SS&C NeuroLab

Combining innovative technology and neuroscience to improve training and learning outcomes through optimized engagement and retention.

EEG Data | Deeper Analytics | Actionable insights

Introducing AMEE

What motivates employees?
How can we improve training content to measure employee retention and performance?
Should you trust your intuition and listen to your emotions in decision making?

The SS&C NeuroLab tests various qualities of training content by measuring the efficiency and efficacy of learner interaction. By measuring brainwave activity using electroencephalographic (EEG) technology, we quantify **AMEE**: *Attention, Memory, Emotion and Engagement,* of learners, individually and collectively. Each attribute offers a unique insight into the effectiveness of specific learning content, enabling instructional designers to refine their programs and improve results.

Attention

Brain activity responsible for perception and cognition measures the alertness of learners.

Memory

Brain activity responsible for the encoding and retrieval of content, and the ability to store and integrate information into understanding.

Emotion

Brain activity responsible for identifying emotional states to help determine how learners perceive and think about the information.

Engagement

Metric comparing the attention, memory and emotion across large groups of learners experiencing the same content, offering insight into overall engagement.

The four components: **Attention, Memory, Emotion and Engagement,** provide a highly informative perspective on content efficacy and offer valuable insights to optimize the instructional design process delivered in a customized report.

Attention

Highlight specific segments of content that elicit high or low attention. Assess the variance in how individuals interact with specific content, given differences in learning styles.
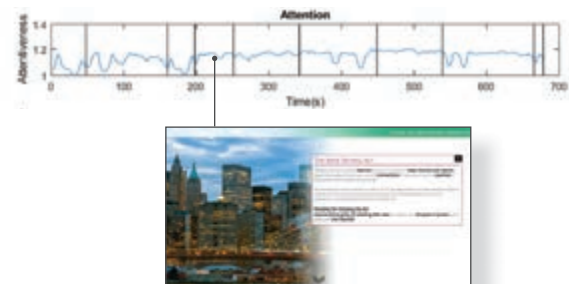
Memory

Determine whether encoding or retrieval is the primary memory activity occurring at a given time. This enables you to identify areas of content that are highly memorable and to evaluate how well memory is recalled during learning assessments or in practical situations.
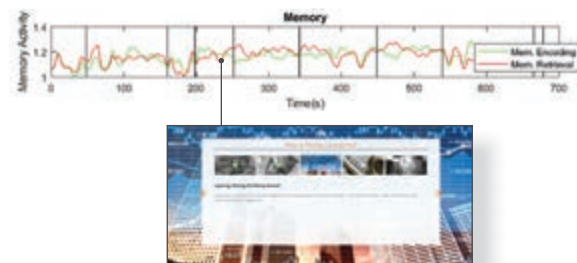
Emotion

Define and assess emotions to help validate the extent to which emotional states drive "approach" or "avoidance" in learners as they progress through training content. Emotional states can either motivate or dissuade engagement with content, and are often highly correlated with a learner's comprehension and memory integration.

Engagement

Inform how content engages learners to predict its effectiveness when put into practice. Additional analyses can be conducted across multiple demographics to compare how various groups uniquely engage.

Are your training programs working?

Are your employees actually assimilating the content and able
to apply their learning in practice?

Who We Are

The SS&C Learning Institute is an education, training and research organization
dedicated to the enrichment of investment management professionals and those
seeking careers in financial services.

For more information visit **ssctech.com/learn**.

SS&C Learning Institute 4 Times Square, 6th Floor, New York, NY 10036 | SSCLI_Support@sscinc.com