Gold Cross University ™ "Process" Learning Methodology

Gold Cross brings a unique, cutting-edge, outside-the-box approach to adult education driver safety training. Gold Cross combines effective, time-tested training methods and learning techniques with an unconventional approach to achieve optimal driver safety goals for its clients. Company management is well-schooled in these techniques which are unique to Gold Cross.

The acclaimed SMARTDRIVER™ series of driver safety training courses consistently instill proven driver safety techniques, attitudes and behaviors. They become "good habits."

A Unique Proven Approach to Effective Driver Safety Training

When Gold Cross Safety first conceived the *SMARTDRIVER*™ series, they conducted research to find the methods of teaching that worked best with the natural recall processes of the human brain. Training programs need to be more than informative; they need to ensure that the participant will retain the information long term.

Their research determined that the SQ3R Method and the Cone of Learning model were effective with a long, well-documented track record of success. These methods complement one another - the SQ3R Method addresses the way that information is organized and presented, while the Cone of Learning reveals how the senses work separately and together to stimulate the mind.

Gold Cross has also integrated behavior modification and risk management techniques into its training to change bad driving habits into good ones, using the power of positive reinforcement. Decades of psychological research have shown that if something one does results in a positive outcome, that person is likely to repeat the same activity. This is why Gold Cross introduces self-correcting practice questions into their training. Research has shown that the brain reacts much more effectively to observable behaviors; Gold Cross imbeds broadcast quality video in their training.

The SQ3R Direct Experience

The SQ3R Method that is incorporated into the design of Gold Cross Safety Courses was developed by Dr. Francis Robinson for specialized US Army training which enabled military personnel to learn vast amounts of specialized information quickly and thoroughly. The method is studied in psychology and education doctoral programs and is a gold standard in military and adult education models.

SQ3R is an acronym for Survey, Question, Read, Recite, and Review. The first step in this learning process is to present the reader a general summary of the material that will be presented. Next, the reader is given a set of introductory questions that will be answered in the subsequent lesson. The lesson that follows is divided into small sections, each with highlighted words, periodic questions and reviews that drive key concepts and course retention. The use of the highest percentage retention factors proven in the "Cone of Learning" methodology is combined with SQ3R for maximum learning and retention values and outcomes.

Daniel P. Lanktree, President of Gold Cross Safety Corporation, a Service Disabled Veteran, was effectively trained using this methodology as a proud member of the US Army Special Forces (Airborne). John A. Martin, CEO of Gold Cross Services and a combat disabled veteran was trained using the SQ3R method while a proud member of the US Army Rangers (Airborne). Both men in turn used this methodology to effectively train other military and support personnel. This experience along with the risk management experience of both company officers is invaluable in developing Gold Cross driver safety training.

SQ3R

Dr. Francis Robinson PH,D Psychology

The SQ3R Method is analyzed, documented and taught as a "best practice" adult education model. It effectively traps information coming in for future use. The way you encode information determines where it is placed in your long term memory. When information is encoded in a well organized efficient manner, later retrieval increases dramatically.

The Cone of Learning

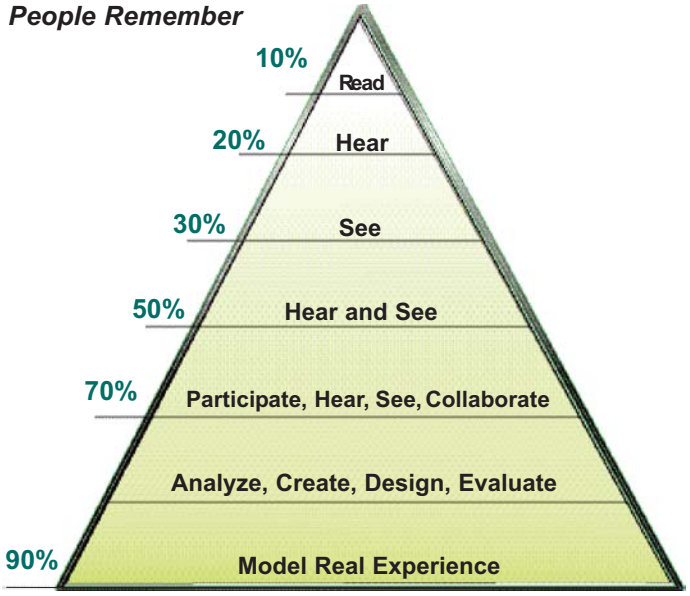
Dr. Edgar Dale, PH,D.
Interpretive Synopsis

Gold Cross incorporates the Cone of Learning, a psychological model developed by Dr. Edgar Dale that illustrates his findings - more information is retained for a longer time when multiple senses are incorporated into the learning process. Dr. Dale has proven and documented that in training, the typical person retains only about 10% of what they read, 20% of what they hear and 30% of what they see. Viewers of movies and television retain 50% of what they hear and see. When the student is able to speak and act upon the learned information, the average retention rate sky rockets to 90%.

SQ3R

Survey
Question
Read
Recite
Review

&



Gold Cross Effectively Incorporates the SQ3R Method and the Cone of Learning

Gold Cross driver safety courses use a 4-step process that stimulates the viewer in a number of ways and uses maximum senses:

1. Each interactive Gold Cross Safety digital course is audio video based and begins with head lines, statistics, and charts. They serve as an overview of the information to be covered in the lesson, and allow viewers to mentally prepare to receive the content.
2. Next, the subject matter is then presented using an audio-visual format, practice questions and other stimuli. While viewers are thinking about the topic and note the answers, additional content is being covered and points are highlighted on the screen.
3. At the end of each section, there is a pause for viewers to repeat and recite the information they've learned with a series of self-correcting questions and answers.
4. Finally, the content is reinforced with a 20-question Smart Driver challenge.

The result is a more immersive, interactive learning experience that stays with the viewer long after the initial lesson and evaluation is complete, and changes their driving habits in a positive way.

Gold Cross "Outcomes"

- Lower Collision Rates and Costs
- Reduction in Injuries
- Reduced Absence Rates
- Lower Financial & Human Cost
- Reduced Workers Compensation
- Reduced Liability Costs

And Much More

Maxification™

- High Impact Proven Learning

Minification™

- The Cost with Time and Efficiency

The crash that didn't happen is the most effective outcome