Morrison Alley CadenceLearn AI™

❝ *The cost of forgotten content isn't just educational—it's operational.* ❞

The Problem:

Big Meetings Inspire. But They Rarely Transform.

Whether it's a Sales Kickoff, Leadership Summit, or Company Town Hall, high-stakes events are designed to energize and align teams. But too often, the momentum fades once the event ends. Despite strong content and high production value, **retention drops and behavior doesn't change**.

According to the science of forgetting:

- People forget **50% of what they learn within an hour**
- **Up to 90% is lost within a week** without reinforcement
  (Ebbinghaus' Forgetting Curve)
- 87% of enablement leaders cite **retention** as their #1 concern
- Less than 30% track whether post-event knowledge is applied
- Millions are spent on events that don't deliver lasting ROI

Why Traditional Follow-Ups Fail

Most post-event reinforcement strategies fall short:

- **Follow-up emails** go unread.
- **Manager check-ins** are inconsistent.
- **LMS replays** are passive and disconnected from daily work.

These methods are **content-focused**, not **behavior-focused**—and that's the gap.

Enter CadenceLearn AI

Intelligent reinforcement that transforms events into sustained performance.

CadenceLearn AI is a post-event learning platform designed to **embed knowledge into the rhythm of daily work**—using proven techniques from behavioral science and adaptive AI.

It turns key event insights into **daily learning moments** that drive reflection, action, and peer connection.

How It Works: The CadenceLearn AI Model

1. Prime

Before the event, CadenceLearn AI activates readiness through short bursts of content and conversation prompts.

2. Participate

During the event, participants log insights, capture key themes, and engage in collaborative learning moments.

3. Practice

After the event, AI-curated reinforcement kicks in:

- Daily microlearning challenges
- Peer-to-peer social engagement
- Scenario-based application
- Gamified elements to encourage consistency

Built on Learning Science

CadenceLearn AI is powered by cognitive principles proven to improve retention and behavior:

- **Spaced Repetition** – Learning delivered over time, not all at once
- **Microlearning** – Small, focused tasks that build strong habits
- **Interleaving** – Mixes content types to build real-world adaptability
- **Social Learning** – Encourages feedback, reflection, and modeling
- **Synthesizes Feedback** – Pinpoints opportunity areas and barriers from mass communication logs
- **Gamification** – Increases motivation and consistency

What Makes CadenceLearn AI Different?

Old Model	CadenceLearn AI
One-time content delivery	Ongoing behavioral reinforcement
LMS replays and static decks	Interactive, adaptive learning in the flow
Manager-dependent accountability	Built-in tracking and peer collaboration
Forgotten within days	Embedded, repeated, retained

The Result: From Inspiration to Execution

CadenceLearn AI ensures:

- Strategic messages are **retained and applied**
- Leaders **model new behaviors**
- Teams **stay aligned post-event**
- Your investment **translates to measurable impact**

Ideal For:

- Sales Kickoffs (SKOs)
- Product Launches
- Executive Retreats

- Company-Wide Town Halls
- Leadership Development Programs
- Quarterly Business Reviews (QBRs)
- L&D Initiatives

Want to See CadenceLearn AI in Action?

Watch the Demo Video at MorrisonAlley.com

Reach out for a tailored reinforcement plan: Ashley@MorrisonAlley.com

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CadenceLearn AI

Where insights become habits.

Where leaders grow through rhythm.

Where learning sticks.