

Methodology Whitepaper

The efficacy of any corporate learning intervention or structural transformation is inextricably linked to its delivery mechanism and underlying pedagogical foundation. The operational framework deployed by NeoSkills entirely eschews monolithic, one-size-fits-all instruction, operating instead on a profound commitment to systemic flexibility and deep psychological engagement.

The Foundation of Blended Learning

The core operational philosophy rests on "Blended Learning"—the strategic, deliberate orchestration of varying tools, technological modalities, and instructional methodologies to optimize knowledge retention for highly diverse, globalized learner profiles. This tailored approach ensures that teams are empowered to learn in ways best suited to their cognitive preferences, drastically enhancing long-term knowledge retention.

This is achieved through a comprehensive spectrum of delivery modalities:

1. **Face-to-Face (Instructor-Led) Training:** High-touch, intensive classroom-style sessions delivered by permanent, deeply experienced faculty to ensure immediate, high-fidelity knowledge transfer.
2. **Web-Based Virtual Training:** Live, highly synchronous education delivered to distributed, remote teams using enterprise-grade platforms, dismantling geographic barriers while maintaining real-time interactivity.
3. **e-Learning:** Highly interactive, asynchronously delivered packages engineered by in-house development teams, permitting learning to occur with absolute temporal flexibility.
4. **Video-on-Demand:** A repository of curated, highly compressed knowledge modules available for immediate consumption, providing point-of-need performance support.

The 70:20:10 Learning Framework

Our pedagogical architecture is deeply informed by the globally recognized 70:20:10 model, which acknowledges that significant professional development happens outside of formal learning events. To create a true culture of continuous learning, our methodology ensures that development is distributed as follows:

- **70% Experiential Learning:** The most powerful learning is derived from hands-on experience. Our frameworks incorporate challenging, real-world assignments, allowing employees to solve problems, make decisions, and learn directly from the workflow.

- **20% Social Learning:** Knowledge is deeply solidified through peer interaction. We structure environments that promote learning by observing others, receiving coaching, being mentored, and engaging in dialogue.
- **10% Formal Learning:** Structured interventions—such as coursework, workshops, and e-learning modules—provide the essential foundational theory and frameworks upon which experiential and social learning can build.

The MINIMEC Strategy for Long-Range Growth

As organizations navigate digital transformation, leaders must avoid intellectual myopia and ethically challenged management approaches. Our methodology incorporates the "MINIMEC" management strategy, which aims for long-range intellectual growth with integrity. This strategy actively guides leadership development, ensuring that organizations do not fall into systemic traps during transitional periods, but rather foster continuous mental metamorphosis across all workforce tiers.

Deep Customization and Engagement Architecture

Crucially, instructional content cannot be static. Off-the-shelf libraries frequently suffer from low engagement—particularly among older demographic cohorts where passive engagement rates can depress to 21% without targeted relevance.

To combat this, our methodology mandates rigorous, client-specific customization. Interactive courses are edited to seamlessly embed the client's exact company branding, internal proprietary terminology, and highly relevant, industry-specific case studies. By utilizing gamified engagement incentives, goal-setting parameters, and aligning curricula directly to operational realities, the methodology guarantees maximum participation and knowledge absorption across the entire organizational demographic.