agenda | inline training ▷ memorable content

Discovery & Assignments

A five-day self-paced experience designed for participants to learn, practice, and immediately apply the skills needed to create memorable content

day one	day two	day three	day four	day five
Why Memory Matters	**Attention**	**Memory**	**Decision**	**Final Challenge**
Why Memory Matters	Mental Models	Retro-cue	Rewards	Peer Check-in
Control Your 10%	Focus Their Attention	Emotion	Priming	Final Challenge
Practice Your 10%	Practice Attention	Practice Memory	Practice Decision	
Download Workbook	Applied Workbook Exercise	Applied Workbook Exercise	Applied Workbook Exercise	*Participants submit their upgraded content and receive personal feedback from an expert coach.*
Applied Workbook Exercise				

Post Training

Skills Reinforcement: A five-week series of mini-boosters designed to embed key concepts from the course
Why Memory Matters | Attention | Memory | Decision | Wrap-up