

Blended Communication Learning Program



Blended Learning – The Principle



**Learning theory and
concepts online
E-Learning**



**Practical applications in face
to face setting**

E-Learning



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concepts online
E-Learning**

*Practical applications in face
to face setting*

The Unique Chetochine E-Learning Pedagogical Method

Before



Pre-evaluation of knowledge

Allows to quantify the knowledge of the user before the online training.

During



Learning of the theory

The user follows a learning path, designed of theoretical modules to promote organic learning and entertainment.

After



Post-simulation of behavior

Allows to quantify the behavior of the user facing simulated situations after the training.

Pre-simulation of the behavior

Allows to quantify the behavior of the user facing simulated situations before the training.



Validation of the retention

Our method controls retention of the theory through check-points through each module.



Post-evaluation of knowledge

Allows to quantify the knowledge of the user after the online training and / or in-face-to-face training.



Face-to-Face Training



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concepts online
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**Practical applications in face
to face setting**

Methods that lead to success

Online training allows the group to have homogenized acquired knowledge.

This allows to start on key elements for-face-to-face training based on the practical applications and concrete cases:



A common language



Common communication tools



A common experience



Individualized diagnosis with strengths / weaknesses to facilitate group work



Case studies with examples that are client specific



A cohesive and prepared sales forces