

## MOBILE APP USES NEW MICRO-LEARNING METHOD TO BUILD SKILLS AND ACHIEVE BEHAVIOR CHANGE

INDIANAPOLIS, Indiana – April 1, 2013 – Remember LLC today announced the launch of [NewHabits](#) a free iPhone and iPad application that establishes a marketplace for decks of knowledge cards designed to create lasting behavior change.



Decks are now available in Apple’s App Store for building willpower, creativity, influence, observation skills and more. NewHabits comes with two free decks and makes it easy to use, organize and share cards. Forthcoming titles include decks on happiness, teamwork, brain health, emotional intelligence and managing money. New or experienced authors interested in publishing with NewHabits can propose additional decks.

NewHabits is based on a micro-learning method developed by [Mark Clare](#), a behavior change expert and adjunct faculty member at Northwestern University. The method breaks learning content into its smallest relevant chunks called knowledge cards. Each card explains what to THINK and DO and takes just minutes to use. Learners play a card daily from their device to experiment with and eventually master a proven practice. Cards come in decks that script a small-steps learning experience that accumulates over time into macroscale skills and habits.

**In short, NewHabits delivers flash cards for behavior change.** The cards work by converting general advice and complex how-to knowledge into right-sized chunks that naturally fit how we learn from experience. Thousands of decks are possible. To realize that potential NewHabits was developed as an open marketplace and seeks authors interested in publishing decks on a royalty basis. Free training on the micro-learning method is available.

To download NewHabits, visit <https://itunes.apple.com/us/app/new-habits/id604403553?mt=8> or search on “NewHabits” in iTunes or the App Store.

For more information or to pitch deck idea contact:

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