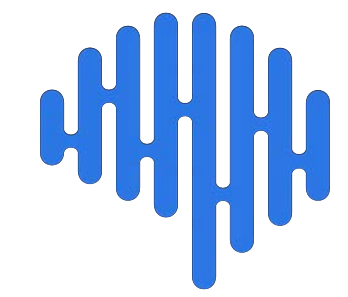


immersion

Discover what people truly love

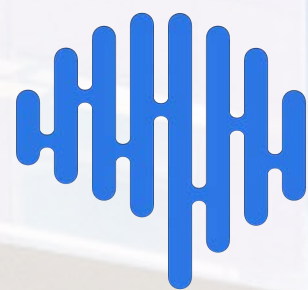
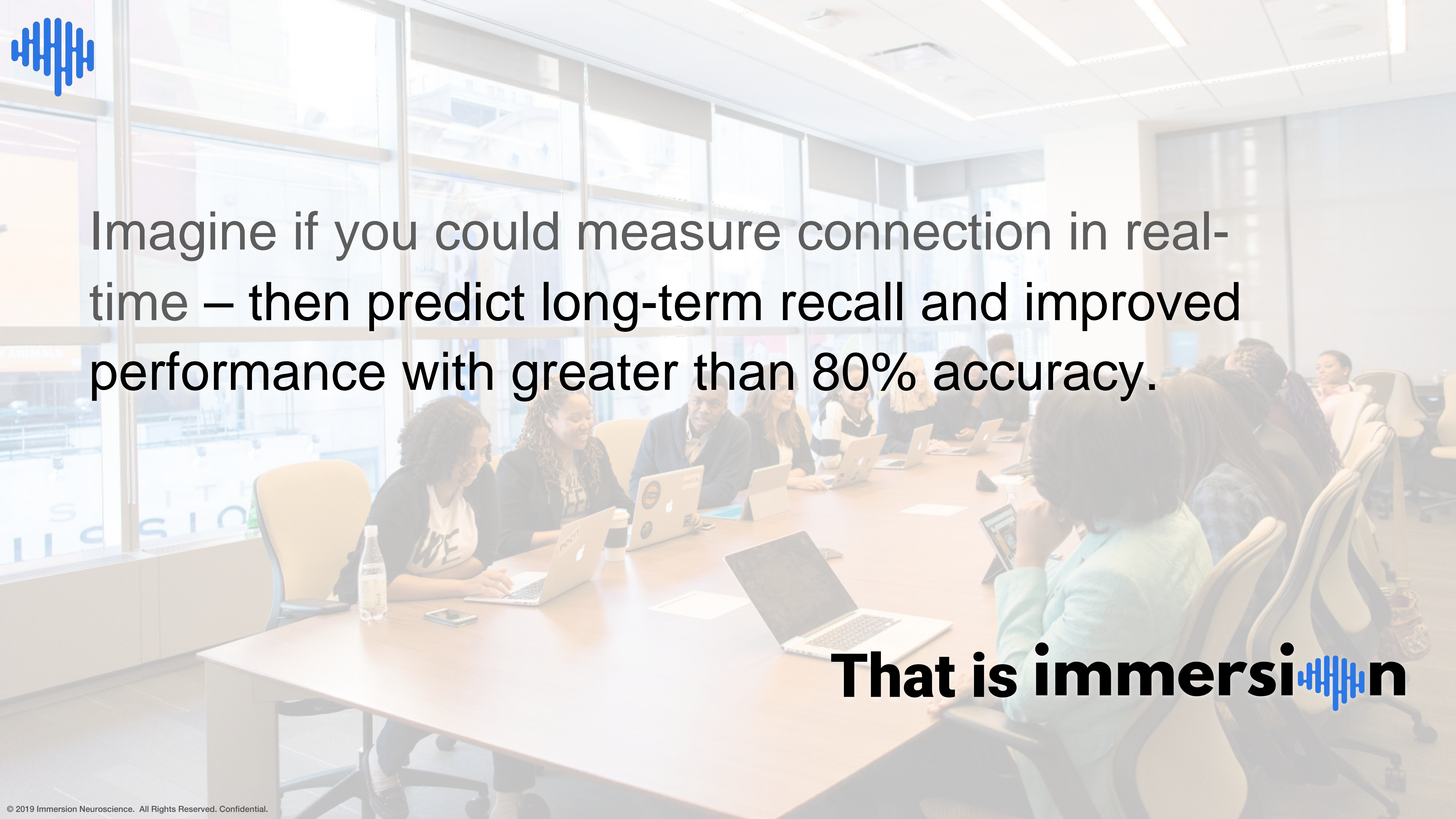
GetImmersion.com

Paul J. Zak // Founder, Chief Immersion Officer // Paul@Getimmersion.com //



Coaching is only effective when
you can **Connect & Persuade**
your client

...How do you know you are doing this?



Imagine if you could measure connection in real-time – then predict long-term recall and improved performance with greater than 80% accuracy.

That is immersion 



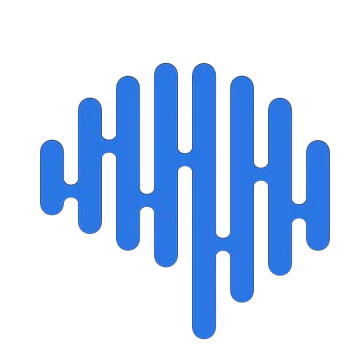
Immersion is a Distributed
Neuroscience™ platform
that can be used
anywhere.



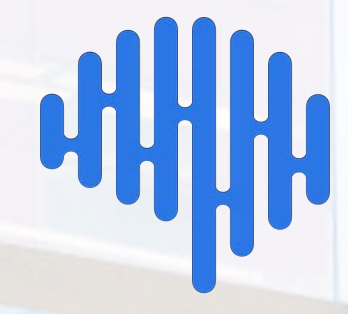
Immersion identifies learners who ready
to move forward and those who need
additional coaching.



In a world of virtual coaching,
how will you ensure that
learners are absorbing
information?



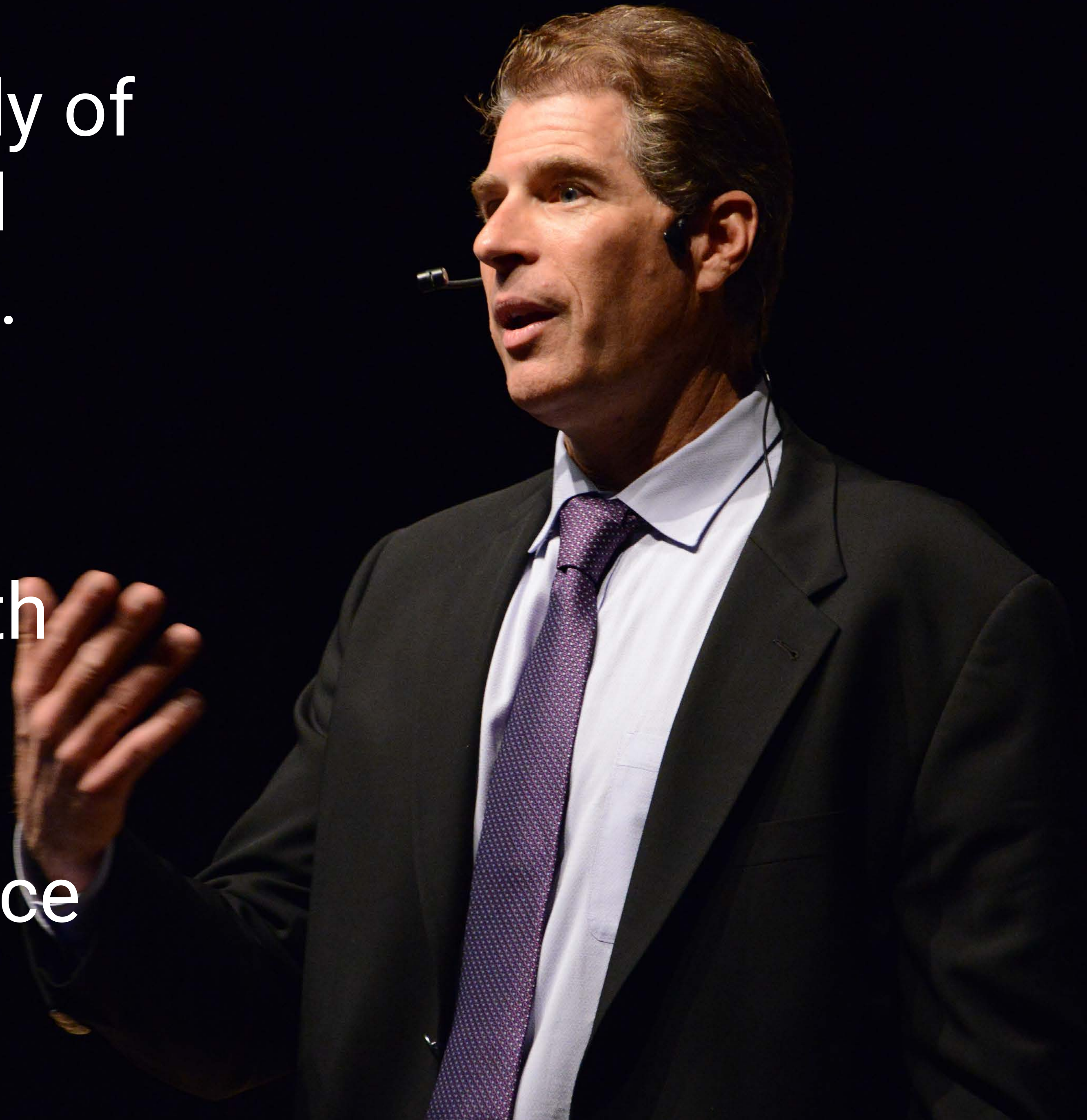
Immersion is a proven SaaS software platform that measures coaching efficacy directly from the brain & can predict key performance indicators like long-term recall and productivity.

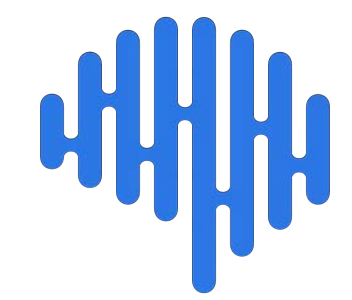


The Science

My lab pioneered the study of oxytocin and its profound effect on human behavior.

I was tasked by DARPA with finding neural signals that would predict what people would do after an experience in a repeatable way.



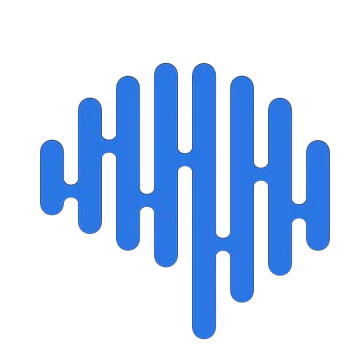


The Science

Over the last 20 years, I measured central and peripheral neural activity simultaneously, and performed **drug infusion studies** to activate these pathways. Then my team and I wrote algorithms that infer brain activity from signals in the periphery.

Immersion is optimized to predict what people and markets will do from a wearable sensor. We do “unnatural things to natural data”.

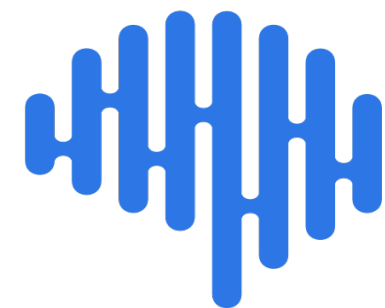




Attention
+ Emotional Resonance

=

immersion



Measure. Love.

Embed neurological insights to advance your business solutions.



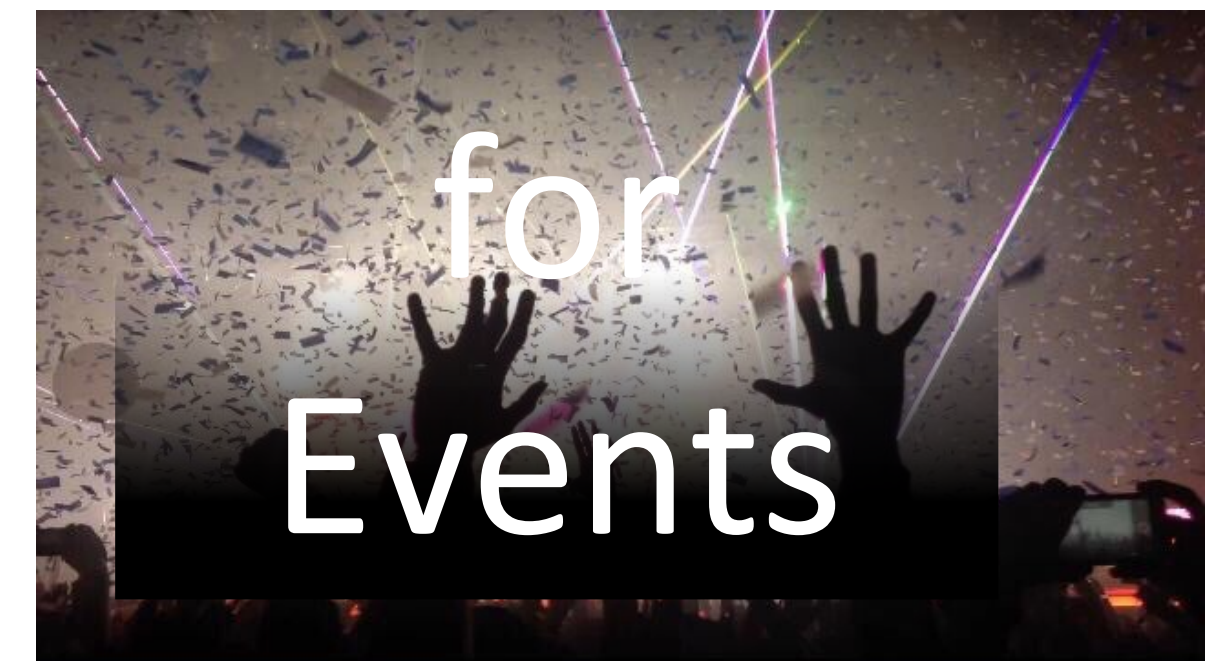
- **Psychological safety**
 - Need for training or coaching
- Readiness for promotion
 - Neural job-crafting



- Job satisfaction / enjoyment
 - Identify preferences
 - Better recommendations
 - Absenteeism / Turnover

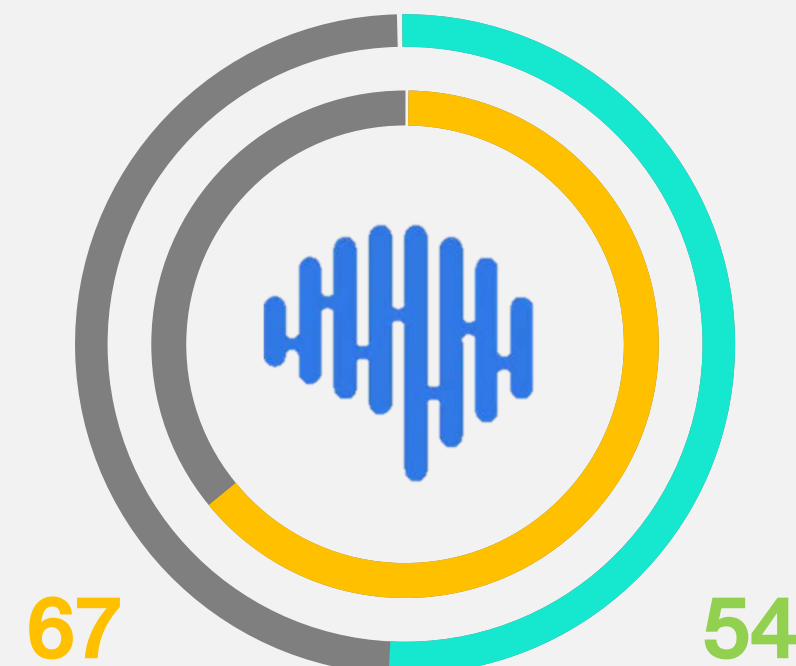


- Improve learning capacity
- Optimize learning content
 - Identify peer discussion leaders
 - Customize learning



- Online and offline events
- Analyze high and low points
- Design emotional highlights
 - Synchronous and Asynchronous

Index
Normalized key metrics to
measure emotional connection.



Immersion
Direct measure of how
people love the
experience.

8.9

5.1

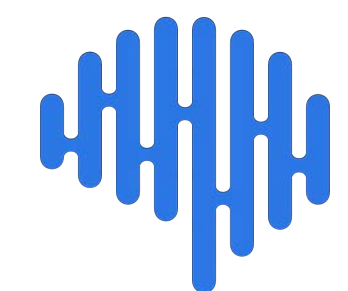
Wow Factor
A measure of the most
thrilling parts of the
experience.

Readiness
Measure of the
participants
psychological safety.

5.8

1.4

Blah Factor
A measure of the
low points, where
people tune out.



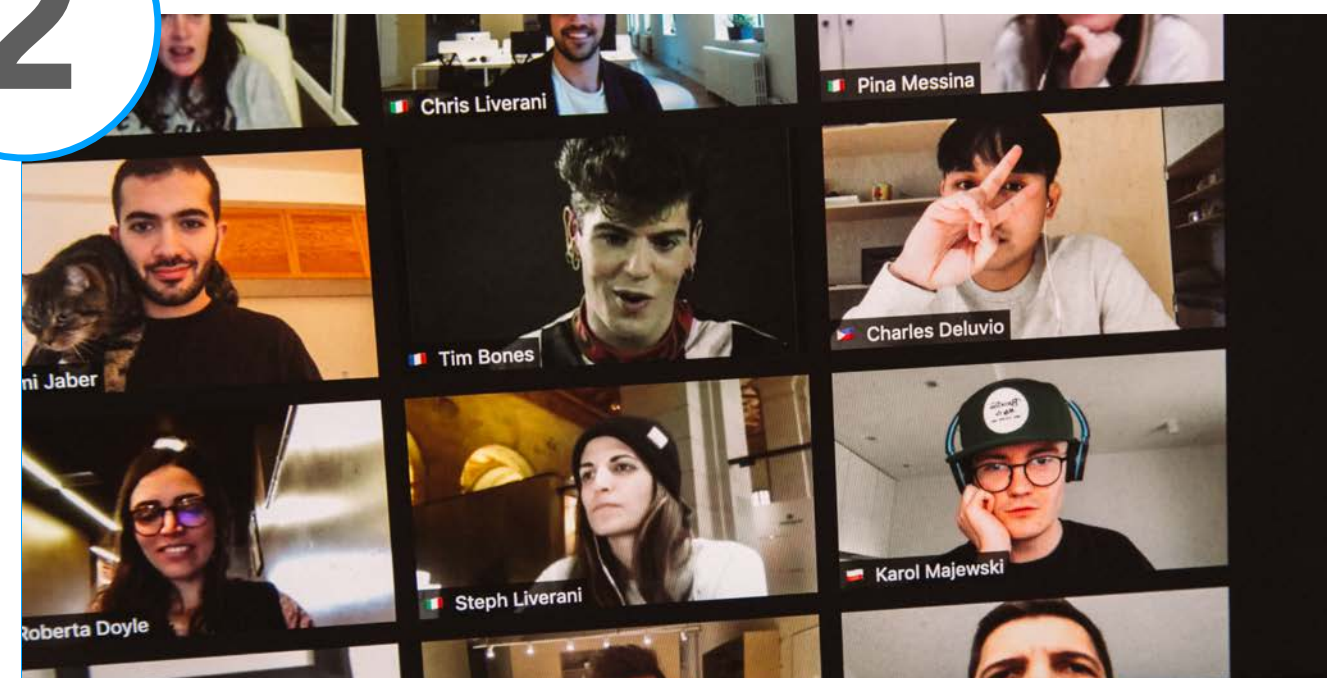
How it works

1



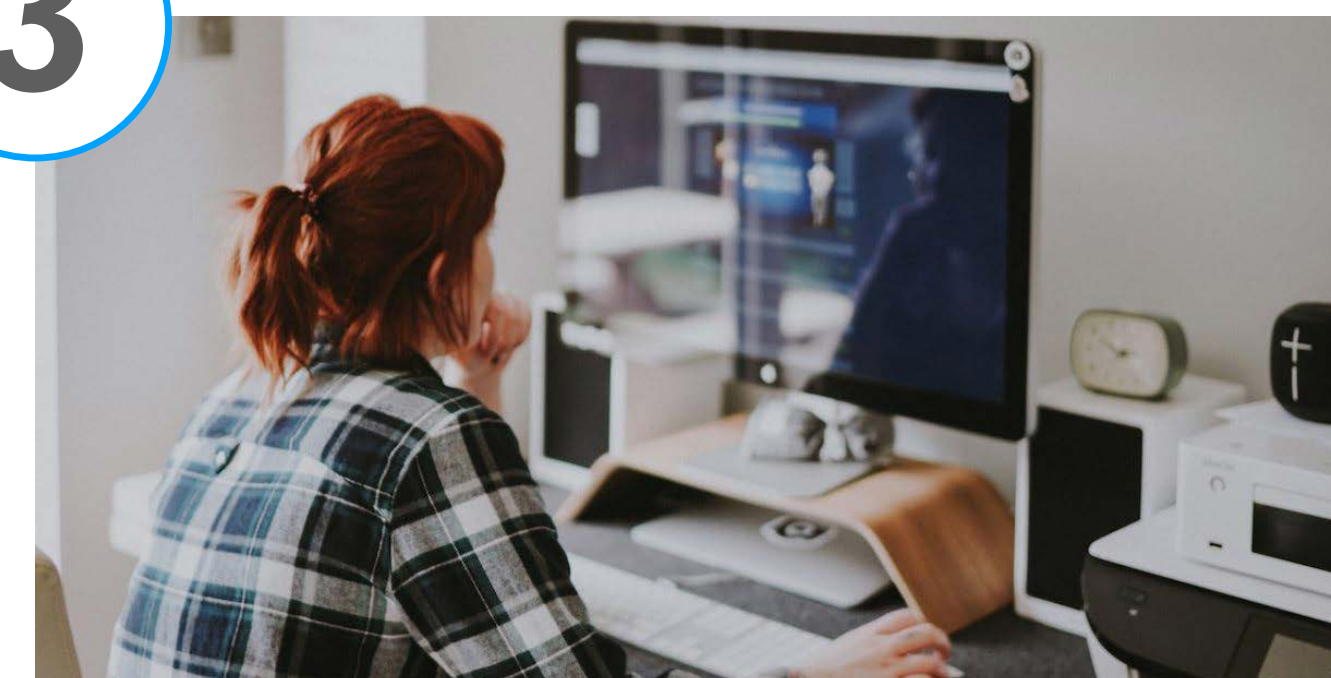
Add Immersion to a coaching session via the email meeting request.

2



Attendees arrive to physical or virtual coaching & hit "JOIN" on their smartwatches.

3



The coaching goes flawlessly and individuals & teams work toward goals.

4



After the session, the coach is sent an Immersion report for review.

5

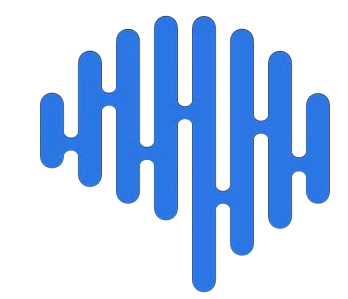


The coach can monitor Psychological Safety and immersion levels to improve coaching content & structure.

6



Long term Immersion metrics are used to predict OKR success.



Immersion Ensures Coaching Excellence



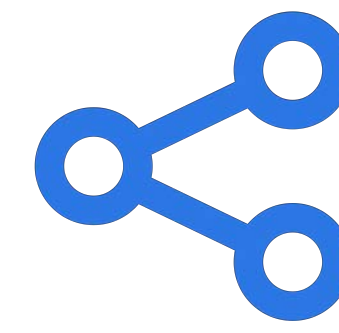
QUANTIFY

Objectively quantify if coaching is effectively entering and being stored in learners' brains.



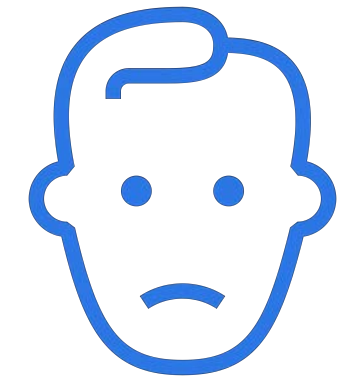
PREDICT

Accurately predict the impact of coaching on KPIs, including knowledge retention and successful use of coaching.



LEADERBOARD

Identify learners who are Immersion champions who deeply understand the material and can lead peer discussions.



FRUSTRATION

Identify trainees who struggled to understand training so you can follow-up with customized feedback to increase performance.

← CONTENT TRAINEES →

WELLNESS BREAK

ACTIVE
@WORK

Activity Breaks

uhs.berkeley.edu/activitybreaks

Making time for activity breaks throughout the work day can help you feel focused and energized, as well as help you fit some fitness into your day. Here are several types of activity breaks to mix it up!

An Activity Break should be:

- An opportunity to be physically active for a short stretch break, a 5-10 minute movement break, or 15-30 minute walking break.
- Completely voluntary and adaptive to fit anyone's abilities, including those with physical disabilities.
- Done at your own pace, comfortable and pain-free.
- Do-able without breaking a sweat.
- Fun and safe, and not require a professional leader.

Standing Breaks

- Current research for computer users recommends to change positions every 20-30 minutes: sit for 20, stand to do work for 8, and move for 2. This helps improve blood circulation, boost metabolism, and relieve physical discomforts.
- Feel the need for an energy boost? Stand up, march in place while raising your arms overhead for 30-60 seconds to feel renewed and ready to focus.
- Make it a habit to stand anytime you are talking to a colleague or on the phone, reading, or participating on a conference call or webinar.

Stretch Breaks

- Stretch your shoulders, neck, hips, back, and wrists throughout the day.
- Stand up to do 3-4 different stretches from these examples provided (most can be done seated, as needed).
- Use the CtrlWork stretch break software (or timer) for reminders to stand, move, and stretch throughout the day.



March In Place



Neck Stretch



Chair Twist



Side Stretch

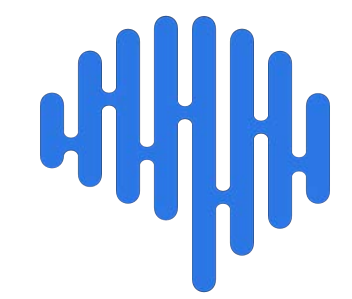


Hip Circle



Chest Stretch





Multiple Ways to Drive Coaching Success



Key Take-Aways



By Paul J. Zak



Comments



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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. Pre-Coaching preparation

- Build anticipation with an agenda
- Clarify KPIs
- Assign readings and videos so learners are ready to engage



Key Take-Aways

2. 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

Story Example



Key Take-Aways

3. Immersion requires sufficient psychological safety

- Emotional check-ins
- Wellness breaks
- Being silly
- Empowering trainees to manage their own pace of learning
- Please and thank you



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 for groups

**IT'S LEARNING.
JUST NOT AS
WE KNOW IT.**



Key Take-Aways

5. Immersion Champions are peer discussion leaders

- Identify those ready to lead discussions
- Empower discussion leaders to reinforce material post-event
- Use physical or virtual badges, e.g. “I’m a compliance champion, talk to me”



Key Take-Aways

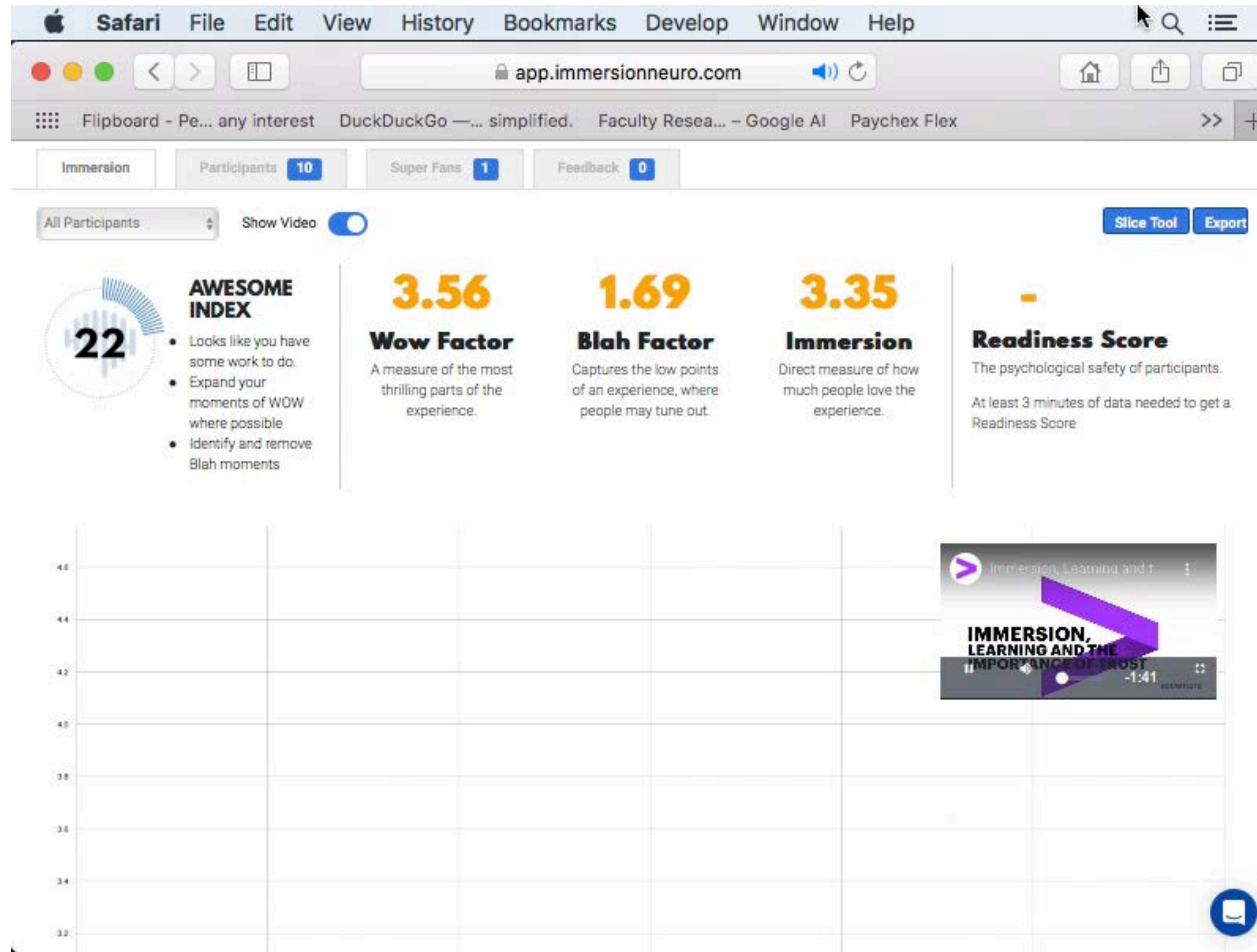
6. Post-event activities

- Information consolidates during sleep
- Use two half-days rather than 1 long day, or even 3 short days
- Encourage everyone to share new information with peers
- Repetition to gain expertise



Key Take-Aways

7. Audit previous sessions to improve



Real-Time Data

Questions

immersion

GetImmersion.com

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