

Lexia®

ALL FOR LITERACY™

Remember: LETRS

Coaching Protects Your

Educator Investment

LETRS Coaching is a proven path from professional learning to sustained classroom impact.

Why LETRS Coaching?

Ebbinghaus’s forgetting curve reminds us that new knowledge decays—unless it’s reinforced. Lexia® LETRS® Coaching™ delivers that spaced, expert feedback that turns knowledge into mastery.

Without reinforcement, new learning fades within **30 to 90 days**. Invest in **LETRS Coaching** to protect teacher knowledge for **years to come**.

Without intervention, newly learned information fades over time

TIME	First Learning	First Review	Second Review	Third Review
0	100%	100%	100%	100%
1 hour	~25%	~95%	100%	100%
1 day	~10%	~40%	~90%	100%
1 week	~5%	~25%	~70%	~95%
1 month	~2%	~20%	~60%	~85%

Protect Your Investment

- **Maximize LETRS ROI** by converting knowledge into daily practice.
- Reduce costly **retraining** and **initiative churn**.

Elevate Teacher Effectiveness

- Personalized, **goal-based** coaching is aligned to LETRS content.
- Continuous 1:1 feedback and modeling improve **instructional fidelity**.

Boost Student Outcomes

- Coaching correlates with **stronger literacy gains**.
- Sustain momentum across **classrooms and schools**.

Decision checklist

- ✓ Do you have a plan to **sustain LETRS learning** beyond initial professional development?
- ✓ Are teachers receiving **ongoing, expert feedback** tied directly to LETRS?
- ✓ Are you ready to **protect gains** and **avoid initiative fade**?

Help your teachers apply, refine, and sustain their LETRS knowledge. Ask about LETRS Coaching today.

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