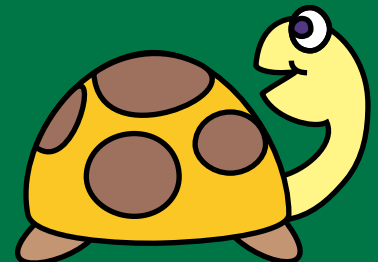


Learners will never forget a good StoBL.
Because they've never forgotten a good story.



Story-based Learning Objects (StoBLs™)—an innovative learning methodology from Tata Interactive Systems

How do you ensure that your training programs get a happily-ever-after ending? Consider StoBLs™, an innovative training tool that is as old as it is new.

Simply convert less-than-inspiring learning topics into StoBLs™ and what you have is a cutting-edge success story that few can match.

Tata Interactive Systems (TIS), the global e-learning pioneer, developed the StoBLs™ methodology using stories as the instructional approach to deliver learning effectively. The StoBL object utilizes visual imagery and audio to bring learning content to life. It achieves interactivity in the true sense of the term—beyond mere mouse-clicks and multiple-choice questions.

Story-based learning delivered through the computer leverages a variety of media elements and combines them into a potent instructional form. The added element of interactivity helps the learner make decisions that control the movement of the story, as it were.

The StoBLs™ edge

StoBLs™ are effective teaching tools because everyone—including adults—loves the immersive aspect of stories. Stories facilitate the appreciation of inaccessible concepts by lowering adult resistance to new ideas. As a result, StoBLs™ make the tedious topics memorable, concretize abstract notions, and simplify complex ideas by using story elements in an instructionally structured manner. StoBLs™ work best when you teach principles and concepts that include:

- Abstract concepts (for example, soft skills such as leadership)
- Colorless or uninspiring principles (such as compliance-related regulations and codes of conduct)
- Concepts that are difficult to appreciate (such as finance for non-financial managers)

Why StoBLs™ work

StoBLs™ work better than other methodologies, because they are 'CRUNCHEd'—Contextual, Realistic, Unusual, Natural, Concrete, Human, Easily accepted, and Discovery-oriented.

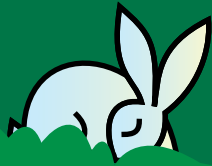
StoBLs™

STORY BASED LEARNING OBJECTS

TATA INTERACTIVE SYSTEMS

Changing the way the world learns

www.tatainteractive.com



Contextual

A story with a context conveys emotions, triggers individual and group memories, and provides intuition and insights to events; this in turn enables appreciation and application of the learning points.

Realistic

Stories are based on reality, or are converted to reality, and therefore the learning derived from them is credible—and learners, receptive.

Unusual

A story must be memorable—with an “a-ha” moment—promoting retention of the associated learning.

Natural

The events in a story appear natural, not contrived, enabling easier learner acceptance.

Concrete

Stories deal with specific people, things, and events, which learners can relate to.

Human

There is a human angle in stories, even if they are not about human beings all the time, ensuring learner empathy and receptivity.

Easily Accepted

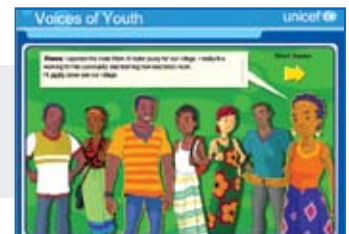
People lower their defenses to absorb a story instead of questioning it. The curiosity and readiness to be entertained translates into high acceptability and retention of the underlying concepts.

Discovery-oriented

Adults love to learn when they discover the learning themselves—which a story-based approach facilitates. Moreover, in a story, the learning tends to be embedded rather than added on towards the end.

Samples of StoBLs™

Web and CD-based game on Water, Environment and Sanitation, developed in multiple languages for global youth.



Story-based Learning Objects—StoBLs™—prototype on improving efficiency in cement plants.

StoBLs™ prototype on insurance concepts.



StoBLs™ prototype on the basics of mathematical calculations.

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