

OpenBook Learning Styles

The OpenBook Learning Styles Questionnaires result from 20 years of research in learning theory together with comprehensive evaluations of IQ, psychological, learning, and other cognitive tests. OpenBook offers a series of explorations regarding your day-to-day engagement with other people, your occupations, and your routines that yield powerful and important knowledge as to how you engage most effectively and successfully with the world around you.

Why is this information important?

Is IQ the critical component of success? A wide variety of research summarized by Paris, Jacobs, and Cross of the University of Michigan, reveals that the difference between high performing individuals and individuals who demonstrate more average levels of performance is much less static than we often imagine.

Self-knowledge

The difference is self-knowledge. In fact, individuals who demonstrate a better understanding of their own strengths and weaknesses and therefore, are better able to assess the level of difficulty of the tasks at hand perform at the highest levels. OpenBook leads you to more appropriate problem-solving strategies, and lead you to the most beneficial instruction or support. **High IQ without self-knowledge fails to equal success. Individuals with self-knowledge beat peers with similar and higher IQ's without self-knowledge.**

“If at first you don’t succeed, . . .”

Further analysis highlights that high performing individuals share the belief that success lies in finding the appropriate strategy rather than in innate ability or brute force of effort. Therefore, when these individuals fail, they attribute that failure to the need for a better strategy rather than on their lack of intelligence or lack of hard work. As a result, they are more willing to seek out other resources or further knowledge. **Again, this ability to seek appropriate strategies beats innate IQ.**

Why is this information powerful?

A broad and converging range of research demonstrates that when individuals learn how to assess accurately their strengths and weaknesses, their performance rises. When they combine this self-knowledge with

training in better strategies, performance often rises to the level associated with giftedness. The most recent research out of the University of Pennsylvania confirms that, in the Ivy Leagues, what separates the top performers from the dropouts is the belief that success comes from finding the right strategy. **Further, the research reveals that the ability to seek successful strategies can be taught.**

OpenBook Learning Styles open the door to self-knowledge and better strategic performance.

Endorsements

“As a Wall Street Journal columnist, I once wrote about the gifts often hidden within learning "disabilities." My deep exploration of the topic eventually led me to OpenBook Learning, Inc. Now, I understand how the technology behind the teaching of the learning "disabled" applies to each and every one of us at the sub-clinical level.

I know--and I feel in my minute-to-minute life--that some methods of thinking, learning, communicating, and acting simply don't work as well for me as they do for my wife, my colleagues, my friends, or my children. OpenBook's work has shown me strategies not just for coping with own differences, but capitalizing on them.



Photo: Andrea London, 1998

At a time when everyone in a corporation must act as a lifelong learner, OpenBook is on the verge of revolutionizing the corporate classroom. And I'm convinced that's only the beginning for this deep and time-tested technology.”

Tom Petzinger, Jr., former Front Lines Columnist for the Wall Street Journal, author, The New Pioneers, The Men and Women Who Are Transforming the Workplace and The Marketplace, and CEO of Launchcyte.



Recently I discovered something extraordinary - radical, revolutionary, important. **OpenBook Learning** has released the most significant technology for calling out excellence and increasing productivity.

An experience beyond information.

Brian Holloway
CEO & Founder,
H. Center for Competitive Excellence
All-Pro, New England Patriots, Los Angeles

Raiders

Hired by 175 Fortune 500 Companies from around the world - Brian Holloway has set himself apart in delivering high performance value for the hard charging corporate competitors. Multi-Billion dollar giants HP and Compaq called on Brian to help meld these two extraordinary world cultures into one single, focused, turned-on TEAM. (During the biggest industrial world merger).

“Tremendous application possibilities for designs of our programs.”

Roger Trent Heape, Ph.D. Psychological Associates, St. Louis.

"I found the training you did for us eye-opening about myself, my colleagues, and our corporate culture. It was also entertaining and kept us involved."

Leslie Clark, Head of Training, The Jim Click Automotive Team, Tucson AZ

“This experience highlighted for me in a visceral way the challenges that many students face in our state university system. It made manifest the imperative that we teachers must enliven classrooms with multi-modal learning opportunities - - that we honor the diverse ways of thinking and knowing that our students present.”

Moira Dempsey
Assistant Director
Center for Writing and Learning
Oregon State University

Featured in

“The motor-mouth trap”

March 15, 2001

by Jae-Ha Kim

Chicago Sun-Times

“How to Listen”

January 2001

By Richard Bierck

Harvard Management Communications Letter

Harvard Business School

Contact:

Frank Sopper

OpenBook Learning, Inc.

www.openbooklearning.com

802-254-6036 direct line

fsopper@openbooklearning.com