

## THE POWER TO KNOW™ -- WHY ASSESS MENTAL SKILLS?

Why does one student succeed academically while another fails in the same school, same class, same teacher and same curriculum? This same question applies even when comparing different schools. Is it solely the fault of the teaching process or is it potentially related to how well each student processes and understands information—their capacity to learn. Mental or cognitive skill performance impacts how well a student learns.

- Cognitive skills are the underlying skills that must function for anyone to successfully read, hear, think, prioritize, plan, understand, remember, and solve problems.
- When cognitive skills are strong, academic learning is fast, easy, efficient, and even fun.
- When cognitive skills are weak, academic learning will be a struggle, or impossible.
- Cognitive skills are, therefore, the essential tools for learning.
- Knowing a student's cognitive skill strengths and weaknesses is critical to ensuring academic success.
- Cognitive skills can be improved through proper training. Imagine most anyone being able to train their brain to become smarter.

### The Power to Know™

If a student struggles with any aspect of learning or is not living up to their full potential, cognitive skill testing can identify causes. Usually students that struggle with learning have lower self esteem and are pressured by teachers and parents for not trying hard enough or they are hard on themselves.

Discovering that a student has weak cognitive skills can be empowering. It can boost the student's self esteem because they now know why learning is hard. It can provide hope. This knowledge can provide a direction for finally finding a solution.

### New Paradigm

Under the old paradigm, cognitive skill testing is resource intensive and thereby used in a limited scope. Because knowing the cognitive skill profile of a student is so important, we are undertaking a nationwide campaign to test every student, to create a new paradigm. We have built an online cognitive skill assessment that blends the best elements of several industry standard tests into one unique assessment that consists of seven sub-tests and reports on nine core cognitive skill values.

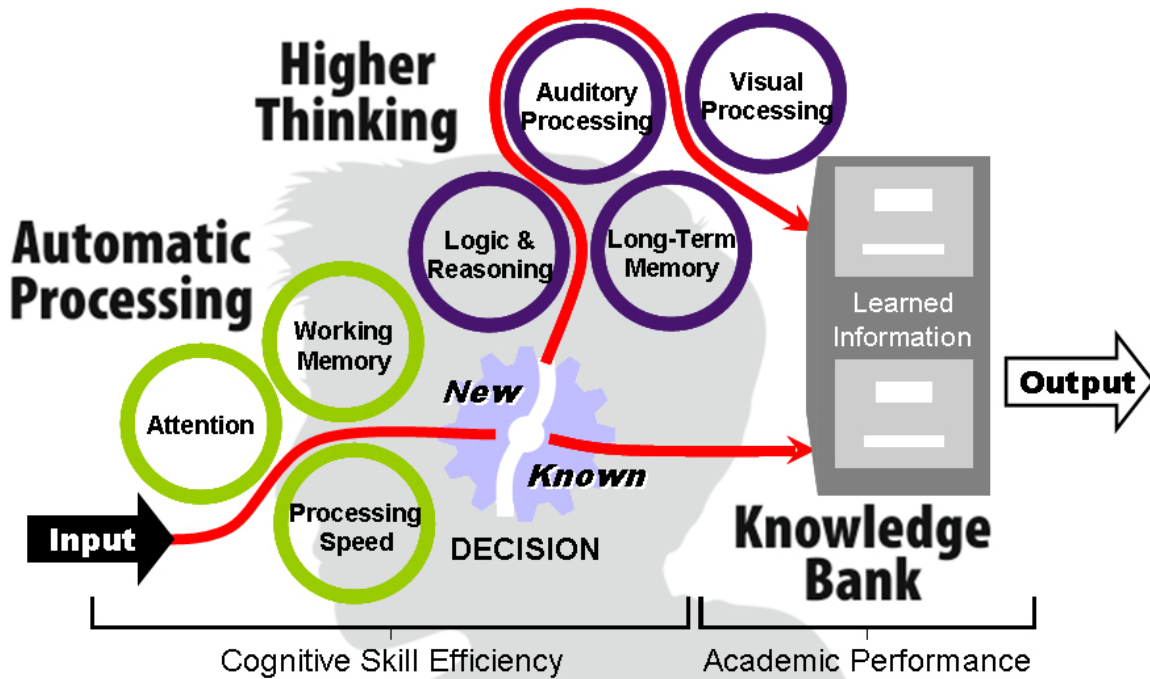
The assessment is Internet-based and takes 35-40 minutes to complete. Cost and access barriers have been eliminated. Anyone can now easily discover their cognitive skill profile.

### Act Now!

Taking a cognitive skill assessment is the first step to laying a strong foundation that enables any student to achieve their best. Now it is affordable, fast and easy. To experience the assessment, go to [www.gibsonstest.com](http://www.gibsonstest.com). If you are an organization and wish to set up an account to register and monitor students, please contact us at [/smarter@gcstest.com](mailto:/smarter@gcstest.com) (remove slash when sending).

# How We Learn

## Model of Processing New & Known Information



Education consists of two elements: 1) providing information (teaching) and 2) processing information by the student (learning). The teaching process generally cannot dictate how well a student can process information and thereby learn. The teaching process can adapt teaching strategies but is limited by how well a given student processes information. A student with weak processing skills generally does not learn as well and easily as a student with strong processing skills.

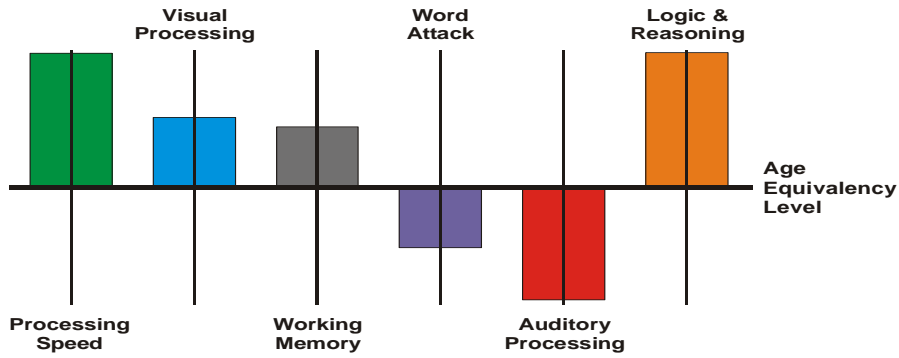
Imagine being asked to spell your name quickly out loud (try it!). You had to pay attention, had to remember the question and had to be able to process the request within a reasonable timeframe. You used automatic skills. However, if you have a weakness with anyone of these skills, even simple tasks can be difficult. Assuming your skills were fine, you came to a decision point—is the answer in my knowledge bank or do I need to think about it? For most, the answer is in their knowledge bank and they can perform the task easily.

Now spell either your state or mother's maiden name backwards, whichever is harder (try it!). This task is generally much more complex than spelling your name. Generally the answer is not in your knowledge bank so you have to use higher thinking skills to process the task. You need to use logic and reasoning to devise a strategy. Most people visualize the word in their mind and pull the letters from the visual image in reverse, one letter at a time. Some people break up the word into smaller segments that allow them to more quickly assemble the letters in reverse.

This exercise is intended to help you realize that each skill must function properly to process information. Weakness in any one of the skills could make learning more difficult.

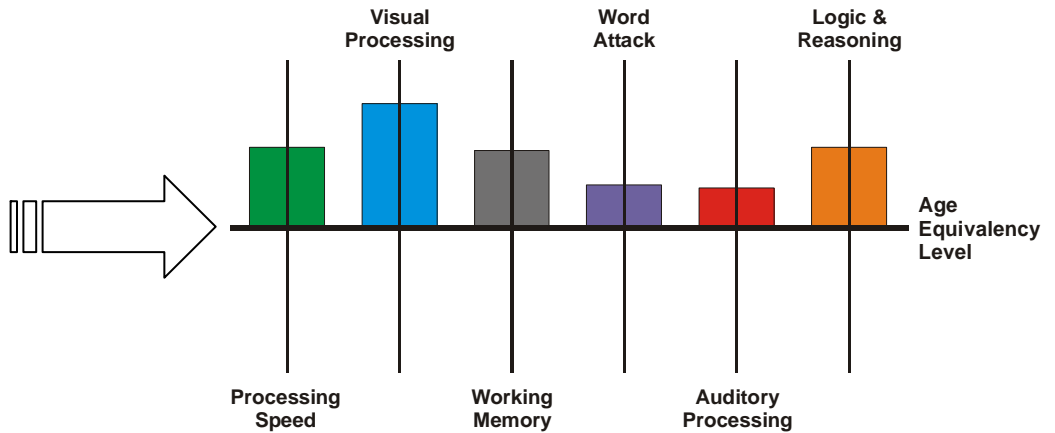
STUDENTS WITH WEAK COGNITIVE SKILLS CAN NOW BE IDENTIFIED.  
 BRAIN TRAINING CAN IMPROVE THEIR COGNITIVE SKILLS AND UNLOCK THEIR LEARNING POTENTIAL.  
 A POOR READER AND SPELLER OR A SLOW LEARNER CAN BECOME A GOOD LEARNER.  
 A GOOD LEARNER CAN BECOME AN EXCELLENT LEARNER.

*Example 1: A Bright Student but Poor Reader and Speller*



*Example 3: A Good Learner*

Brain training can transform struggling learners into good learners.



*Example 2: A Slow Learner*

