

THE LEARNER'S POCKETBOOK

By Paul Hayden

Drawings by Phil Hailstone

“Should prove very useful to those studying for exams, also those with an interest in how we learn. I like the idea of being able to ‘dip into’ different areas as and when needed.”

**Hazel Garvey, Training & Communications Manager, Professional Standards Office,
The Institute of Chartered Accountants**

“The Learner’s Pocketbook provides a treasure chest of ideas and useful information on learning. This is one book that I have revisited time after time and it has provided inspiration to develop our own sessions for managers on effective learning.”

Robbie Lightfoot, HR Development Manager, United Utilities, Contract Solutions

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COMMITTING

LEARNING STYLES

THREE KINDS OF MEMORY



Your brain receives information and remembers it through the five **senses**:

- Sight (visual memory)
- Touch (kinaesthetic memory)
- Sound (auditory memory)
- Taste (gustatory memory)
- Smell (olfactory memory)

Learning studies have identified three primary kinds of memory:

Visual, Auditory and **Kinaesthetic**



Visual learners find it easier to take in new information through pictures, diagrams, charts, films, etc



Auditory learners find it easier to take in new information through the spoken word



Kinaesthetic learners find it easier to take in new information through copying demonstrations and getting physically involved

Controlled by the Neocortex, see page 9.

COMMITTING

LEARNING STYLES

THREE KINDS OF MEMORY



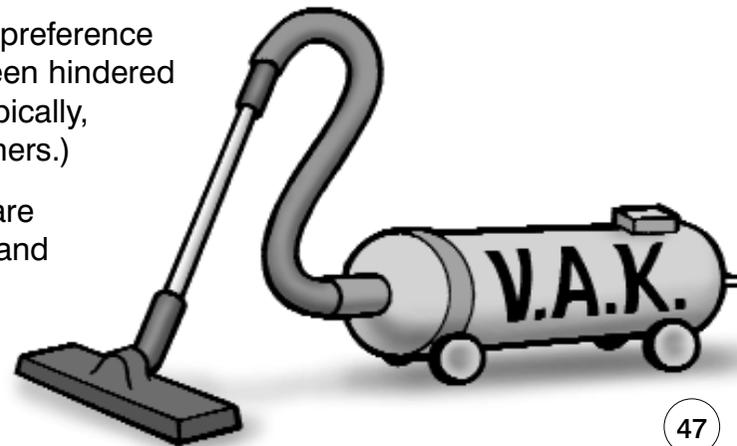
The best learning takes place using all three memories, eg:

- If you are reading:
- Visualise the key messages
 - Read aloud or hear the words internally
 - Get physically involved – underline, highlight, mind map, etc

Use all three styles to **V.A.K.** up knowledge.

Learners dominate in one style and have a preference for another. Previous learning may have been hindered if it did not cater for your learning style. (Typically, schools are not geared to kinaesthetic learners.)

Research has proven that 29% of learners are primarily visual, 34% are primarily auditory and 37% are primarily kinaesthetic. Assess your style on the following pages and use your preferred style(s) to learn, using the following tips.



COMMITTING

LEARNING STYLES

VISUAL LEARNERS

- Use phrases such as 'I **see** what you mean', 'That **looks** right'
- When relaxing, prefer to watch a film or video, go to the theatre or read
- Prefer to talk to people face to face
- Are fast talkers, dislike listening to others
- Forget names, remember faces
- If lost or need directions, prefer a map
- When inactive, tend to doodle or watch someone/something
- When angry, are silent and seethe
- Reward people with a note, letter or card
- Are well dressed, tidy and organised



LEARN BEST BY:

- Writing down key facts or, better still, making mind maps
- Visualising what they are learning by creating pictures/diagrams
- Using time lines, for remembering dates
- Creating their own strong visual links
- Using pictures, diagrams, charts, film, video, graphics, etc

COMMITTING

LEARNING STYLES

AUDITORY LEARNERS



- Use phrases such as 'That **sounds** right', 'I **hear** what you are saying'
- When relaxing, listen to music or radio
- Prefer to talk to people on the phone
- Enjoy listening to others, but impatient to talk; talk in a rhythmic voice
- Forget faces, remember names
- If lost or need directions, prefer to be told
- When inactive, tend to talk to themselves or others
- When angry, express themselves in outbursts
- Reward people with oral praise
- Do not like reading books or instruction manuals

LEARN BEST BY:

- Hearing a seminar, presentation or explanation
- Reading aloud to themselves with emotion or accent
- Making a tape of key points to listen to in the car, while ironing, etc
- Verbally summarising in their own words
- Explaining the subject to someone else
- Use their own internal voice to verbalise what they are learning

COMMITTING

LEARNING STYLES

KINAESTHETIC LEARNERS



- Use phrases such as 'I found it easy to **handle**', 'That **touched** a nerve'
- When relaxing, prefer to play games and sport
- Prefer to talk to people while doing something else
- Slow talkers, use gestures and expressions
- Shake hands with people they meet
- If lost or need directions, prefer to be shown the way
- When inactive, cannot sit still for long
- When angry, clench their fists, grit their teeth and storm off
- Reward people with a pat on the back

LEARN BEST BY:

- Copying demonstrations
- Making models
- Recording information as they hear it, preferably in a mind map
- Walking around while they read
- Underlining/highlighting new information/key points
- Putting key points on to index cards and sorting them into order
- Getting physically and actively involved in their learning

COMMITTING

EIGHT OR MORE INTELLIGENCES

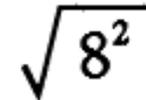


The concept of multiple intelligences was first discovered by Professor Howard Gardner of Harvard University in 1983. His ground-breaking book, *Frames of Mind* redefined beliefs on human intelligence. Gardner's research originally introduced seven intelligences. He was able to accurately pinpoint the area of the brain that correlated to each of these intelligences. In 1999 he qualified and added an eighth: Naturalistic Intelligence.

Linguistic Intelligence – used for reading, writing and speech



Logical-Mathematical Intelligence – used for Maths, logic and systems



Visual-Spatial Intelligence – used for visualisation and art



Musical Intelligence – used for rhythm, music and lyrics

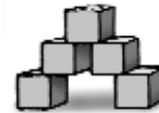


COMMITTING

EIGHT OR MORE INTELLIGENCES



Bodily-Kinaesthetic Intelligence – used for touch and reflex



Interpersonal Intelligence – used for communicating with others



Intrapersonal Intelligence – used for self-discovery and self-analysis



Naturalistic Intelligence – used for making sense of the natural world



In addition, Gardner and his colleagues also suggest the following intelligences may exist:
*Spiritual intelligence *Moral intelligence *Digital intelligence, and most convincingly,
they argue there is *Existential intelligence – a concern with ultimate issues.

About the Author

Paul Hayden, FinstSMM, MIFP, Dip PFS.

Paul runs his own training and consultancy business. His clients include KPMG, Bank of Scotland, IBM, Prudential and BusinessLink. In his role as a training consultant, Paul works to develop a wide range of skills and knowledge to help both people and companies maximise their potential.

Prior to running his own company, Paul worked at Allied Dunbar where he had responsibility for the development of head office personnel and, later, the salesforce. Paul is author of several in-house training manuals, 'The Personal Success Pocketbook' and co-author of 'The Financial Adviser's Guide'.

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