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Special Message:

Training Technique

Whoever said that 90% of learning is visual got it wrong. He (or she) should have said 90% of all learning is repetition.

Think about it, have you ever learned anything difficult simply by watching someone else do it once or twice? No, and I haven't either.

In actuality, your brain soaks up information like drips of water on a sponge, until at some point you've mastered the task at hand. You have to experience the details of the task over and over again - through all your senses - in order to reach this point.

For example, if you're learning to install a laundry detergent pump, you must not only see the installation, you have to listen to your instructor, read directions, and experience the steps of actually doing the install - several times. You won't know how to do it after one trip to the field, or even two, three, or more. At some point though, you'll be ready to fly on your own, and actually do an installation all by yourself.

Granted, there are people who are "visual," or "auditory," or "kinesthetic" (usually this last one is ascribed to athletes). But this only means that they learn *better* when taught in a certain fashion. It doesn't mean that they won't learn unless they have information fed to them in only one way.

The reality of learning is that our brains process information in the background, meaning that your brain is processing data right now, even though you're not aware of what it's doing.

This is the reason you will often have the following experience: You think about a perplexing problem you're faced with – one you have no solution for. You think about it all day until your mind reaches a stalemate stage where dullness sets in. You give up on the problem and head off to bed, only to wake up the next morning with a solution.

Another experience people often have is trouble making all the information they've been given fit together in a way they can understand – everything seems to be like puzzle pieces spread out on a tabletop. Then they decide to take a break - have some lunch. As they're walking down the street to have lunch at the corner eatery, suddenly, out of nowhere, the puzzle pieces all come together, and seem to make perfect sense!

Your brain works (and learning takes place) behind the scenes solving problems, and putting pieces of the puzzle together!

So if you're going to train someone, give them as much information as possible and repeat it often, over and over. Soon, their brains will process it, and they'll "get it."

Good Selling,

John White