

# IMTA WEBINAR SERIES

THURSDAY, OCTOBER 3 | 10:00 - 11:00 AM

## SOCIAL LEARNING AND THE BRAIN: THE KEY FOR UNLOCKING ENGAGEMENT AND RETENTION

DR. GINA ANDERSON, CEO, LUMA BRIGHTER LEARNING

This presentation sheds light on the intricate dynamics of learning and human cognition, particularly emphasizing the role of social learning. The presentation will immerse learners in both individual and group activities to demonstrate how our neurotransmitters respond to these different types of learning environments. Building on these insights, Dr. Gina Anderson will present strategies that fleets can use to create rich social learning environments. Moreover, the session is not just theoretical but also highly practical. It offers nine specific, actionable tips that participants can immediately implement. These tips are crafted to be easy to understand and apply, making them highly valuable for practical use.

### KEY DISCUSSION POINTS

- » There are multiple interaction types and times for learning.
- » We have to do more than deliver content if we want to engage learners and get the information to stick.
- » There is an increase in neural connections when you have multiple people learning together.
- » There are specific ways in learning science for information processing.
- » Learning is not linear.

### ABOUT THE PRESENTER



Dr. Gina Anderson is the CEO and co-founder of Luma Brighter Learning, an award-winning learning company and 2X recipient of the prestigious INC. 5000 Fastest Growing Companies award (2023 and 2024). Dr. Anderson routinely publishes new, measurable, science-based techniques specifically focused on driver learning to help companies improve their safety scores and uphold compliance. Dr. Anderson holds a Doctor of Education in instructional systems technology from Indiana University, where she also minored in learning science. She has a passion for helping people learn.



#### HOW TO REGISTER

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