OXYGEN

"Why are you here today?"

How to design for learning rather than telling

What is "Accelerated Learning?"

Oxygen's Accelerated Learning methodology transforms how information becomes knowledge, and knowledge becomes capability that then contributes to measurable business outcomes. Rather than overwhelming people with more content, this approach creates optimal conditions for the human brain to absorb, process, and apply information effectively.

The core principle is simple: *design learning experiences that work with human cognitive processes rather than against them.*

This methodology leverages principles from cognitive science, neurobiology, and educational psychology, organized into seven research-based design components. Each component serves a specific neurological and psychological purpose in the learning journey, creating what participants often describe as transformative rather than tedious experiences.

"The majority of feedback we get upfront is, 'I didn't really want to do it because I realized I was going to have to really engage.' But at the end, it's 'Oh my gosh, I actually really learned something."

— Juliana Stancampiano, Oxygen's founder and CEO

The Seven Components of Accelerated Learning

Components 1-3:
Helping People Connect

These initial components prepare both the learning mindset and environment—physical and psychological—to maximize receptivity to new information. Research in cognitive psychology demonstrates that the brain more efficiently encodes information when it has contextual relevance and positive emotional associations.[1]

1. Advanced Communication
This component begins several days before the primary learning experience and includes preparatory communications that establish relevance to learners' roles, create positive expectation of success, and activate relevant neural networks through preliminary reflection prompts.

2. Welcome & Connection
Rather than generic icebreakers, this involves role-specific scenario questions that simultaneously build rapport and activate relevant thinking, while establishing psychological safety and shared understanding of the learning process.

3. Big Picture
This provides a comprehensive cognitive framework for organizing new information, using visual representation of the learning journey, advance organizers that prepare the brain for upcoming information, and strategic context-setting that creates meaning and relevance.

1. Tyng CM, Amin HU, Saad MNM, Malik AS. The Influences of Emotion on Learning and Memory. Front Psychol. August 2017.

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Components 4-5:
Make Learning an Experience

When designers use structured learning cycles with carefully calibrated cognitive pacing, participants often report they "didn't even know they were learning." This aligns with research on working memory limitations and attention spans, which indicate that humans can typically retain only 7±2 items in short-term memory.[2]

4. Team Tasks and Activities

This component utilizes collaborative learning processes through scenario-based challenges that simulate real-world application, peer teaching opportunities that deepen understanding, and role-based simulations that create contextual memory anchors.

5. Lesson Cycles

Each lesson cycle includes brief conceptual overviews, multi-modal input methods that engage diverse neural pathways, discovery-based activities that promote active processing, and reflection protocols that strengthen neural pathways. A well-balanced cycle carefully calibrates duration (typically 20-40 minutes), sensory input variation, and cognitive state transitions that prevent attention fatigue.

2. Miller, G. A. (1994). The magical number seven, plus or minus two: Some limits on our capacity for processing information. Psychological Review.

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Components 6-7:
Provide Mechanisms to Integrate

Integration bridges the critical gap between knowledge acquisition and practical application. Research indicates that without deliberate integration activities, up to 80% of training content fails to transfer to on-the-job performance.

6. Show You Know

This requires demonstration of learning in authentic contexts through skill demonstration in realistic scenarios, knowledge application challenges that simulate workplace conditions, and performance measurement against role-specific competency standards.

7. Review, Wrap and Close

This final component cements learning through guided recall activities that strengthen retrieval pathways, meaning-making exercises that personalize concepts, implementation commitment protocols, and strategic reinforcement scheduling based on forgetting curve research.
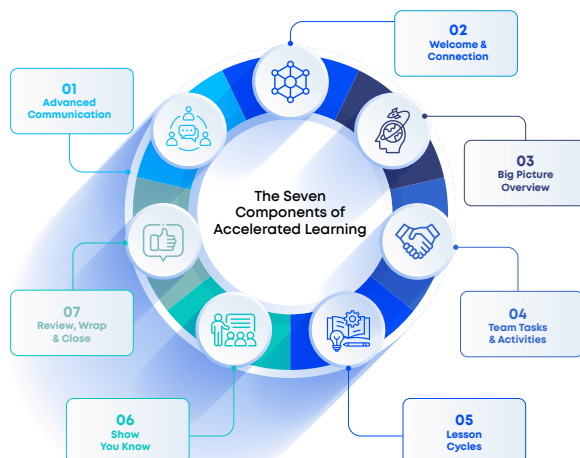
Accelerated Learning in Action

The difference between traditional training and Accelerated Learning becomes clear when you examine real-world implementations. Consider Microsoft's CARE program, designed to improve customer support experiences across their global service organization.

Traditional approaches would have created standardized modules covering communication, accountability, resourcefulness, and empathy—delivered through lengthy online courses with knowledge checks. Instead, Oxygen designed an experiential journey that put participants in realistic customer scenarios, used collaborative problem-solving, and required active demonstration of skills.

Traditional Training Experience	Accelerated Learning Experience
"I just have to get through this training"	"It was one of the best learning experiences I ever had"
"I feel anxious about being evaluated"	"I felt taken care of"
"This is sooo tedious"	"I had fun"
"I'm not sure how this applies to me"	"I walked away better at what I do...I saw it in my own results"
"This feels like a formal training session"	"It didn't even feel like 'learning'"

The results speak for themselves:

22%
reduction in
customer escalations

22%
reduction in
transfers

87%
positive sentiment
from participants

Enhanced skills in empathy and communication
directly connected to customers reporting better experiences

As one Microsoft participant reflected: **"During the stress of the day, it is nice to pause and think about the impact empathy has on both the end customer, the result of support offered, and your teammates around you."**

This isn't an isolated success. Across implementations, Accelerated Learning consistently delivers measurable business impact:

- **Microsoft sales transformation:** 55% reduction in time-to-productivity (from 9 months to 4 months), with participants consistently exceeding quota targets by up to 130%

- **Partner enablement program:** 32% increase in device activations, 65% adoption rate within 6 months, and 145% ROI with over $200,000 in reduced training costs

- **Six Sigma certification:** Twice as many students completed Green Belt board reviews in half the time compared to previous training programs

About Oxygen's Learning Expertise

Oxygen's learning architects, visual designers, writers, animators, and videographers collaborate in a creative instructional design approach called Accelerated Learning. This outcome-based methodology results in multi-sensory stimulation and relevant storytelling that holds people's attention, reduces complexity, and increases comprehension and retention.

Our learning architects and designers understand the neuroscience of how people learn, as well as the vital role that creativity and design fidelity plays in providing employees with impactful experiences. Our work generates measurable outcomes for leading companies in healthcare, technology, consumer goods, and financial services. We design role-based programs that accelerate adoption, enable informed decision-making, and drive positive change.

Ready to transform your learning effectiveness? Connect with Oxygen's learning experts to discover what's possible for your organization.