

LAB-ON-LINE IN THE CORPORATE SECTOR

FREQUENTLY ASKED QUESTIONS (FAQs)



LAB-on-line (LAB) is a cognitive development solution developed by Lectorsa aimed at improving the way you interact with information. It enhances the measurable aspects of interaction between the eyes and the brain. By exercising the eyes and training the brain, we can increase the activity in the brain, which plays a central role in mental well-being and ability to perform at the workplace. It is based on more than 30 years of research and development. LAB incorporates a virtual reading lab and eye-brain gym. The combined effect of these elements are achieved through developing your:

- Cognitive and analytical ability **development**
- Visual skills
- Perceptual skills
- Memory and attention
- Comprehension
- Vocabulary and language
- Creative thinking
- Learning and study skills (for those individuals enrolled on course or study programme).



Who is Lectorsa?

Lectorsa is one of the leading research and development companies in this field and has an international footprint. LAB has more than 67 000 successful users. Lectorsa continues to modulate their solution by keeping it on par with cutting-edge technologies and refining the algorithms with up-to-date analysis of available data.



What is the role of Lectorsa Corp?

Lectorsa Corp has partnered with Lectorsa to offer LAB to individuals and teams in the business and corporate sector and in the public sector. Lectorsa Corp South Africa has delivered competence by developing people through education and skills enhancement.



Why is cognitive development important in the corporate and business sector?

In the last decade, there has been an explosion in the amount of information and data that employees at all levels of business and in the public sector are facing on a daily basis. People are expected to deal with larger and more complex information sets and is expected to absorb it quickly, analyse it more effectively, comprehend the issues and act on the information and data to ensure high-impact outcomes. This is evident at all levels of business and public sector operations. From this perspective, there is a growing gap between information and application (executing and delivering better and smarter outcomes based on available information and data). This can be referred to as the “information- application gap”

All information and data is visual; hence the need to improve the link between visual interaction (reading) and interpretation, comprehension and application. The need is for cognitive improvement solutions for the individual in the corporate world.

The competitive business environment linked to global economic conditions, is amplifying the “information – application gap”. The number of factors and elements that businesses and employees are dealing with everyday has multiplied exponentially. Cost saving and value engineering approaches provide impetus to processes aimed at increasing competitive advantage. This is not easy to accomplish particularly in value chains that are already quite optimised. In addition to this, businesses need to ensure that the learning that employees gain from training and development programmes is translated into effective application outcomes. Many are struggling to achieve the desired outcomes.



How does it work?

Lab-on-Line (LAB) is a cloud-based solution that can be used in most online environments. No installation is required and 99% uptime is guaranteed. LAB operates on smart devices such as PC, tablets, laptops and smart phones. It has been optimised for Google Chrome. The course is structured as 20 lessons per level at various levels of competence.

- LAB is focused on enhancing two factors, namely **visual processing factor (VPF)** and **cognitive development factor (CDF)**. Each of these two factors incorporates measurable sub-elements. VPF is measured as words per minutes (wpm) read. CDF is measured as % comprehension against a complexity of content. The combined VPF and CDF multiplied leads to an **AIU factor (action-interpret-understand)**. It is important to note that there are international norms for each of these measurable factors.
- In terms of the AIU factor, LAB enhances the individual process of:
 - **Taking Action** by improving visual processing of information and data.
 - **Interpreting** and analysing the information and data.
 - **Understand** the meaning to the work context leading to improved decision-making and work outcomes.

The AIU (action-interpret-understand) factor is key to cognitive development and ultimately enhanced work performance.



Why should I do it?

Increasing eye-brain performance produces healthier, stronger minds. LAB increases neuro-plasticity. Neuroplasticity is described as the brain’s ability to reorganize itself by forming new neural connections throughout life. Connections within the brain are constantly becoming stronger or weaker, depending on what is being used. This is the “muscle-building” part of the brain; the physical basis why repetition strengthens the power of choices and actions. Over time it becomes automatic – a part of who we are. LAB harnesses these truths in a way that structures the eyes, muscles, neurons and mind in accurate patterns to interact with information.



How would you summarize the basic features and benefits of LAB?



CLOUD SOLUTION

Online access
Operates on smart devices: smart phone, tablet, laptop, etc.
Smart reporting



EYE-BRAIN GYM

Develops visual processing ability
Exercise the eyes and train the brain
See faster, remember more
Improves cognitive function



VIRTUAL LAB

Virtual lab with value-added services by Lectorsa Corp
Focused algorithm



MONITORED PROFILES

Online support
Dedicated profile monitors
Feedback and reporting system
Extensive metrics with pre and post course assessments



RESEARCHED SYSTEM

Continued research and product development
Diagnostic interpretation of results



How will it benefit the business as a whole?

Businesses are comprised of people. They are the most valuable assets of the organization and huge sums are spent on people development. This is often done at technical and functional skill level to the detriment of equally important generic skills like cognitive development skills. An improvement in cognitive development abilities at individual and team level will permeate throughout the organization leading to smarter teams delivering smarter solutions.



How are the needs of the business, teams and corporate groups assessed with a view towards implementing LAB in the business?

The Strategic Dialogue Assessment Tool (SDAT) is used in assessing the needs of participating corporate groups or teams. It does not form part of the actual LAB solution, but is used by Lectorsa Corp as a consultative tool. The elements of this tool consists of the following steps:

1. Analysis of company needs in the form of a gap analysis. This is firstly done at enterprise level and then at group / team level as needed.
2. Identification of teams and participants. It may be prudent to start with high-impact areas of the business. Procurement and supply chain management (SCM) would be primary target areas.
3. Once the individual participants have been identified, individual assessments via an English proficiency test (supplied by Lectorsa) are done for each participant. This will determine the level at which the participant will be registered / placed.

4. After completion of the assessment, a registration form will be completed per participant.
5. An induction workshop is held for the group / team as a whole. This workshop will include orientation and a briefing on the programme and what can be expected.



Is it a once-off intervention?

No, it is not a once-off intervention. There are multiple levels that build on previous visual, reading, cognitive development and comprehension skills. Participation in further levels form part of needs assessment for the individual or corporate groups.

Is it linked to any international benchmarks?

The development of this online Cognitive Development Programme is based on over 30 years of research and practical implementation. It has been developed to improve the cognitive development and learning ability of users to International Standards. We all have to learn and acquire new skills every day. Life is all about learning and improving.



Is LAB accredited?

LAB is registered as a Short course with the University Stellenbosch on NQF Level 6.



How will I be assessed?

When logging on the first time, you will be guided through an online assessment. Once the assessment has been done, the system will then either retain you on the level you have been registered for or take you to a different level. Your progress will be monitored by a specialist educator who may also suggest a further level change at your 3rd lesson.



How are gaps in the various aspects of cognitive development identified and dealt with?

Worksheets can be downloaded after Lessons 5, 10 and 15. The materials are aligned to the specific lesson and are used to reinforce certain key elements as well as facilitating vocabulary development and reading skills and comprehension strategies. It targets the following areas for development:

- Visual skills
- Language skills
- Comprehension development
- Study skills.

Mind activation sheets are available to corporate groups and individual business users. These sheets provide additional development while it harness the neuro-plasticity of the brain in order to develop new pathways through training in cognitive skills and strategies.



What reports are available to my employer and me?

The Management, Analysis and Reporting Tool (MART) is used to:

- Monitor student progress
- Monitor lesson progress
- View target areas that need more support. These areas are:
- Visual skills (perceptual development, visual efficiency and accuracy, and memory)

- Sight vocabulary
- Comprehension development with higher-order thinking skills (HOTS) and lower-order thinking skills (LOTS) report.

As a diagnostic tool, MART:

- Monitor group progress and assess areas that are under developed in order to adjust curriculum content for groups
- Assess individual development diagnostically through in-depth results
- Monitor implementation plan.
- All profiles are monitored by Lectorsa to assist all users and corporate groups and ensure accurate implementation.

MART is a group management dashboard that provides Lectorsa Corp with real-time access to the various corporate groups that are registered for LAB.



What happens after completion of the course?

On completion of the course, the Post-Completion Tool (PCT) will provide:

- An individualized report on completion.
- Identification of further individual and team needs. This is a consultative process aimed at identifying company, group and team needs forthcoming from the outcomes of the programme. This is also the ideal opportunity to identify other participants for future enrolment.
- A certificate.



What support is available to my employer and me?

Technical support is provided via a Support Desk at Lectorsa where you can log a ticket for technical assistance.

Lectorsa will provide the following support as part of MART:

- Profile management feedback reporting
- Management and tracking of progress of users and groups to ensure LAB presents successful results and accurate implementation
- Discussions with Lectorsa Corp on the reports to ensure they are understood
- Continued support via e-mail or telephone as needed.