

The incredible benefits of listening and imagination in learning.



CONTACT

+1 604 763 8400

russell@prodiolearning.com

26 Axford Bay, Port Moody
BC Canada

prodiolearning.com

PRODIO

Founded in 2017 by Russell and Christine Cullingworth, ProDio Audio Learning Inc. has long standing partnerships with many professional associations, including the International Federation of Accountants (IFAC), CPA Associations across Canada and LinkedIn Learning.

ProDio courses meet the strictest accreditation standards such as the NASBA Registry of CPE Providers (USA), ACCA Global, HRCI and SHRM.

BENEFITS OF STORYSTYLE™

Research clearly shows the benefits of listening to stories and scenarios in audio:

- Increased engagement and retention.
- Increased emotional engagement and connection.
- Increased understanding of how to apply the learning.
- Improves creativity and critical thinking.
- Audio has a lower cognitive load.
- Increased flexibility and convenience.

SESSION SUMMARY

In this session, attendees will discover how **harnessing imagination** through StoryStyle™ Audio Learning transforms professional development and unlocks new pathways to engagement, creativity, and retention.

As the pioneer of formal mobile audio learning since 2017, I've worked to revolutionize learning by turning expert-led content into immersive, story-driven audio experiences that ignite and exercise imagination.

In this session, I will explore **the neuroscience behind imagination** and its profound impact on learning. You'll hear how engaging with audio narratives activates multiple brain regions simultaneously, fostering stronger memory, problem-solving skills, and emotional connections to content. Learn why listening to audio stories and scenarios that spark imagination, is the key to creating transformative learning experiences.

KEY TAKE-AWAYS

- The Neuroscience of Imagination: Understand how activating the brain through storytelling leads to greater learning retention and cognitive engagement and development.
- Benefits of Audio Learning: Explore why audio is more powerful and effective than video for today's busy professionals.
- StoryStyle™ Learning Process: Learn how scenario-based storytelling and imaginative analogies can revolutionize professional education.
- Actionable Insights: Leave inspired with practical ways to incorporate audio-based storytelling into your learning strategy to foster innovation and creativity.

CONFERENCE SPEAKING EXPERIENCE

- Institute of Chartered Accountants of BC (ICABC)
- Association of Professional Engineers and Geoscientists of BC (APEGBC)
- Vancouver Regional Construction Association
- Certified General Accountants Association of BC (CGABC)
- Certified Management Accountants Association of BC (CMABC)
- Association of Consulting Engineering Companies of BC (ACECBC)