



4 Ways to Make Your Message Stick!

From: *"The Ten-Minute Trainer: 150 Ways to Teach It Quick and Make It Stick"* by Sharon Bowman; www.Bowperson.com

1. See It!

Images help learners remember content – they need to "see" a physical or mental image of the information you're presenting. Physical images include photos or graphics that illustrate content. Mental images include stories you tell or metaphors/analogies you use to illustrate important concepts.



Learners remember what THEY write, not what YOU write. When presenting an important concept, say, "This is profound so write it down!" And then, STOP TALKING to give your learners time to write. Or hand out "graphic organizers" – note-taking pages with special lines, spaces, and shapes for learners to fill in as you lecture.

2. Write It!

3. Make It!

Have learners work in triads or table groups to create short slogans, catchy phrases, or song titles that capture the essence of important concepts you've presented. Give them about 3 minutes to do so, then have them verbally share what they created with the class.



The best way to remember anything is to teach it to someone else. Invite learners to form pairs or triads with the folks around them and then take turns explaining to their "learning buddies" 3 important facts or a short summary of what they've just learned.

4. Teach It!