



Training Courses. Catching Seminars and
Workshops. Focused Individual Coaching.
www.speechtracker.net



The Speech Clinic®

Speaking Tips # 32 070115 **OBS! Open course January 23^d and 24th!**

How do we make the audience remember?

The brain surgeon, Mr Nils Simonsson, wrote an interesting article in a Gothenburg newspaper on the 14th of January. He wrote about an expedition into our inner us to describe the mystery of our brains. I particularly noticed his statement that 80 % of what students learn in school is gone when the term ends. The reason is incorrect pedagogic methods which obstruct creativity.

From that I draw the, not too advanced, conclusion that any method enforcing memory is better than a method which makes almost nothing stick. And here he shows an interesting table, which I assume has been scientifically verified. It looks like this:

We remember:

10 % of what we read - 20 % of what we hear - 30 % of what we see - 50 % of what we see and hear - 70 % of what we discuss - 80 % of what we do - 95 % of what we teach.

No wonder that teachers with 95 % recollection remember their topics. Students, on the other hand, are on the opposite side of the table. They are basically readers and listeners and recall only some 20 %, although a slow improvement towards more action and individual creativity is on the way.

What then, can we learn from this when we deliver a speech, lead a seminar or teach. How do we make our listeners remember our message? Well, we clearly need to aim at turning our audience from passive listeners into active discussion partners. To carry it to extremes, the audience would remember best if we allowed it to teach "us" or "eachother" a few things. That can be achieved through discussions. The audience is then given the opportunity to express individual opinions, hence a form of teaching with a recollection rating of 95 %

The audience is likely to remember least if it is treated like a group of humble students. If we let our audience read a whole essay of jammed powerpoint or overhead text while reading it at the same time, it will not even remember 20%. In stead the audience can remember zero % as they neither read nor hear. But that is unfortunately what often happens.

Not only students suffer from loss of memory caused by inferior teaching methods, but also anybody who is subject to inferior presentation methods. We therefore need to Keep the table in mind and engage our audience. If we manage that, then not only will our message be remembered – we also learn something!

Speech Tracker AB, Kronhjortsgatan 8, S-412 68, Göteborg, Sweden, Tel. +46 (0)31 7034520, Mob. +46 (0)708 242888,
info@speechtracker.net, www.speechtracker.net

Please tell colleagues and friends to register for Speaking Tips!

If you do not want to stay on my distribution list, simply state this in an e-mail to info@speechtracker.net

Copyright The contents of this Newsletter may be copied and distributed only for non-commercial purposes and as long as the name and contact information of the author is clearly stated. Ex. "Copied and distributed with the permission of Paul van der Vliet, Speech Tracker AB, www.speechtracker.net "