

Principles of Brain-Friendly Learning

Keep It Real!

- Your first task is to ensure there's a clear link to the 'business'. Think about the *results* you are trying to achieve rather than about 'training needs'.
- Ask yourself: What needs to change? How can training facilitate that change?
- Make sure the training design meets outcomes (changes) that have real relevance for the participants.
- The closer a learning activity resembles a real-life task, the greater the transfer of learning.

Facilitate Creation, Not Consumption!

- Learning is about the creation of learning, not the consumption of information.
- Make the learning 'experience-based', not presentation- or materials-based.
- Be a guide on the side, rather than a sage on the stage.
- Things that are created by the learners themselves are usually ten times more memorable and meaningful to them than anything created by the facilitator.

Honour Uniqueness!

- Structure the learning so that you offer a broad range of learning methods.
- The ideal strategy for honouring uniqueness is to design your learning event specifically for the individuals or group who will be experiencing it.

Make It Rich and Multi-Sensory!

- The brain is a parallel processor. It operates on many levels at once, processing simultaneously a world of movement, colour, shape, sounds, intensity, tastes, smells and more. It prefers rich, multi-model activities.
- **Presentations are nearly NEVER multi-sensory, and they are rarely rich**
- Create a rich environment, one that's full of variety and choice.

State is Everything!

- The state participants are in has a profound effect on their ability to learn.
- Make the learning state as similar as possible to the state people will be in when they are applying the learning back on the job.
- Rapport matters!
- Create a state whereby training (and learning) is transformed from being a chore into being an adventure.
- Activities and visuals improve the learning state.