# Research Foundations of the Avanoo Experience

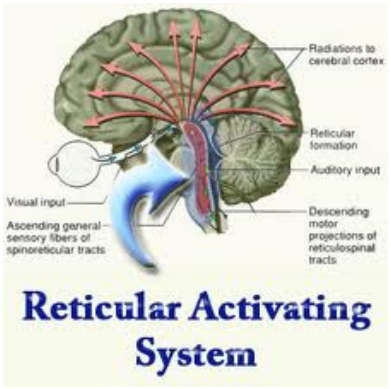
## Brevity, Attention, & Storytelling

### Research Behind 3-minute Length

There is more information flowing into your life now than ever — much of it distressing and challenging. There are endless possibilities for interruptions and distractions. This condition of "cognitive overload" results in diminished information retaining ability and failure to connect remembrances to experiences stored in the long-term memory. This can leave you with "thin and scattered" thoughts. People are so overloaded that the average length watched of a single internet video is only 2.7 minutes.

*Avanoo authors create 3 minute lessons with 20-30 different segments. You will appreciate that Avanoo is fast. It's amazing what you can learn in 3 minutes!*

### Getting Your Attention




One of the key elements for the Reticular Activation System (RAS) to work effectively is to present information in a logical, sequential pattern. This focuses your distracted attention. John Medina, the author of *Brain Rules*, says: "The brain naturally focuses on concepts sequentially one at a time."

*In Avanoo, we use the same logical, sequential format for each lesson: Story, Lesson, and Action Idea. Because we focus on one single idea per lesson, it allows you to more quickly and comprehensively acquire the content.*

Dianna Booher, the author *What More Can I Say? Why Communication Fails and What to Do About It?* concludes "What does simplicity have to do with persuasion? If people don't understand the change you want them to make, they can't make that change. If they don't understand your information or explanation, you will have less of a chance to change their minds about that issue. If instructions are too complex, people will likely resist the effort to follow them – or fail to accomplish the task. Simplicity and persuasion are intricately linked. Too many ideas detract focus from the primary goals. Mixed messages bewilder people. Irrelevant details bury key ideas."

### The Law of Emotion: Why Avanoo Uses Stories


Emotion drives attention which drives learning. Researchers who study human cognition say that stories are "psychologically privileged" — your mind treats them differently than other kinds of information. You understand them better, remember them more accurately, and you find them more engaging to listen to in the first place. When you hear a story that provides a solution to a problem, there is higher likelihood that the story will take on a deeper meaning because it solves a problem in your real life.

In *The Heart of Change*, John Kotter and Dan Cohen discuss a study they conducted with Deloitte Consulting about the nature of change. Their study involved more than 400 interviewees from 130 companies worldwide. They found that even in large corporations that focus on very logical approaches to strategy, culture, and analysis of data, change happens when leaders find a way to help people see problems or solutions in ways that influence their **emotions, not just their reasoning**. **Stories engage emotions and influence action.**

Researchers have discovered that even judges and seasoned attorneys prefer story briefs to logo briefs (those built totally on logical argument). An empirical study on the power of story determined that stories are persuasive to experienced lawyers and judges because they evoke emotional responses that make the legal claims of the parties more credible and elicit empathy in their judicial thinking.

*Avanoo authors use engaging stories that you can relate to. We follow the story with a lesson and action plan that provides mental, emotional, and interpersonal skills that massively impact performance to change your own story. We focus on Inside-out Performance.*

## Background Music Enhances Learning & Productivity

Music is one of the few activities that use the whole brain. It is proven to reduce blood pressure[1], normalize heart rate, and breathing. Listening to music can also decrease levels of stress-related hormone cortisol.

### How does music reduce stress?


- **Physical relaxation.** Music can promote relaxation of tense muscles, enabling you to easily release some of the tension you carry from a stressful day.
- **Aids in stress relief activities.** Music can help you get "into the zone".
- **Reduces negative emotions.** Music can take your mind off what stresses you, and help you feel more optimistic and positive. This helps release stress and can even help you keep from getting as stressed over life's little frustrations in the future. Researchers discovered[4] that music can decrease the amount of the cortisol, a stress-related hormone produced by the body in response to stress.

Music also has the power to enhance some higher brain function such as: reading and literacy skills,[11-13] spatial-temporal reasoning,[14-15] and mathematical abilities[16-17] Listening to music facilitates the recall of information[19] and listening to music in the workplace really improves your productivity[27].

*In the midst of your extremely busy work and personal life, Avanoo music is selected for its tempo and pace. We use music that has the greatest potential effect on your relaxation and your ability to receive and comprehend information in a way that promotes you to take action.*

## Nature Videos Increases Your Attention Span & Focus

Research by Dianne Dukette and David Cornish uncovered that adult short-term response to the stimulus that attracts attention is only eight seconds. James Cutting, a psychologist at Cornell University, found that there is a natural rhythm to the human attention span. This natural rhythm requires you to experience a stimulus change every few seconds in order for maximum attention to be maintained. Movie makers have known about this need for stimulus change for years. As a result, film producers have used this natural rhythm to determine the length of camera shots.

*Avanoo uses nature videos in order to capture your attention. A video angle shift or pan or zoom is introduced every few seconds in order to leverage the natural rhythm of your attention span.*

Novelty and the presentation of something that is new and unexpected is also a key element of the Reticular Activation System (RAS) which focuses your attention. Neuroscientists say novelty promotes information transmission. Not only does a novel experience seem to capture our attention, it appears to be an essential need of the mind. What is unknown, demands to be known to the human brain.

*It is challenging to meet the needs of today's ever demanding RAS which is why Avanoo removes the speaker as being the center of your attention. Instead your RAS is stimulated by the wide-ranging nature scenery video selected to be novel and engaging so that the speaker's message is most effectively received by you.*

### Viewing Nature Can Help Your Brain Work Better

According to new research in a study published in the journal *Environmental Psychology*, the researchers found that interrupting a tedious, attention-demanding task with a 40-second "microbreak" – in which the person simply looks at computerized image of a green roof – improved focus as well as subsequent performance on the task.

It agrees with previous research that found the positive effect of viewing pictures of nature can also elicit improvements in mental well-being and have a positive effect on measures of your emotional well-being such as sadness and happiness. When comparing

watching nature versus urban videos, studies concluded that exposure to nature increased attentional capacity, positive emotions, and the ability to reflect on a life problem.

*Avanoo is Visually and Intellectually Stimulating and Engaging!*

## UC Cutting-Edge Research

Avanoo brought the world's best researchers together to create eLearning that works with adult learners to increase behavioral change.


## Bottom Line – What Really Matters

*Avanoo Works!* Our Programs and platform are built to ensure deep, team engagement – 6 times industry standard! Private discussion communities are formed within client companies to increase team support and engagement. Clients average 47% improved performance within 30 days of Avanoo. We have a 100% client satisfaction rate.

*Your Satisfaction is Guaranteed*: 100% satisfaction guarantee or a full refund. You will achieve meaningful, enhanced performance. Outcomes are measured – participants rate progress and enter action steps (which can be tracked by the client contact).

## Check Out All of Patti Hathaway's Avanoo Programs:

In ***Living Powerfully During Nonstop Change*** you'll experience practical, uplifting solutions that will allow you to master change, not just survive it. This link will provide access to the first 3 lessons.

Patti Hathaway's ***Enrich Your Job and Boost HCAHPS Scores*** is a program for long-term improvement of patient experience and HCAHPS scores for hospitals. This link will provide access to the first 3 lessons.

Healthcare professionals are on the frontlines when it comes to identifying and caring for victims of human trafficking. As a result, they need to be educated on how to recognize red flags of abuse so they can intercede on behalf of the patient. This ***Human Trafficking Awareness for Healthcare: W.A.R. on Slavery*** program will play a critical role in preparing our country's medical community to help victims break out of this abuse cycle. Program Preview. Co-authored with trafficking survivor and author Ruth Rondon.

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