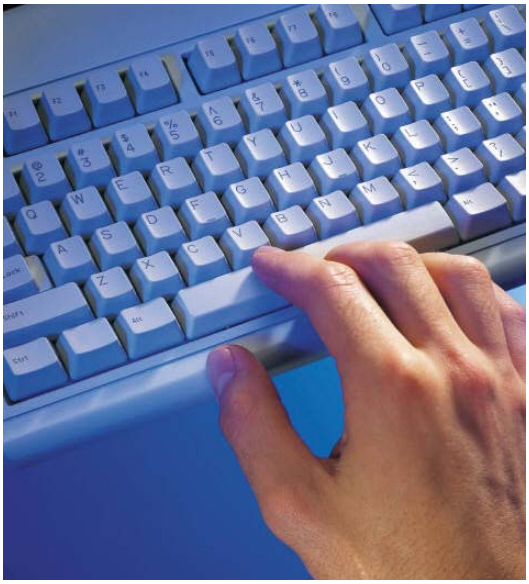
Critical Thinking
Learning Labs

# company factsheet

CT Labs is an eLearning technology company delivering course design and assessment systems to large corporate clients with critical certification needs

## WHO WE ARE

CT Labs is a technology development company dedicated to bringing the power of technology and personal computing to the world of eLearning. Since 1994 we have built systems that range from custom certification training platforms for large technology companies to online curriculum management systems for continuing education. We design and build these systems with reusable learning objects that bring significant cost savings while delivering a high quality learning experience.



Underlying our course development expertise is a commitment to finding breakthrough learning technologies to improve learning skill. Our patent pending learning concepts focus on affecting critical thinking skills in which learner's improve how they think while they master new knowledge.

## WHAT WE DO

- Content development
- Course design and creation
- Automated tutoring design
- Assessment design and implementation
- Learning management system design
- SME collaboration and management
- Media conversion and creation

criticalthinking LEARNING LABS

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# course development

CT Labs is an eLearning technology company delivering course design and assessment systems to large corporate clients with critical certification needs

Experience in building lessons with reusable learning objects and lesson approaches saves time and money…guaranteed.

Content Sources: Includes Word documents, animations, PowerPoint decks, Flash files, databases, etc.

Each source document is edited for subject matter and broken into small, autonomous Content Objects, containing text and media elements. These objects can be reused in future lesson building situations.*

The content objects cluster to form reusable Task Objects driven by "learner actions" to give content instructional meaning.

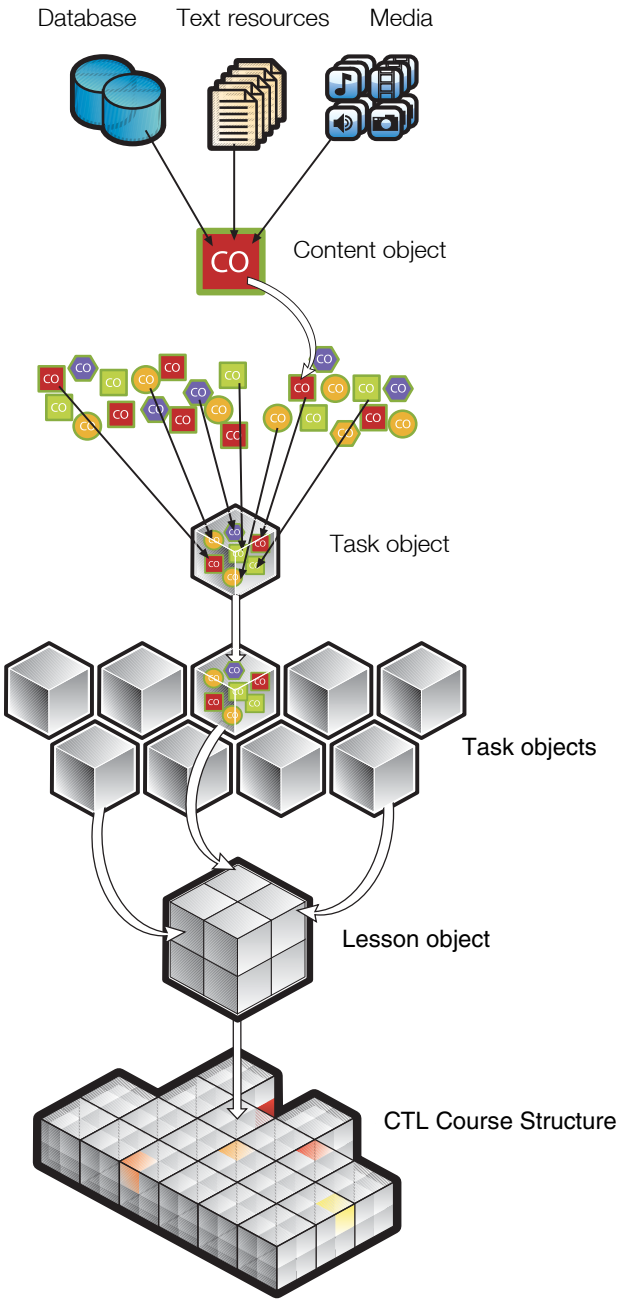
When Content Objects cluster together with instructional purpose they create Task Objects. These Objects are reusable and dedicated to a very specific intent so that new content objects can be applied for similar purpose.

Task Cluster: Dozens of Task Objects are formed from the collection of Content Objects.
These are clustered into lesson formats with direction from CT Labs' Instructional Designers.

Lessons are assembled Content Objects, which have been clustered into purpose-driven tasks. They are now ready to assemble with yet another dimension, the learning objective. Each lesson fulfills a unique learning objective to address instructional needs.*

The Course: The Lesson Objects are assembled in flexible and dynamic ways to give structure to the Course. This underlying structure enables interspersed connections between each lesson, task, and content object.

*Patent pending

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# applied learning technology

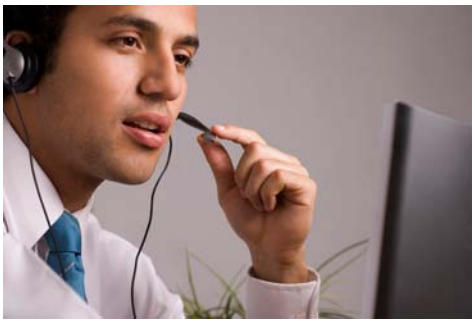
## a vision

### THE COMPUTER AS TUTOR

The human element in learning is critical, but the very nature of eLearning removes the human function. We believe computer processing power can impact this missing element. We dedicate our efforts to finding new technology tools and creating breakthrough software platforms to improve the man/machine learning bridge.

### SELF AWARE LEARNING

It is the student, the technician, the striving employee himself who is the key element to successful learning. Our systems strive to create a learning "self-awareness", one that empowers the learner to improve his own learning potential. In other words, our system reaches beyond retention, into the realm of genuine understanding.



### FUTURE-WARE

The future is full of new hardware and software products that will impact our ability to learn. From new Galvanic Skin Response mouse pads, to retinal scanning interest metering systems. Our mission is to build the systems that will apply these new devices, and these new forms of input, into a meaningful, believable and successfully applied method of application.

### WE CAN CHANGE LEARNING EFFECTIVENESS

We think we can do no less than change the outcome of eLearning, to improve the state of learning itself. We are inspired by the potential technology can have on how well we all learn.

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# CTL "College"

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### CLIENT DIRECTED LEARNING ENVIRONMENT

The CTL "College" portal is a collective, server-based knowledge and communications platform that aggregates, stores and manages an employee's progress against a custom learning path. A site where supervisors can bring organization, structure and guidance to company employees on the rise in the organization.

**COMMUNITY LEARNING MANAGEMENT LAYER:**
Our "College" environment creates a corporate competency model to align training with business strategy. View courses by specific roles. Learner-centric approach promotes employees retention and job satisfaction, while targeting training to business objectives

**Supervisor input**
Guidance from supervisor about growth path scenarios, personal growth support for employees, etc.

**Individual career**
Employee career management: Requirements for job opportunities, personal growth guidelines, etc.

**Corporate Messaging:**
Corporate directed daily or weekly.

**ASSESSMENT AND TUTORING LAYER:**
Directing of performance and learning skills. Employee accesses and monitored with supervisor input and guidance.

- Individual Tracking
- Progress Reporting
- Assessment Control

Active runtime environment reduces training time while increasing retention.


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# measuring success

## The CTL assessment engine

We know that proving success in an eLearning environment can be difficult. We build assessment into every part of our product platform, from content development, through xml conversion and on to interrelated question structure and scope. Our system identifies and tracks the key message threads throughout the content itself, predetermining learning elements that will later be tracked and scored at the end of each lesson.

The bottom line is—we save time and that means money to the bottom line.

### CONTENT DEVELOPMENT:

We work with Subject Matter Experts (SMEs) up front to make sure we get the information right in the shortest amount of time. We organize lessons with learning objectives and clear guidelines driven by our "Content Development Engine", a unique input structure that provides clear guidelines to inexperienced authors and tools to automate the process.

### EDITING / FORMATTING

Creating the right message is only part of the story. Our development engine structures content and integrates it into meaningful, ongoing assessments automatically…at a fraction of the cost.
Our XML-driven process aligns training directly with client business objectives to drive important and effective job skills.

### MAKING IT COUNT

The right assessment structure provides measurable results that mean something… directed toward individual goals and clear, concise learning objectives.

It is all part of the critical nature of our learning approach…to get results.

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# CT learner profile

## patent pending technology

The company has developed a unique technology to automatically measure critical thinking skills and build a user "learner profile". Like a tutor it assesses the strengths of each student on many high level thinking functions, then provides a scorecard that the computer can make use of to improve future learning. The user's awareness of his own thinking skills has been proven to improve learning function significantly. CT Labs patents include application to the corporate as well as educational markets.

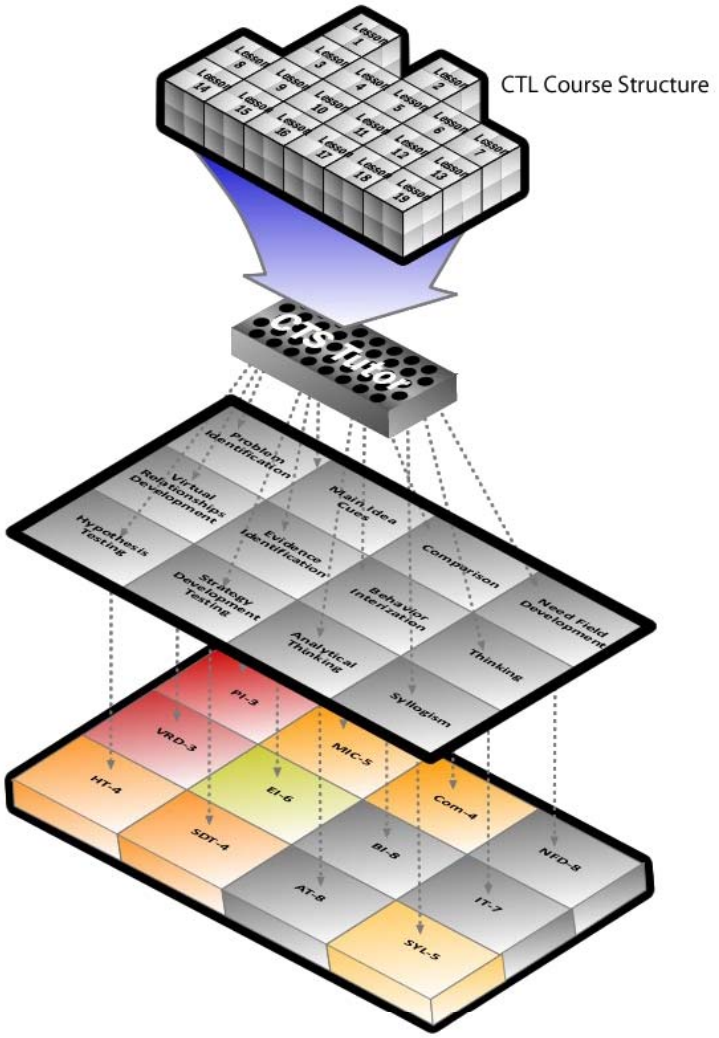
**Course Structure:** Course objects include hooks to critical thinking assessments. They provide exercises to increase a user's ability to learn over several dimensions.

**CTS Tutor:** The heart of the technology lies in the CTS Tutor, an automated assessment engine that guides the user from an understanding of the application of thinking skills to learning.
Strict algorithmic formulas are applied to the measure of these skills, from which a multi-dimensional learner "profile" is built.

**CT Learner Profile:** Measurement of thinking skills takes place as the user goes through a CT Labs course. Clues about how thinking skills are used are monitored in the background and reported to a "scorecard" that becomes the user's own learning profile.

**Continual Thinking Skills Updates:** The user's individual profile is kept current as he continues taking CT Labs courses. Improvements in thinking skills are kept up to date in real time.

**Licensing to other eLearning Companies:** The CT Labs "Profile" is designed to work with any courseware. We plan on building a partner pro-gram that will allow all eLearning formats to recognize CT Profiles, and take advantage of its pre-assessment features.

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