



# IMMERSION, LEARNING AND THE IMPORTANCE OF TRUST

## VIDEO TRANSCRIPT

Bob Gerard: You demonstrated the emerging neuroscience platform to me, I was blown away. Tell me about that. How did that come about? How does it work?

Paul Zak: Immersion is a very unusual neurologic state that we discovered in 15 years of experimentation, in which the brain is attentive to the information, but you're also emotionally engaged by it.

When your brain says, "This is really valuable to you," it tags that experience emotionally, your brain releases oxytocin, it's easier to remember it, and it's enjoyable.

It's super simple because we've automated all the signal processing. We're collecting data that comes out of the peripheral nervous system, shoots up to the cloud, and in real time you can see, for a room full of people, how immersed they are in content.

Bob: Over the last six months, we have probably run seven or eight different courses, new courses, new learning experiences, where we use the sensors to see how immersed people are throughout the entire event, second by second.

Paul: I think the beautiful thing about working with Accenture is that you guys want to experiment. You want to be precise and really articulate the factors that are driving these differences in outcomes, and I love that.

Bob: The research that we've done so far with this has showed that our principles about how to design good learning, what we call durable learning, they bear out. They're proven.

It's all about getting things better. It's always about how can we optimize this and how can we make it better for the future.

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