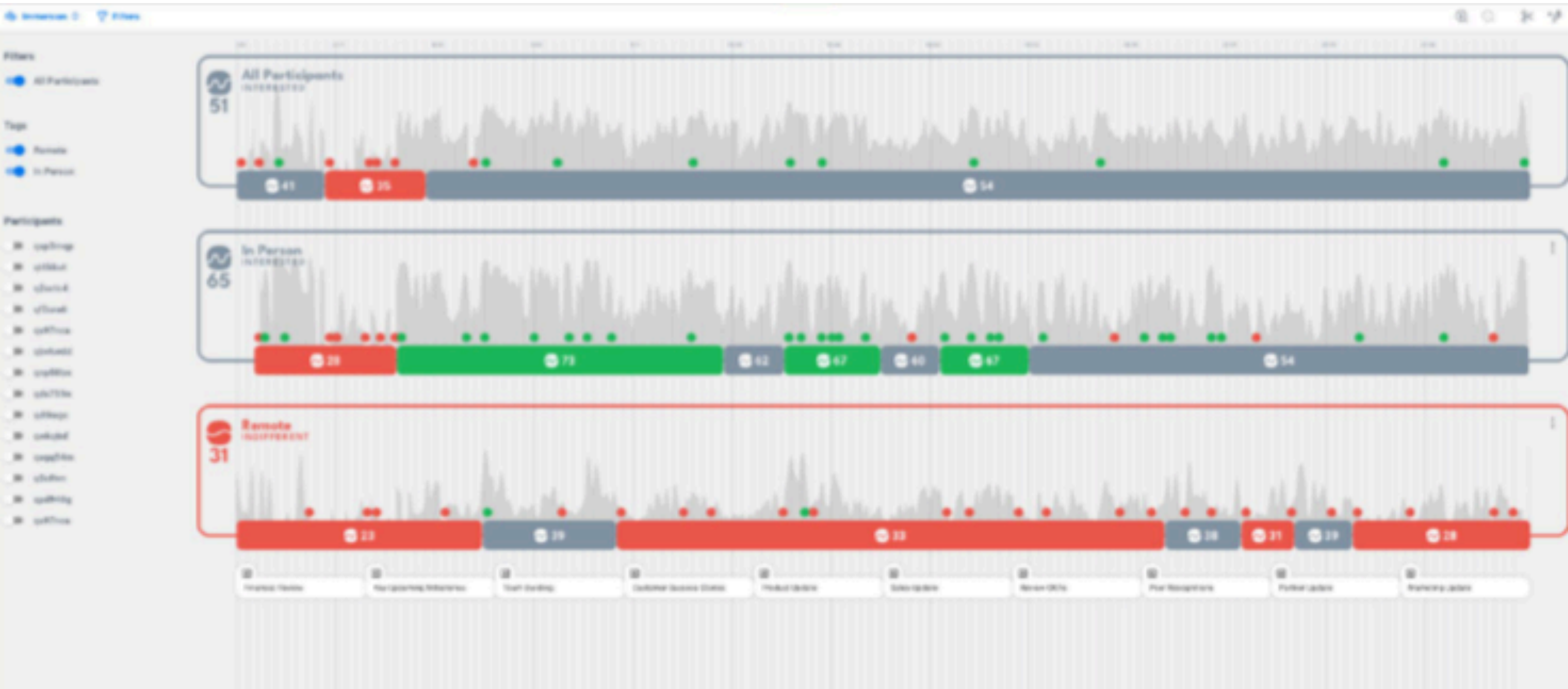# Key Take-Aways

6. Use information so it sticks

- Important to reinforce material as information consolidates during sleep
- Encourage everyone to share learning with peers
- Repetition to gain expertise

Key Take-Aways

6. Audit previous sessions to improve

Let's See the Data

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