

# WHY?

Thrive responds to **MILLENNIALS'** learning habits.



**ATTENTION IS FINITE** and most training relies on long boring courses.



Most training creates a **cognitive load** that prevents learning.



**79%** of formal learning investment is wasted.  
**90%** of learning happens outside the LMS.

Nobody likes a **'SHEEP DIP'**.



People don't often change their behaviour or performance after training.



Need to **quickly close** capability gaps.



**Performance** relies on understanding **content that constantly changes...**

# WHEN?

Want learners to become **self-directed**



**Support continuous learning** in the workplace.



**Encourage the curation** of workplace content.



Need to **learn fast & frequently.**



**Thrive**  
by OBVIOUS CHOICE

**1st Learning Playlist Platform**



Delivering **micro learning** just in time.

**NET PROMOTOR SCORE**

**71**

**TRIAL & ERROR**

"We haven't failed."



We've found over **10,000** ways that **WON'T WORK**

# WHO?

# WHAT?

Uses **learning analytics** to create insights.



Stores **CURATED CONTENT** and resources in a **mobile responsive** library.



Delivers **bite sized KNOWLEDGE KNIBBLES** for better retention.



Shifts attention away from courses and towards **curated content.**



Captures **'BIG DATA'**.



Uses **LEARNING PLAYLISTS** to build capability.



**95%** of our clients undertake repeat projects



**EXPERTISE**

**163**

**YEARS DESIGNING DIGITAL LEARNING**



**XAPI R&D**

**3.5**

**YEARS**



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1<sup>st</sup> Learning  
Playlist  
Platform



Delivering  
micro learning  
just in time.

PERFORMANCE  
CAMPAIGNS

MICRO  
LEARNING

MODERN  
LEARNING  
SYSTEMS

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