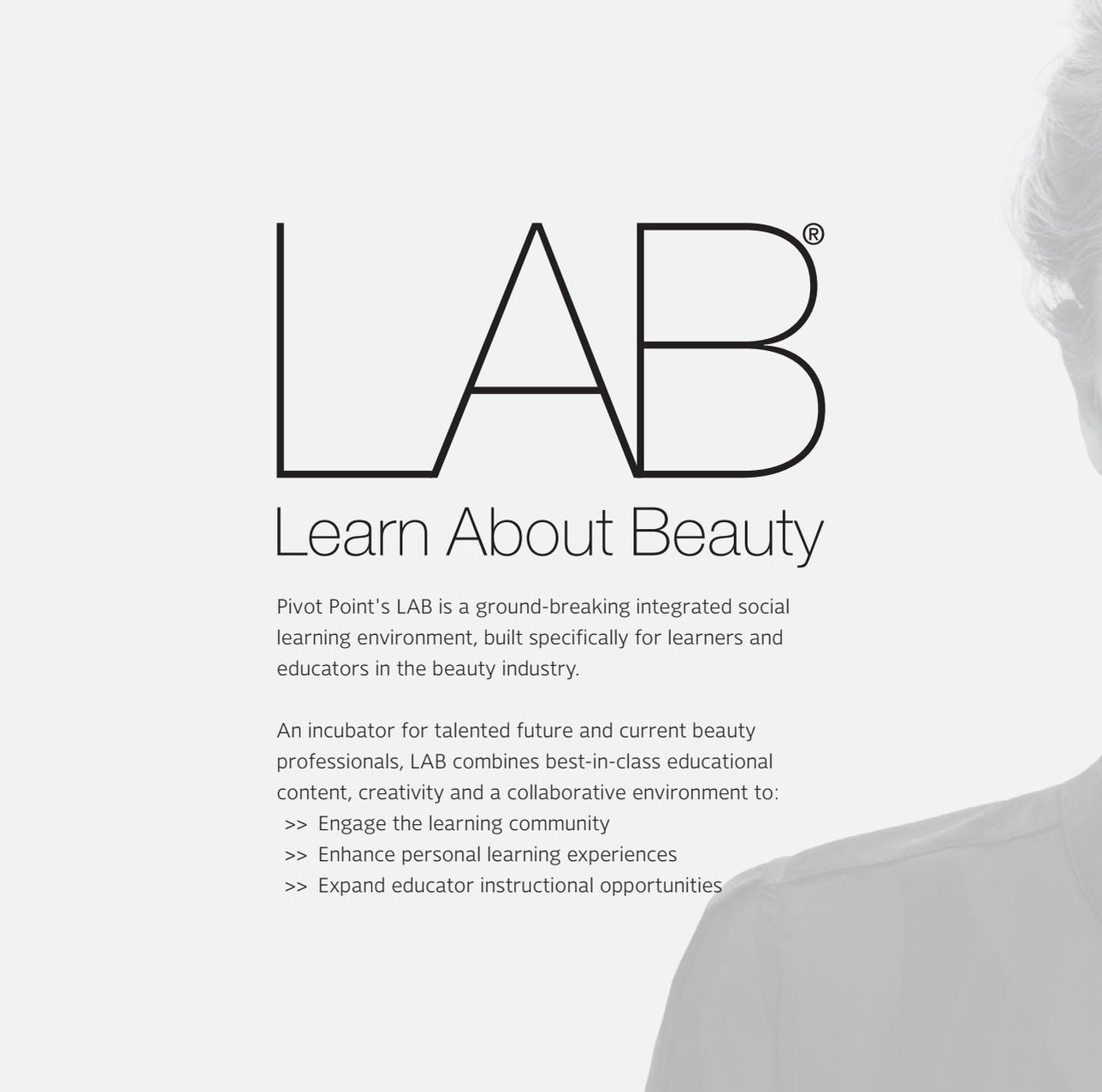


# LEARNING HAS EVOLVED



LAB<sup>®</sup>  
Learn About Beauty



# LAB<sup>®</sup>

## Learn About Beauty

Pivot Point's LAB is a ground-breaking integrated social learning environment, built specifically for learners and educators in the beauty industry.

An incubator for talented future and current beauty professionals, LAB combines best-in-class educational content, creativity and a collaborative environment to:

- >> Engage the learning community
- >> Enhance personal learning experiences
- >> Expand educator instructional opportunities



**LEARN FORWARD WITH PIVOT POINT**



## BROKEN ARROW BEAUTY COLLEGE

*"I have really enjoyed using LAB. It helps me stay on task. Not to mention the **students have been very responsive to it**. What a great way to instruct the designers of tomorrow. The time is now."*

—JYLL SMITH

## PCI ACADEMY: AMES

*"Love this program! **I love the ability to log on and find my class very quickly**, saving precious time. Thanks for making this available!"*

—MARCELLA RICHARDSON

## PJ'S COLLEGE OF COSMETOLOGY

*"I'm very happy with LAB! I'm introducing technology into the lives of students that have never used tablets before and **it's wonderful seeing them catch on so quickly and transforming their learning abilities!**"*

—BRANDY BARROWS

## OGLE SCHOOL

*"LAB has been **revolutionary in the way a student learns and the way an educator teaches**. Great job!"*

—NAOMI LOVE

*"I love to **show off the talent of my students by posting and sharing their amazing work!** As the campus director, I love seeing the involvement of my educators on LAB!"*

—LARISSA CHANEY

## DOUGLAS J. AVEDA

*"LAB is an impressive program that offers the educator every tool available to support each student with an **inspiring, organized and complete learning experience.**"*

—SUSAN SCHEIBEL

## TEXARKANA COLLEGE

*"Having used other notable online learning management systems, **LAB is by far the easiest to customize and most engaging platform I have ever used** in my four years of teaching and online curriculum development. Our students love the familiarity of the LAB site, making it second nature to use. Pivot Point has changed the way we Learn About Beauty!"*

—BRANDON DIXON

## DELAWARE LEARNING INSTITUTE – DAGSBORO

*"I am old school, 44 years old, and I wasn't sure if this was going to be a challenge for me. I am not tech savvy at all. **I can't believe how much LESS work this is for the entire staff now.** Stick with it and if you need any help, ask. Pivot Point has been great helping us EVERY time we call."*

—CINDY EVANS

## EMPIRE BEAUTY SCHOOL

*"**I have never seen so much excitement from students in regard to how they are using LAB** in the classroom and how it has transformed their teaching environment. Score!"*

—CHET SLOAN

## MIDWEST-DELTA TECHNICAL GROUP: DELTA TECH – HORN LAKE

*"I love LAB! **The way we are now able to communicate with each other, how the videos are placed with the lesson...** everything about LAB is new to my teaching. I am able to **give tests and have them graded as soon as the student has finished.** It is a great teaching tool! I don't ever want to teach without it ever again! Also, when I first saw LAB, it moved me so much that I cried! And I don't cry easy :) LAB IS GREAT!"*

—LORI LAWSON

## VIRGINIA COLLEGE

*"I love LAB! **A great 21st century move** into the right direction."*

—TAMMANIKA  
WATKINS (BIRMINGHAM)

## INTERNATIONAL INSTITUTE OF COSMETOLOGY

*"Our students love LAB. The amount of posts and the motivation that they post for each other is amazing. It truly is a wonderful environment... **We have the highest State Board test scores for cosmetology in the state for 2015 and couldn't have done it without LAB.**"*

—MARTIN GUGLIOTTI

# EDUCATION BUILT FOR THE CONNECTED LEARNER

There's a new generation emerging, not defined by age. This digitally engaged generation shares a mindset: they want their information fast, they want to co-create their education, and they learn best through collaborative efforts within a community.



"If the lessons are engaging, I'll remember them."

"Hey! Check out this amazing look I created!"

"I love to be inspired by other people."

"The education is there for me when I need it."

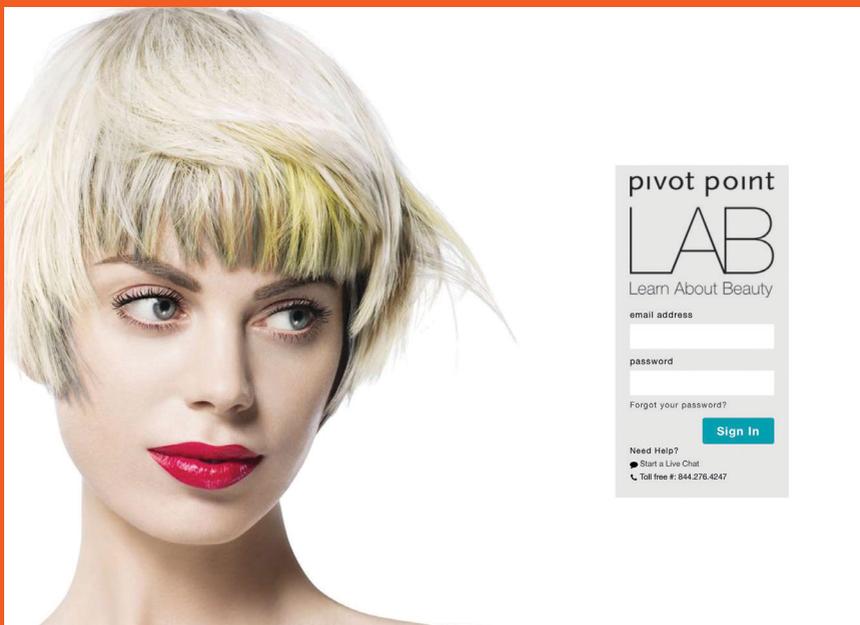
"Let me make it my own."

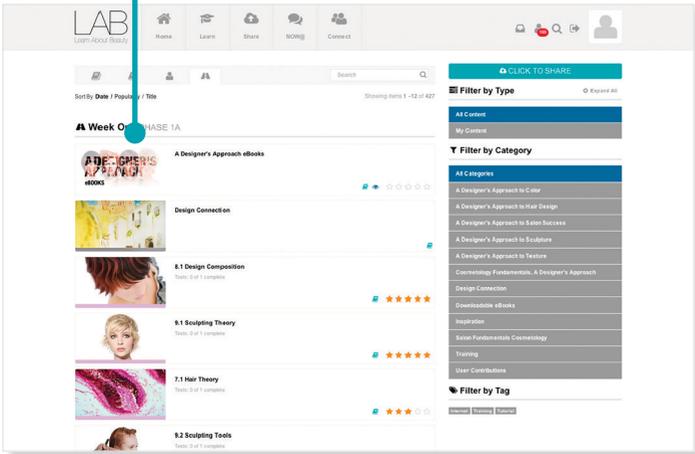
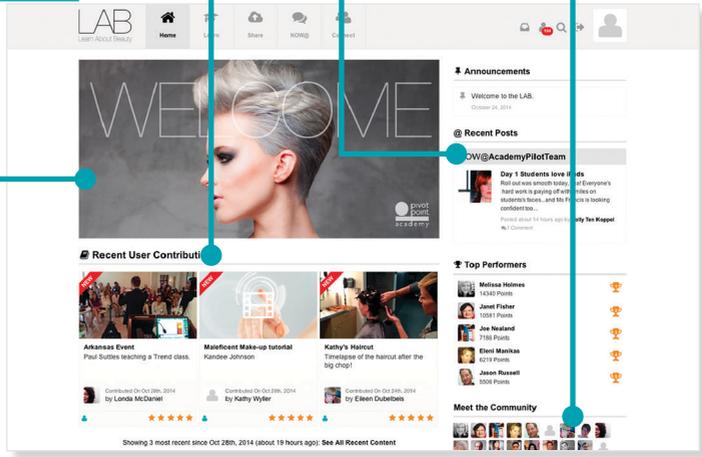
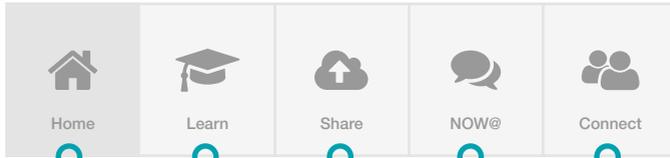
"Show me my progress."



# AN INTEGRATED LEARNING ENVIRONMENT—INSPIRED

You have never seen anything like LAB before. It's the ultimate learning environment for students, educators or professionals within the beauty industry. It combines a friendly interface with all the features necessary to capture the attention, inspire creativity and promote engagement for today's learner.







## EDUCATION

### NO REGRETS, JUST LESSONS LEARNED

Deliver top-notch educational content, social interaction and learning strategies blended with technology.



## CUSTOMIZATION

### IT'S ALWAYS ABOUT YOU

Enhance your brand with a custom-tailored learning experience.

## THE LAB ENGAGES THROUGH FOUR KEY DIMENSIONS



## COMMUNICATION

### LET'S CHAT!

Open the lines of communication within your community: one-to-one, one-to-many, and many-to-many.



## GAMIFICATION

### GAME ON!

Incorporate game-like elements to make learning more fun and celebrate accomplishments.

# BLURRING THE LINE BETWEEN LEARNING AND FUN!



Educational content—yours and ours—is at the core of our LAB. The lessons are brought to life through a synergy of communication, collaboration and engaging activities. Plus, there's a bit of competitiveness, too!

# NOT ALL ONLINE LEARNING PLATFORMS ARE CREATED EQUAL

## EDUCATION

Pivot Point's world-class content is now accessible through LAB, where we break down complex topics and present content in smaller, easier-to-digest modules because we know that's how students learn best. We also give you the ability to add your own modules to LAB, which may contain video, audio, documents, web links, etc. LAB's simple and elegant user interface allows you to seamlessly string together our modules and yours in Learning Paths, a prescribed order of your choosing for students to consume the curriculum.

To gauge learner progress LAB includes a variety of testing tools like ExamAce, Lesson Challenges, and rubrics. Schools have the ability to create and proctor their own assessments using our powerful testing engine, Knowledge Builder. You can track educational results and student engagement through our robust suite of reporting tools and enhanced analytics.

## CUSTOMIZATION

Your LAB is a visually stimulating and customizable platform that you may design around your brand with your own banners, announcements, links, news stories, and discussion forums that drive user engagement and foster a sense of community. Students and staff may personalize their profile pages, showcase their skills within the community, and share content directly on the homepage, keeping the feel of the site fresh and relevant.

With all of these opportunities for customization, LAB is whatever you make it. Make yours beautiful.



## COMMUNICATION

LAB encourages a transparent and accessible learning community that motivates and inspires learners and educators to interact with others, taking advantage of collaborative learning practices. LAB also allows you to broadcast information to every location within your network, ensuring a clear and consistent message across the board.

Watch your community interact, connect, inspire, and grow together.

## GAMIFICATION

LAB employs game-like elements to encourage and motivate learners to progress through their educational journey, have fun doing it, and get rewarded along the way. Users earn points as they participate in various social and learning activities and the community's top point-earners are displayed on the homepage leaderboard for all to see. The friendly competition helps bring out the best in your community.

# TRANSFORM YOUR LEARNING ENVIRONMENT

We are fully dedicated to helping your business succeed by providing best-in-class educational content, innovative delivery methods and unmatched customer service.

- 1** CONTACT US TO SCHEDULE YOUR LAB DEMO  
AT **847-866-0500**
- 2** CREATE YOUR PERSONALIZED ROLL-OUT PLAN; WE'LL HELP
- 3** SCHEDULE YOUR CUSTOMIZED LAB TRAINING SESSION
- 4** PREPARE TO AMAZE—GO LIVE WITH THE LAB!



**PIVOT  
POINT**

**LEARN FORWARD™**

