



Why BLAST works

Many business owners, managers and employees experience confusion making effective financial decisions. BLAST was created to help people, with non-financial backgrounds, become more confident in their ability to understand the impact of their decisions on company performance.

Traditional programs that teach financial concepts have often been inefficient and too content focused leaving students confused about how to take action to improve performance. Why is BLAST any better?

- BLAST uses discovery-based learning methods to teach financial concepts by making the experience fun and hands on. Research has shown that retention is greater when participants are physically involved in the learning process. We've designed the content as a series of activities to:
 - Make learning faster and easier, especially with information as challenging as finance
 - Engage the part of your brain that is responsible for long-term memory, creating greater retention of the information.
- BLAST makes the concepts clear and easy to understand. Rather than teaching about financial statements we let students create the statements using a metaphorical start-up company as a case study.
- The program progresses evenly from simple to complex concepts. We explain financial concepts in layman's language to engage participants and create more meaning.
- Included in the program is a participant's guide that allows students to immediately apply what they learn to their own company. BLAST also provides an online forum for participants to post questions, talk to each other, and share ideas.