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What is HSI Blue Ocean Brain?

HSI Blue Ocean Brain is a microlearning content provider that works with organizations to complement learning offered to their team members.

HSI Blue Ocean Brain provides learning content focused on Professional Development skills and Diversity, Equity, and Inclusion. This content is produced in a micro-learning format; bite-size chunks of information meant to be consumed throughout the normal flow of the workday.

Every HSI Blue Ocean Brain Lesson is designed to be completed in 10-12 minutes. Customers may decide how frequently new content is featured and how it is presented to their learners.

What is micro-learning?

Micro-learning consists of short, digestible text or video learning content that centers around a particular topic. The content is easily searchable and is known for its quality and usefulness.

HSI Blue Ocean Brain micro-learning lessons are designed to be completed in 10-15 minutes and provide a quick mental break to employees. With our mixed media format involving articles, videos, quotes, tips, brain exercises, and even mindfulness experiences, there is something for everyone in HSI Blue Ocean Brain, no matter how you prefer to learn.

Learning and Your Brain

According to John Sweller, Paul Ayres, and Slava Kalyuga in Cognitive Load Theory, learning is more effective when we manage cognitive load—the amount of information our working memory can handle. Long sessions can overload the brain, reducing retention, while breaking information into short, repeated bursts improves memory and understanding.

The Benefits of Microlearning

Microlearning offers more than just improved retention—it meets the diverse needs of modern learners.

- It's accessible, delivering quick, on-demand information via digital devices.
- It's approachable, replacing dense, jargon-filled manuals with concise, digestible content that fits short attention spans.
- It's cost-effective, reducing the need for lengthy, resource-heavy training by letting learners engage at their own pace.
- And it's multi-dimensional, supporting different learning styles through varied formats like visual, auditory, and hands-on content.

Why the name Blue Ocean Brain?

While not officially associated with Renée Mauborgne's **Blue Ocean Strategy**, the name Blue Ocean Brain is inspired by the metaphor associated with the book.

Helping our Learners think differently and gain a broader perspective in solving problems is what we are all about! Our lessons are grounded in the latest research to improve decision-making, inspire creativity and encourage big-picture thinking.

The name "Blue Ocean Brain", affectionately referred to as "BOB", was inspired by the concept in the book Blue Ocean Strategy, which describes a blue ocean as an uncrowded space, a place where the rules of the game are waiting to be set. A blue ocean is an analogy to describe the wider, deeper potential for growth that exists within all of us!

The "brain" part of the BOB name reminds us that we get paid to think for a living and that it is our thinking, our curiosity, and our quest for learning that will make the difference.

What type of content can I find on HSI Blue Ocean Brain?

HSI Blue Ocean Brain's Library includes lessons covering a variety of professional development soft skills topics.

HSI Blue Ocean Brain's Library features micro-lessons covering a variety of professional development soft skills topics, also known as human skills, people skills, or power skills. These range from how to conduct a better meeting, to conflict resolution, to unlocking creativity, to building better work habits, and more.

Some topics, like preparing for a performance review, are useful as a just-in-time resource. Others, like recognizing unconscious bias, are always valuable.

Who writes HSI Blue Ocean Brain content?

All of the written HSI Blue Ocean Brain content is produced in-house.

We work with a diverse team of writers across the United States to create relevant and research-based content. Our writing staff is challenged to bring the research to life through creative writing, relatable business scenarios, and actionable takeaways to inspire learners to adopt high-performance habits and behaviors. Writers need to achieve a brief, succinct delivery while maintaining a tone that is approachable and easily digestible for learners across the globe.

Our writers come to HSI Blue Ocean Brain with various backgrounds, most of them published authors with a unique skill set to engage adult learners through a storytelling approach.

For our video content, we vet and utilize excerpts from publicly available videos, allowing us to extend our reach through a blend of thoughtful leadership and pop culture. This results in a fresh, modern approach that makes learning digestible and exciting!

How does HSI Blue Ocean Brain maintain site accessibility?

HSI Blue Ocean Brain (BOB) is WCAG 2.1 AA compliant. This means our site is compatible with screen readers and other assistive technology that learners with disabilities may use when interacting with our content.

To maintain this compliance, HSI Blue Ocean Brain has engaged with the accessibility vendor UsableNet. The following measures are taken to ensure the accessibility of the HSI Blue Ocean Brain website.

Audit

UsableNet conducts an annual audit of the HSI Blue Ocean Brain platform, evaluating compliance with WCAG 2.1 AA criteria. The audit identifies which criteria are met and which are not, providing a score and recommended fixes for any failures. The HSI Blue Ocean Brain Product Development team receives the audit results and implements the necessary code adjustments.

Currently, HSI Blue Ocean Brain complies with WCAG 2.1 AA. While WCAG 2.1 AAA includes additional features like audio descriptions and sign language for videos, these are not feasible at this time as HSI Blue Ocean Brain does not own the rights to the videos hosted within the platform.

Content

The HSI Blue Ocean Brain Content Team creates every lesson in the Library and Catalog with accessibility in mind. Most videos in HSI Blue Ocean Brain lessons offer closed captioning. Every HSI Blue Ocean Brain customer is offered accessible color palettes to choose from to customize their platform experience.

User Testing

Annually, UsableNet conducts user testing with members of the disabled community. They perform tasks on the platform, providing scores and suggestions to improve accessibility for learners with disabilities

What is HSI Blue Ocean Brain's Employer Identification Number (EIN)?

This is also called the Federal Employer Identification Number, Federal Tax Identification Number, or Taxpayer Identification Number (TIN).

HSI Blue Ocean Brain's Employer Identification Number is 91 1694268.

Where is the HSI Blue Ocean Brain platform hosted?

HSI Blue Ocean Brain is hosted by AWS (US East -N. Virginia).