

## **ExtensionEngine Tapped by Fitch Learning to Develop Adaptive Online Learning Program**

*'Fitch Learning Cognition' Prepares Students for CFA® Program Exams*

**FEBRUARY 28, 2018** - ExtensionEngine, a leading provider of Custom Learning Experiences, was selected by Fitch Learning, a leader in training and professional development, to partner on the development of 'Fitch Learning Cognition', an adaptive online learning platform for delegates preparing to take the Chartered Financial Analyst® (CFA®) Program exam. The new Fitch Learning Cognition platform delivers CFA® Program exam preparation courses through a highly visual, adaptive learning experience.

Fitch Learning prepares thousands of students globally for the CFA® Program exam every year, empowering them to focus on core development areas and maximize their CFA® Program exam preparation experience. With 'Fitch Learning Cognition,' students are guided through the learning phase before moving to the review and exam preparation stages. Learning channels are adaptive and multi-faceted, including instructor-led videos, practice questions and extensive course materials.

"Our objective was to transform our CFA Program exam prep offering from a predominantly classroom-led experience to a global, flexible, blended solution capable of expanding into new regions and reaching new students beyond classroom walls," said Fergus Wood, Head of Digital Learning, Fitch Learning. "ExtensionEngine, with its full range of resources and extensive experience, was uniquely qualified to help us achieve our objectives."

ExtensionEngine helps its clients – universities, corporations and non-profits, develop custom learning experiences. For Fitch Learning, the goal was to develop adaptive courseware that achieves four primary objectives:

- Personalize the learning experience to meet the needs of a wide variety of learners, with varying degrees of previous exposure to the material through the use of adaptive learning;

- Redesign content to satisfy current bite-size consumption preferences;
- Increase engagement and provide users with confidence in their ability;
- Ensure the platform allows for easy modifications for future courses.

With the Level II exam preparation course launch, process improvements were added as well as clearer indicators, improved text responses and other enhancements to make the platform more intuitive and easier to use.

“This is a great example of how a pedagogy-driven innovation, such as adaptive personalization, can drive business success. Fitch Learning Cognition is by far the best CFA Program exam prep offering on the market and we're proud to be a part of it,” said Furqan Nazeeri, Partner, ExtensionEngine. “This is exactly the type of challenge where we excel – a complex subject matter that requires a sophisticated, custom learning experience.”

#### About Fitch Learning

Fitch Learning, a preeminent training and professional development firm, offers learning solutions to the financial services industry across the globe. Focused and committed to partnering with clients to enhance knowledge, skills and conduct, Fitch Learning supports professionals through designing and delivering solutions to accelerate their performance and the organization across their career lifecycle. Fitch Learning specializes in a number of key areas: regulatory and certification exam training, professional skills development and blended e-learning solutions. To learn more, visit <http://www.fitchlearning.com>.

Fitch Learning is a part of Fitch Group, a global leader in financial information services with operations in more than 30 countries. Fitch Group is comprised of: Fitch Ratings, a global leader in credit ratings and research; Fitch Solutions, a leading provider of credit market data, analytical tools and risk services and BMI Research, an independent provider of country risk and industry analysis specializing in emerging and frontier markets. With dual-headquarters in London and New York, Fitch Group is majority owned by Hearst.

## About ExtensionEngine

ExtensionEngine develops Custom Learning Experiences, delivering online and blended programs for universities, corporations and not-for-profits. Leveraging the latest advances in learning science and technology, the company takes a comprehensive, unbundled, fee-for-service approach to develop programs that engage learners, encourage collaboration, and increase retention. A privately held company based in Cambridge, MA, ExtensionEngine has launched over 70 programs for more than 40 organizations. To learn more, visit <http://www.extensionengine.com>.

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