



Knowledge Factor

FOR IMMEDIATE RELEASE

Contact

Alicia Hassinger

303.433.7020

ahassinger@commstratgroup.com

CONFIDENCE-BASED LEARNING IDENTIFIED AS HOT TOPIC IN 2006

*Knowledge Factor to Address “Knowledge Confidence” in Training
at Sharing@LearnShare in Las Vegas*

January 23, 2006 (Denver, CO) – What started in the mid-1970’s as a breakthrough approach to measuring knowledge and confidence is now moving front-and-center onto corporate agendas in the form of a revolutionary learning methodology called Confidence-Based Learning. Confidence-Based Learning is on the rise among training organizations that are transitioning their companies from *training* organizations to *learning* organizations. This will be one of the topics addressed on March 1-2 when senior corporate training professionals from a wide swath of industries will be gathering in Las Vegas for the Sharing@LearnShare conference (www.learnshare.com/Site/Sharing/vegas2006/vegas.aspx).

Confidence-Based Learning (CBL) is designed to ensure that learning actually takes place and mastery is achieved. It is much more than simply delivering content to employees. CBL ensures learning by ascertaining precisely what people know and what they don’t know without guesswork and doubt skewing the results. Then, the CBL System rapidly remediates learners’ gaps in knowledge and confidence.

Determining what people need to learn starts by understanding what ignorance, doubts and misinformation exist within learners. Unlike traditional learning methodologies that measure only how many questions someone answers correctly, CBL’s assessment methodology differentiates between:

- Correct answers that are answered with *confidence*, indicating competency.
- Correct answers that are answered with *doubt*.
- Correct answers that are total *guesses*, equivalent to no knowledge.
- Incorrect answers that are answered with *confidence*, indicating misinformation.

Distinguishing between a person guessing correctly and one who answers correctly with confidence can have a direct impact on the bottom line. The Confidence-Based Assessment™ can capture and validate knowledge confidence because of the unique structure of its multiple-choice questions and detailed analysis. For example:

14. **The number one reason individuals file sexual harassment complaints is:**

- A. To get the behavior to stop
- B. Money
- C. Revenge

I AM SURE	I AM PARTIALLY SURE	I DON'T KNOW
Wrong = Maximum Penalty Right = Maximum Reward	Wrong = Maximum Penalty Right = Partial Reward	No Penalty No Reward
<input type="radio"/> A <input type="radio"/> B <input type="radio"/> C	<input type="radio"/> A or B <input type="radio"/> B or C <input type="radio"/> A or C	<input checked="" type="radio"/>

Upon completion of an assessment, CBL closes knowledge gaps at the moment users are most inclined to learn – just after being evaluated and shown their personal levels of misinformation and doubt.

Knowledge Factor, the leader in Confidence-Based Learning, will be featured at the upcoming Sharing@LearnShare conference addressing the best practice applications of CBL. This issue is one of the many critical training issues to be addressed at the Sharing@LearnShare conference in Las Vegas on March 1-2. To learn more and register, visit: <http://www.learnshare.com/Site/Sharing/vegas2006/vegas.aspx>.

Knowledge Factor, Inc.

Founded in 2000, Denver-based Knowledge Factor is the leader in Confidence-Based Learning. The Company is the owner of a patented and effective methodology it calls Confidence-Based Assessment™, or CBA™, which for the first time measures both knowledge and confidence and removes the guesswork from training. The Company's CBL System measures competency, certifies learning and provides a rapid and targeted learning solution to organizations and individuals. For more information, go to www.knowledgefactor.com.