Living Life Richer

Kansas State University
Research and Extension
Kansas State University
Agricultural Experiment Station
and Cooperative Extension Service

For use with *Living Life Richer, Fact Sheet* MF2932 and *Living Life Richer, Leader's Guide* MF2933, August 2010

Supplemental Materials

Living Life Richer Suggestions for Adult Educators

Information shared by Elaine Johannes from a *Design for Learning* presentation by Dr. Shannon Washburn, February 2010. More from the Design for Learning series is at *www.ksre.ksu.edu/Employee_Resources/DesktopDefault.aspx?tabid=300* Dr. Washburn's presentation is Session 3: "Transfer of Learning."

During his presentation Washburn stated:
1. The Ten Minute Rule (he cited a book that states that the typical brain gets bored after about 10 minutes) requires that we:
a) CHUNK information into small sections that can be easily understood and remembered
b) SHIFT the approach to delivering information to avoid boring the brain
c) HOOK the participants' attention and memory
d) REPEAT important information for memory retention

2. Effective "hooks" that aide participant memory:
trigger an emotion -
fear
laughter
happiness
nostalgia
incredulity (hard to believe, seemingly unbelievable)

These triggers:
Must be relevant
Placed between "chunks"

Emotional triggers can be included through:
case studies
anecdotes
business examples
astounding facts
discussed pictures
questions
brief video
news article
relevant quotes

Washburn also recommended the following book for adult educators:
Medina, J. (2008) *Brain Rules: 12 Principles for Surviving and Thriving at Work, Home and School.* Pear Press, Seattle. ISBN 978-0-9797777-4-5

The Brain Rules website (which has some great information!):
http://www.brainrules.net/pdf/BrainRules_JohnMedina_MediaKit.pdf

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