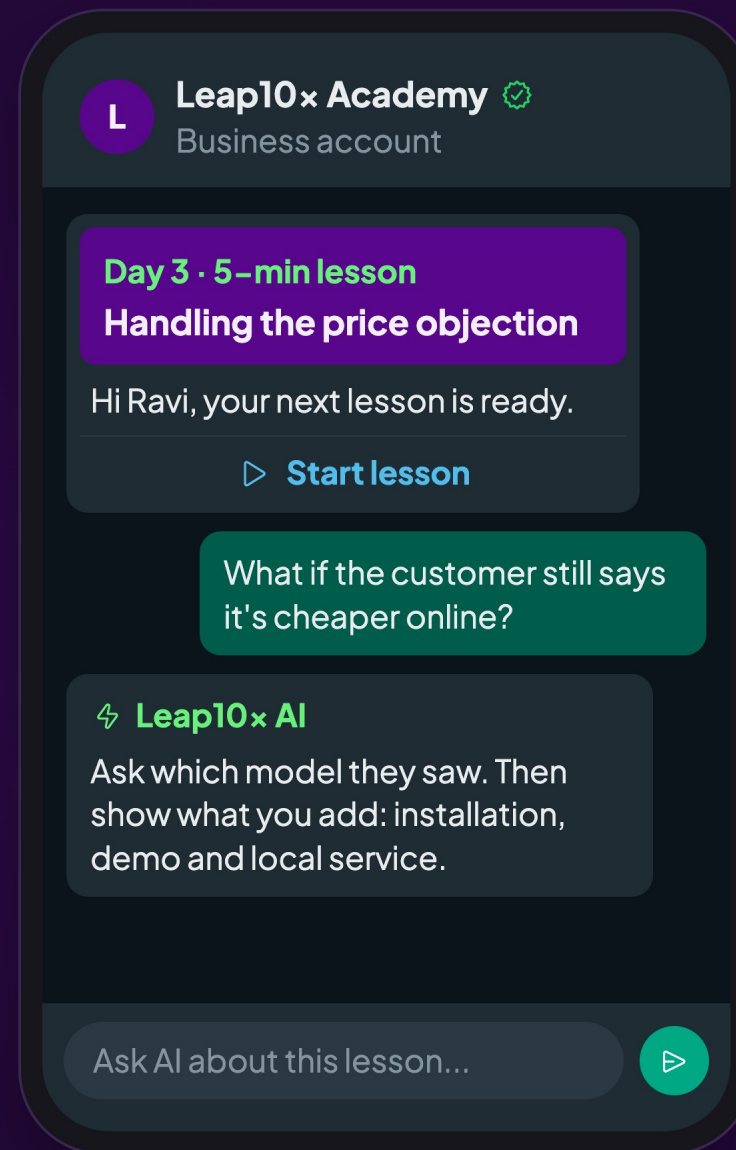


THE FRONTLINE SHIFT

Why training is forgotten by next week

4 findings from learning science, and how Leap10x turns them into 5-minute lessons your frontline actually remembers.



FINDING 01 · MEMORY

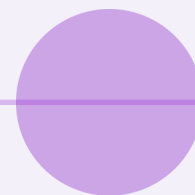
Training fades **faster than you think**

**Training day**

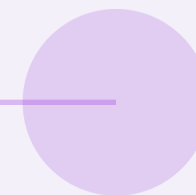
Everything feels clear

**That evening**

Details start slipping

**Next day**

Big gaps appear

**A week later**

Much of it is gone

WHAT RESEARCH FOUND

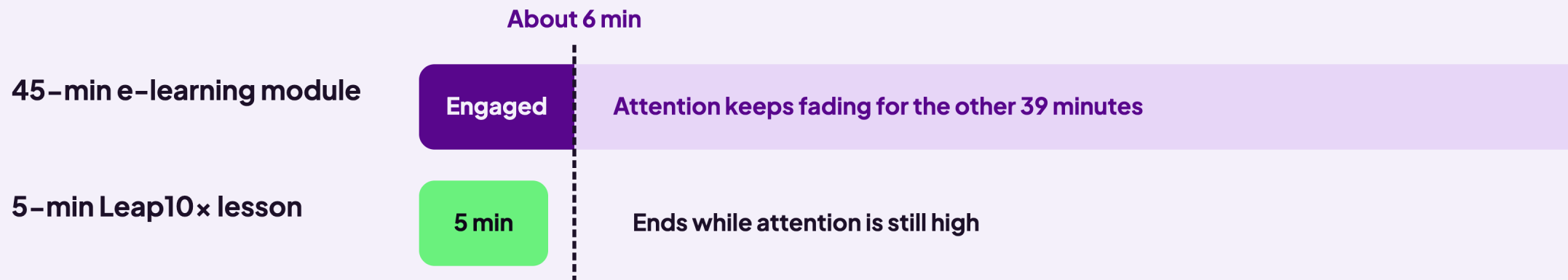
Without review, memory of new information drops fastest in the first few hours, then keeps sliding for days.

WHAT IT MEANS ON THE FLOOR

A one-day workshop starts fading the moment your team walks back to the store, plant or field.

FINDING 02 · ATTENTION

Long modules lose people **early**



WHAT RESEARCH FOUND

Across 6.9 million edX video sessions, people typically stopped engaging at around 6 minutes, whatever the video length.

WHAT IT MEANS ON THE FLOOR

Your sales and service teams will not sit through a 45-minute module between customers.

FINDING 03 · FOCUS

Teach **one idea** at a time

One long product session

Features Pricing Warranty Offers
Competitors Demo steps Objections
Installation After-sales

Too much at once. Little sticks.



One 5-minute lesson

Handling the price objection

One clear idea. Easy to remember.

WHAT RESEARCH FOUND

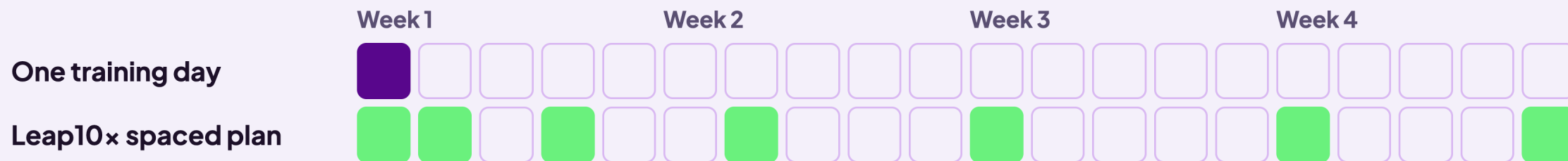
Working memory holds only a handful of new ideas at once. Overload it and little reaches long-term memory.

WHAT IT MEANS ON THE FLOOR

A 60-slide product deck in one sitting overloads even your best sales rep.

FINDING 04 · PRACTICE

Little and often **wins**



Each box is a working day. A filled green box is a 5-minute lesson, quiz or reminder.

WHAT RESEARCH FOUND

Short sessions spread over days build stronger long-term memory than one long session. Each review slows the forgetting.

WHAT IT MEANS FOR THE FRONTLINE

Seven short touches over a month do more than one big training day ever can.

PUTTING IT TOGETHER

Five minutes works when it is part of a plan

1**Learn**

A 5-minute lesson on one idea, sent on WhatsApp.

**2****Recall**

Quizzes and nudges bring it back before it fades.

**3****Apply**

Roleplays and on-the-job tasks turn it into habit.

Learn, recall, apply. **Then repeat with the next idea.**

FROM SCIENCE TO THE SHOP FLOOR

How Leap10x puts this to work

The science says	So Leap10x gives you	Your team gets
Memory fades within hours	Spaced lessons, quizzes and reminders over weeks	Knowledge that lasts past training day
Attention drops after about 6 minutes	5-minute lessons on WhatsApp, with no app or login	Learning that fits between customers
The mind holds only a few new ideas	One idea per lesson, in 70+ languages	Clear steps that are easy to recall
Skills grow through practice	Roleplays and on-the-job tasks	Skills that show up on the floor



Five minutes. **Every learner.** In their own language.

On the shop floor, between store shifts, on the way to a field visit. Leap10x reaches your people where they already are: WhatsApp.

Let's talk: hello@leap10x.in

Trusted by teams at Tata · HDFC Bank · Havells · Reliance · Blue Star · Siemens