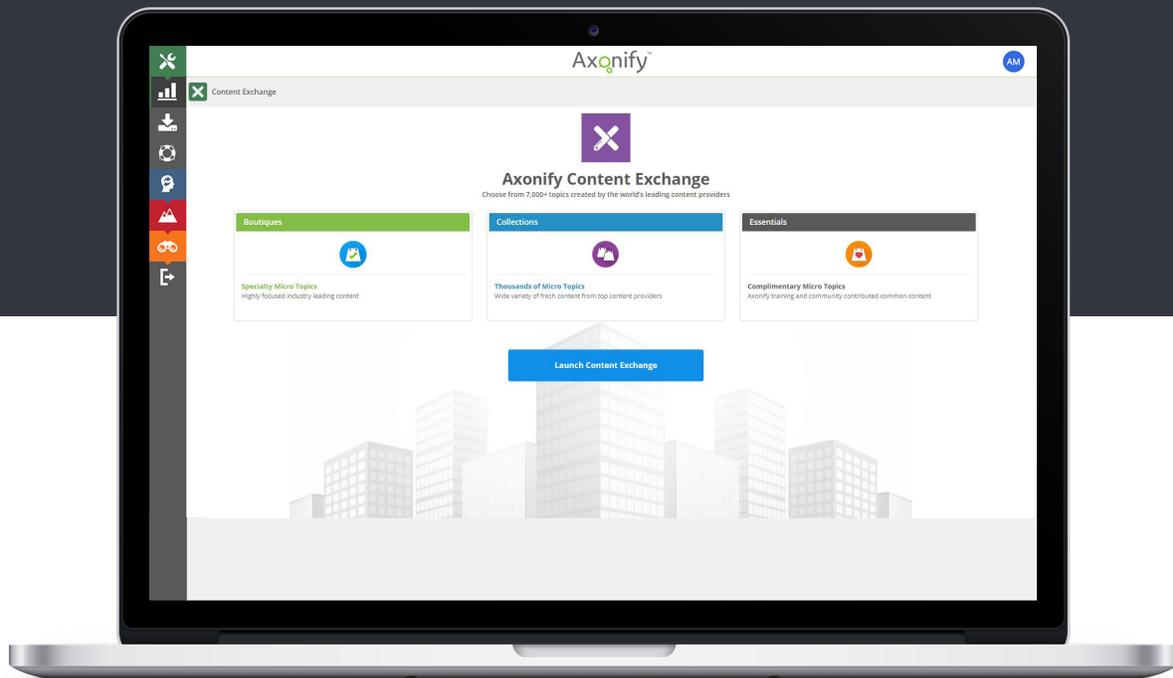


# Axonify Exchange™

## The perfect fuel for the Axonify Microlearning Platform

An expansive content library featuring thousands of video and question-based micro-topics—all purpose-built for the Axonify Microlearning Platform.



### Content is critical. But it's not working.

Organizations are spending big bucks on learning content, but few are seeing a return on their investment. In fact, 92% of CEOs don't see the business impact from training, because their content simply isn't architected to drive results. The good news is there's a better way to acquire content that is purposefully designed to grow and sustain employee knowledge that leads to results.

### Introducing Axonify Exchange

Offering 7,000+ topics that address today's top business challenges, like compliance, cybersecurity, workplace safety, sales and more, Exchange makes it extremely easy for companies to power any training program in Axonify with fresh content built to drive the results they want.

Built in response to growing market frustrations around training content that doesn't translate into performance, Exchange provides the perfect fuel for employees who must remember critical information to do their jobs well.

### Fuel your training with Axonify Exchange

**Achieve measurable business results** Content built around clear and specific business objectives drives behavior change and business impact.

**Save valuable time** Thousands of 'ready to go' video and micro-topics are on deck to fit any business challenge you face.

**Keep training fresh** Exchange content is continuously updated so you can keep your training compliant, recent, and relevant—and deploy it at the speed of business.

**Get employees engaged in training** Content that's short, focused, gamified and fits right in the flow-of-work—in just minutes-per-day.

## Content, Built Right

Every micro-topic available through Exchange has been built using the Axonify Instructional Design Methodology™ (IDM). IDM starts with a clearly defined business goal, and then works back to guide the entire ecosystem of relevant content to achieve it. By starting with the end goal in mind, every piece of content focuses on the information employees need to know, and serves up the right mix of learning to help them remember and apply that knowledge on the job.

## Visible Strategy

There's a complete strategic learning plan included with every topic, so you'll get full visibility into how content is connected all the way through from video to question, right up to the business result you're trying to achieve.

## Leverage micro-video and question-based learning

Content must be well-designed, and delivered in the right format to be effective. It also needs to fit into the daily workflow, and served up in a way that's proven to engage our senses and brain.

Exchange topics are designed with this in mind, broken up into small chunks, and focused on a set of key learning points that ladder up to the business objective—all while leveraging the power of video and question-based learning.

**Video first** We are primarily visual creatures—in fact, 50% of the brain is used for visual processing and 70% of the sensory receptors are in the eyes. Our micro-topics take a video-first approach that makes the most of our primal senses and promotes learning and knowledge retention.

**Question-based** Every topic includes questions that promote natural learning progression from recall right through to application on-the-job. So as learners progress through topics, questions become increasingly difficult, challenge the brain, and ultimately drive the right behaviors.

## Over 7,000+ Micro-topics and growing

We've partnered with the world's leading providers to stock Axonify Exchange with results-focused lessons covering the most important topics facing organizations today.

**Relevant & Industry Specific** From safety and compliance to customer service, three expansive libraries cover virtually any industry or challenge your business is facing.

**Fresh & Worry Free** Content is continually updated and always compliant, ensuring your training team can keep up with the pace of business.

- Business Skills
- HR Compliance
- Information Technology
- Leadership and Management
- Sales and Service
- Software
- Workplace Safety
- Cybersecurity
- Retail Leadership
- Retail Customer Service
- Finance
- Compliance

## And it's all powered by the only platform proven to drive results

Micro-topics are delivered through the award-winning Axonify Microlearning Platform that uses brain science, adaptive microlearning, gamification and knowledge-on-demand to engage employees, build knowledge and sustain it over time. Knowledge is then translated into behaviors that impact bottom line results.

## About Axonify

With the Axonify Microlearning Platform, you do more than train people. You drive business results with a personalized learning experience that fits into the workflow, only takes a few minutes, and ingrains the knowledge people need to achieve your business goals.

