

Fast For Word®

Family of Products

the Science

Our Fast For Word® software products develop cognitive skills required to read and learn effectively. The basis for Fast For Word products comes from more than 30 years of peer-reviewed neuroscience research on reading and learning in children, adolescents, and adults.

The efficacy of our major products has been established by extensive outcomes research from independent researchers, our founding scientists, and our company. We also have the largest database of user results in education, demonstrating the effectiveness of our products.

What do Fast For Word products do? We improve essential cognitive skills — Learning MAPs™

Effective reading and learning requires a variety of cognitive skills that must function in unison. Fast For Word products develop Learning MAPs skills, critically important prerequisites for successful reading. When Learning MAPs are stronger, students are able to benefit from reading instruction.



What are Learning MAPs ?

Memory - hold information and ideas short- and long-term, essential for word recognition, comprehension of complex sentences, and remembering instructions.

Attention- focus on tasks and ignore distractions.

Processing- critical for distinguishing speech sounds and identifying letter and word forms.

Sequencing- a cognitive skill that relies on memory, attention, and processing and is essential for phonics, word fluency, reading and oral comprehension.

How do Fast For Word products improve cognitive skills? *Fast!*

The **Fast** Power Learning Formula:

Frequency and intensity

adaptivity

Simultaneous development

timely motivation

Frequency and Intensity-

brain plasticity research demonstrates that completing a set of learning tasks in a frequent, intense timeframe accelerates learning.

adaptivity-

interactive exercises automatically adapt to individual skill levels and responses, adjusting the learner's content exposure and targeting correct responses approximately 80% of the time, which maintains challenge and motivates success.

Neuroscience research has demonstrated the importance of several principles — **F**requency and intensity, **a**daptivity, **S**imultaneous development, and **t**imely motivation — to effect change. The Fast For Word products use these principles to enable student learning.

Simultaneous Development-

each exercise focuses on a specific set of reading or language tasks and simultaneously develops underlying cognitive processes such as memory, attention, and processing.

timely Motivation-

for the brain to learn, students must be active, attentive, and engaged. Rewards are provided on the first attempt only, a proven neuroscience motivation technique.



Acorns to Oaks Children's Centre

ATOC 80, Soi Patanavej 12 (Pridi Banomyong 14), Sukhumvit 71, Prakanong Nua, Wattana, Bangkok 10110
Tel: +66 (2) 7117157-8 Fax: +66 (2) 7117190 Email: info@atocbkk.com