

Fast ForWord Q and A for Families and School Administrators

What is Fast ForWord?

Fast ForWord is patented software specifically designed using the principles of neuroscience to build an individual's learning capacity.

The Fast ForWord family of products continuum begins with strengthening the foundational cognitive skills of memory, attention, processing and sequencing and continues through to the foundational reading skills of vocabulary, phonemic awareness, decoding, fluency and comprehension.

Are there other products that Build Learning Capacity?

The short answer is no. Other products make claims of scientific validation. Fast ForWord is the only product on the market today that was developed in University research labs under the direction of internationally renowned neuroscientists and behavioral scientists. These individuals patented their research and brought it to market to benefit individuals to fully develop the human potential.

What exactly do you mean by designed with neuroscience principles?

Neuroscience, or brain research, has made huge strides over the past 30 years. Here are some facts we now know:

- The brain can increase its capacity to learn over a lifetime. Which means you really can teach an old dog new tricks
- Language acquisition at an early age has a direct connection to how your brain develops its ability to read.
- How good you are at processing sounds, or the smallest part of a word such as "ba" in the word bat, will directly affect

your ability to associate sounds with letters.

- Certain conditions, such as positive reinforcement, encourage learning
- Neural circuits are continuously redefined through experience and learning

It is with this knowledge and more that Fast ForWord was developed. By following the prescribed product use this technology is actually rewiring the brain to be more receptive to learning.

How do you know it really works?

Continuous research. Since its origins in university labs scientists have continuously tracked the gains resulting from students using the Fast ForWord product. To date there are over 90 school based research studies tracking over 40,000 students. In addition, independent research conducted by Stanford University has imaged the brain before and after the use of Fast ForWord to show that areas of the brain are activated after product use.

Who benefits from Fast ForWord use?

Everyone. Because Fast ForWord is working to strengthen your cognitive skills, we can all benefit from its use. But the visual design of the product was crafted to benefit students from pre k through high school. Research has proven that at-risk, ELL, learning disabled, and emotionally challenged students have profound life changing results from using this product.

Is this one of those products that you have to do forever?

No. Because it is designed by targeting what the brain needs in order to change, when used in the recommended schedule (protocol), you will see positive results in 8-12 weeks. Because the brain is strengthening the cognitive skills these benefits continue to last a lifetime.