



Presentation for



# Show me how well you can...

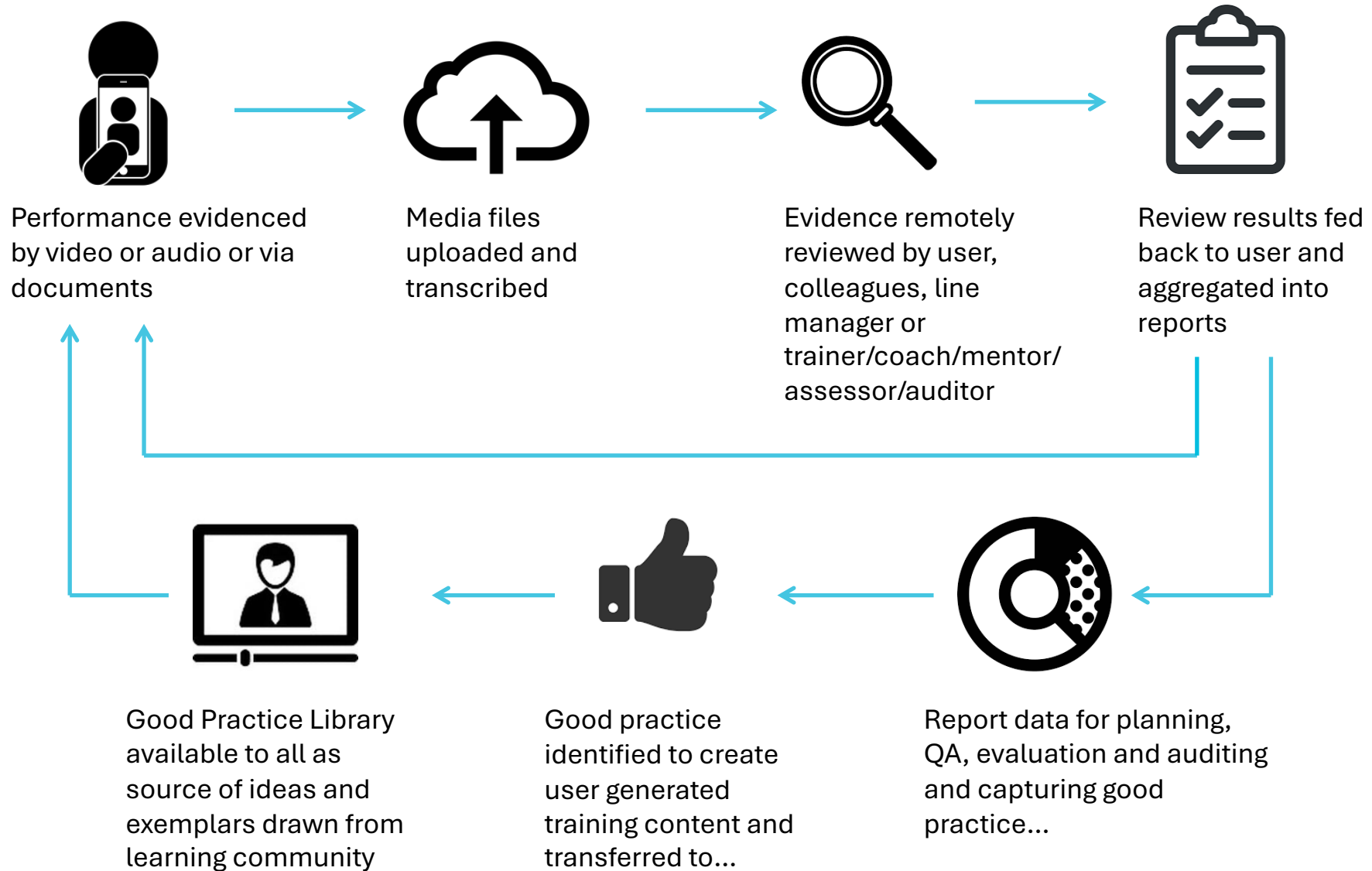
Observic makes the assessment of skills and competence easy.

The platform can be used across a wide spectrum from coaching and mentoring through training to auditing, QA and compliance.

Observic generates human performance data. In our AI-enabled world, such data could be of significant future value.

In essence, Observic asks a user “Show me how well you can...” Our clients determine how this sentence finishes.

# What does Observic do?



# What makes a great teacher?

Different education authorities and institutions attempt to identify the knowledge, skills and competences required at different proficiency levels.

These are expressed in competency frameworks or standards-based rubrics.

It is by reviewing teacher performance against these criteria and identifying good practice that we build nuanced ***teacher performance data***.



# Capturing teacher performance data in Observic

Speaker spk\_0 : Right . And then uh huh .

Yeah . Yeah . As soon as I want to .

All right , for instant four instincts .

What does that mean ? For instance , Roy ,.

Speaker spk\_1 : like if you do something like someone doesn't know something and then they say like this another word for my fish.

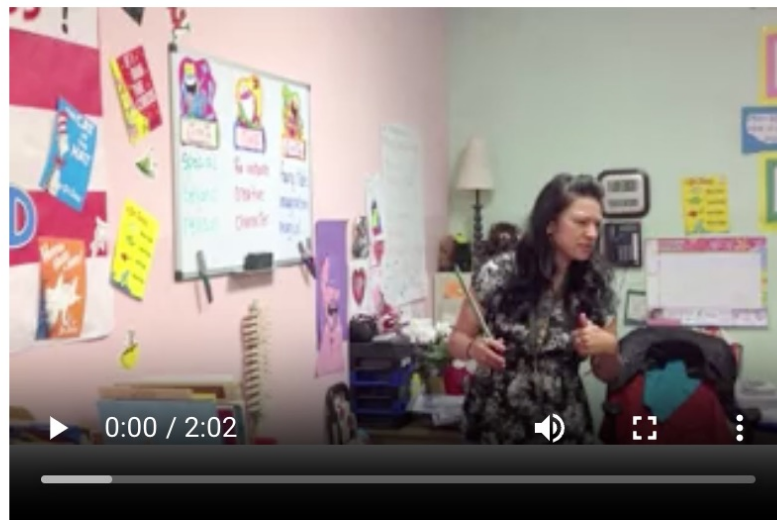
Speaker spk\_0 : like this or for a dance .

Right . Yeah , exactly . Right .

For instance , like when I went running the other day and then my dog tricked me and I fell .

That's what it's like , fall and hurt your knee .

Right ? For instance , when I was riding my bike and I went over a bump and I fell and I cried but I was like five



## Media Comment:

Good targeted and affirmative questioning of pupil to move class thinking forward.

00:36



Multiple examples given that can apply to class experiences.

00:55



## Review Teaching Key



### Indicators

#### Lesson Preparation

☐ Foundation ☒ Proficient

☐ Advanced ☐ Expert

#### Feedback

Unclear in video whether you built the lesson upon previous learning. You did assume class understood some of the vocabulary introduced.

Most students are engaged in the learning activities and work in a purposeful environment.

#### Student Beh

☐ Foundation ☐ Proficient

☒ Advanced ☐ Expert

#### Feedback

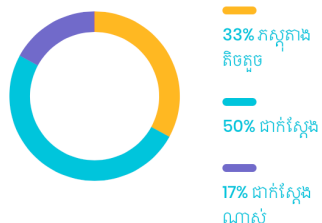
Class responded well to your questions and were engaged for the majority of the observed

# Case study – Teacher Mentoring in Cambodia

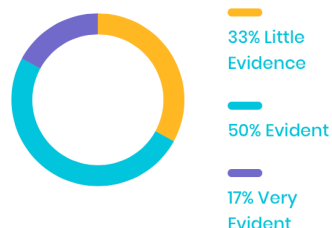


Observic is central to the New Government School project funded by the Ministry of Education, Youth and Sport in Cambodia. Teacher mentors are trained to Masters degree level and allocated to a Project school to support teachers in their classroom practice and professional development. Videos of lessons and lesson plans are uploaded and annotated. Feedback from mentors is used to identify and disseminate good practice across the teaching community.

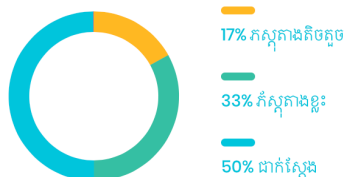
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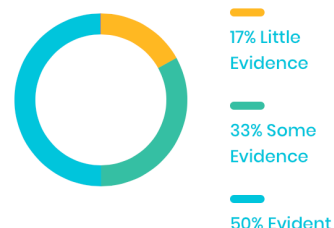
Pedagogy



ការប្រើប្រាស់ធនធាន



Use of Resources



For this project, the platform was developed in both English and Khmer, the language and alphabet of Cambodia.

# Using Observic to add value to training

Before (and after) Training	Skills Audits – build up a skills snapshot to identify training needs
During Training	Skills and competence assessment Capture and disseminate good practice content
After Training	Coaching and mentoring to enhance successful implementation of training in the classroom and ensure ROI

# Beat the implementation dip...

## ...and grow an alumni revenue stream

A US case study in teacher professional development has shown teachers need an average of 20 times of practice after training to fully master a new teaching approach (Source: Joyce & Showers, 2002). But to internalize and change their approach, teachers must see success with their students (Source: Guskey 2002).

However, student success will be hard to come by initially as teachers grapple with the new approach. Many teachers revert to former practice as a result. This is the “**implementation dip**” which dilutes training impact and ROI.

The implementation dip is not just a problem in teacher training but can be identified across all sectors. Is there a solution?

Effective professional development means confronting this reality by including coaching support during the critical implementation phase following training.

Observic is the vehicle to drive **self** and **peer reviews** of workplace implementation against training frameworks and **capture the evidence** for coaches to pinpoint feedback and maintain the new standards during implementation. As a result, both training impact and alumni traction are enhanced.

# The 70-20-10 Model

This is a well accepted formula used in the training profession. It is derived from US research in the '80s on the key sources of learning of 200 successful managers.

The research found that:

**70%** of learning came from hands-on experience where the worker met job-related challenges and received immediate feedback on their performance from line managers and mentors.

**20%** of learning came from interaction and collaboration with other colleagues, peers, coaches and mentors that gave encouragement and feedback.

Just **10%** of professional development came from traditional training and other educational events.

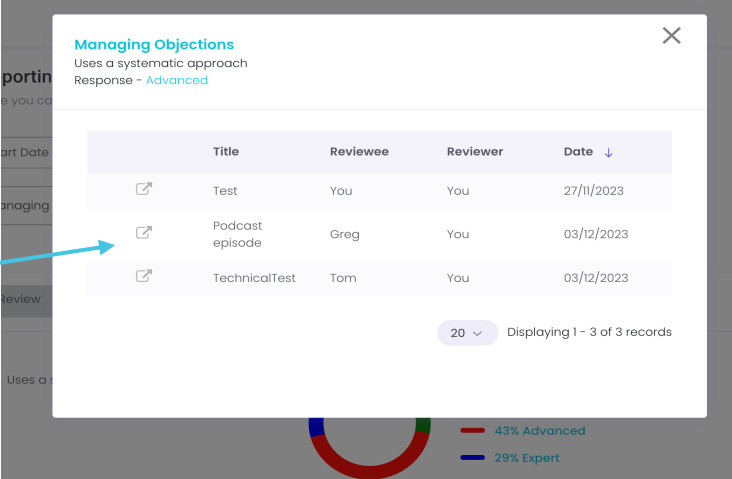
When combined with formal training, coaching and practice reinforcement can produce remarkable results. According to the Centre for Management and Organizational Effectiveness, **the combination of training plus coaching can lead to an 88% increase in productivity**, contrasted with 23% from training alone.

# Reviewing the Reviewers

Certificating or accrediting bodies may require providers to quality assure assessor decisions and feedback. Even if no formal obligations apply, it is good practice to periodically check assessors are consistent, fair and accurate.

Observic has several features to easily facilitate assessor QA:

**Reporting** – click on any grade to see reviews undertaken by each reviewer. Open selected reviews to sample assessment decisions and learner feedback. Feedback to assessors accordingly.



	Title	Reviewee	Reviewer	Date ↓
🔗	Test	You	You	27/11/2023
🔗	Podcast episode	Greg	You	03/12/2023
🔗	TechnicalTest	Tom	You	03/12/2023

20 ▾ Displaying 1 - 3 of 3 records

43% Advanced  
29% Expert

**Review Groups** – place assessor team into a Review Group. Send a review request to the group to review evidence that a Lead Assessor has previously assessed and graded. Collect returned reviews to moderate their assessment against standardised norm. Feedback to assessors accordingly.

**Good Practice Library** – not just for learners! Create an Assessor Library to exemplify expected standards at each grade level and disseminate examples of excellent feedback.

# Soon, AI Agents will replicate human performance...

We are not there yet but on the way.

A 2024 experiment conducted jointly by Stanford, Northwest and Washington Universities and Google DeepMind questioned 1,052 participants in interviews over 2 hours and recorded their responses.

This data was fed into AI “digital clones” of each participant to test how closely the generative AI agent could replicate the attitudes and behaviours of the individual it represented.

A further interview was conducted two weeks later to both the participants and their digital clones.

The AI agents achieved 85% accuracy in replicating participants’ responses and in predicting personality traits and outcomes.

*Generative Agent Simulations of 1,000 People, J. Sung Park, Stanford University CA*

**‘Virtual employees’ could join workforce as soon as this year, OpenAI boss says**

Sam Altman says tools that carry out jobs autonomously, known as AI agents, could transform business output

*Guardian 7 Jan 2025*

As this study indicates, to replicate human performance, AI agents will require training and tuning with **human performance data**.

# But ...

*“The biggest challenge in AI is not the algorithms, but the data. The bottleneck for progress is often the availability of **high-quality, labelled data**.”*

Andrew Ng

Co-Founder of Coursera

*“As we push to more general AI systems, we’re finding that the quality and diversity of data are just as important as quantity. We need data that reflects the **full spectrum of human cognition and problem-solving abilities**.”*

Demis Hassabis

CEO Google Deepmind

*“The next big frontier in AI is teaching machines to learn more like humans do. This requires not just more data but **richer, more contextual data that captures the nuances of human experience and reasoning**.”*

Yann LeCun

Chief AI Scientist at Meta

*“We’re not that far from **running out of data**.”*

Dario Amodei

Former VP at OpenAI and CEO of Anthropic

## Elon Musk says all human data for AI training ‘exhausted’

*Guardian 9 Jan 2025*

# Thanks for the ideas, why do I need Observic?

Two reasons

## The platform

- Observic and its Chrome extension tool enables remote and cost-effective skills assessment reducing the need or frequency of costly travelling and observation visits
- Detailed reporting and QA are built into the platform
- Audit-only functionality to give option of sending feedback to reviewee or not
- A wide range of languages are available, facilitating local language assessment and feedback as required

## Data management

- We understand the complexities of AI training data:
  - Compliance with data protection and legal requirements
  - Processing and anonymisation of data
  - Annotation and formatting of data to meet future AI requirements
  - Data licencing to third parties

# Partnerships needed...

We seek strategic partnerships to:

- Use or market Observic as a product and/or service to their clients as part of their solutions offer – we can offer flexibility on white labelling and business model
- We provide initial onboarding of partner staff, ongoing tech support, bespoke forms and customisation as required
- Performance datasets will be collected for potential training of next generation AI agents. A revenue share agreement will be set up between the partner organisation and Observic for any licencing to third parties. Ownership of the datasets will remain with Observic

Get in touch to view a demo and discuss further – [john.edmonds@cameoeducation.com](mailto:john.edmonds@cameoeducation.com)