User education: teaching techniques and learning styles for damage limitation

A 10/20/30 presentation by Peter Cooper
10/20/30

- 10 relevant things
- In 20 minutes
- In a 30 point font

- This helps to prevent...
Flaming death
by PowerPoint
User education: teaching techniques and learning styles for damage limitation

A 10/20/30 presentation by Peter Cooper
becomes
Teach like a ninja

Peter Cooper
Agenda

- 10 useful things to know
- Case studies
10 useful things to know
people are different
Learning styles

• There are four stages of learning behavior
  • Activist
  • Reflector
  • Theorist
  • Pragmatist

• Check out 'Honey and Mumford' and 'Kolb'
activist
Activist

- Activists like to try stuff out
  - They have little or no concern
  - They like simulations as well as the real thing
  - They like to visualize with case studies
reflector
Reflector

- Reflectors are observers
  - They need information and time to digest it
  - They generally like brainstorming
  - They may keep a journal or log
theorist
Theorist

- Theorists are masters of the analogy
  - They relate things to other things
  - They like case studies
  - They like lectures, but not talking to experts
pragmatist
Pragmatist

• Pragmatists are experience people
  • They relish field work
  • They turn thoughts into practice
  • They see things and try to replicate them
learning to drive
activist
Activist learning to drive

- Activists get in and get going

- There will be loud noises from the gearbox
  - These noises may be good or bad
  - Too busy trying things to find out
reflector
Reflector learning to drive

- Reflectors take official lessons
  - Their instructors will be qualified

- They will watch and learn
- They will be cautious at first
- They will know why noises happen
theorist
Theorist learning to drive

- Theorists will read extensively
  - They will do this before even getting in the car

- They know what the noises mean
- They know why the noises happen
pragmatist
Pragmatist learning to drive

- Pragmatists know they want to drive
  - They know how to go about it

- They read a bit, they copy a bit
- ...and then they get out on the road
know your audience
Know your audience

• Who are your audience?
  • Are they technical or non-technical?
  • Are they there for fun, knowledge or profit?
  • How can you check they're getting you?

• Be aware some people are wary of learning
  • This is especially true for the old school
know why
you teach
Know why you teach

- Keep your objectives in mind
  - If you don't have any, get some

- What is your planned outcome?
- What is your audience going to get from it?
choose the right method
Flaming death by PowerPoint
Choose the right method

• Select is the most effective media
  • Write an article
  • Write a book
  • Record a video
  • Record a podcast
  • Host a workshop
  • Host a discussion
5 of 10
know your material
Know your material

- Know your stuff inside out
  - Practice in front of a mirror
  - Practice in front of a colleague
  - Record yourself and watch yourself back
  - Ask another teacher or trainer to critique you
Know your material

- Prepare a set of FAQ answers
  - FAQ = frequently asked questions
  - ...not f-ing annoying questions
6 of 10
have an expert ready
Have an expert ready

- An expert is not necessarily a good teacher
- A good teacher is not necessarily an expert

- Together, they are more credible

- If you can't answer a question, say so
have a zero BS factor
Have a zero BS factor

- Don't lie
  - Ever

- Get used to saying "I don't know"
  - You'll be using it a lot

- Find someone who does know
be memorable
(in a good way)
Be memorable

• Mediocre teachers are forgotten

• Bad teachers are memorable
  • ...for the wrong reasons
Be memorable

- Great teachers have fan clubs
  - Guy Kawasaki
  - Seth Godin
  - Steve Jobs
  - Steve Ballmer
know how to teach
Know how to teach

• Teaching doesn't have to be complicated

• Follow this plan
  • Tell them what you're going to teach them
  • Teach them
  • Tell them what you just taught them
  • Tell them to tell you what they were taught
Know how to teach

• Get feedback
• Act on it
10 of 10
enjoy it
Enjoy it

- You should be enthusiastic and genuine
- Your material should be engaging
summary
Teach like a ninja

- Know that people are different
- Know your audience
- Know why you teach
- Choose the right method
- Know your material (really, really well)
Teach like a ninja

• Have an expert ready
• Have a zero BS factor
• Be memorable
• Know how to teach
• Enjoy it
Case studies
Case studies

- New staff training
  - Induction presentations with assessment
  - Know the threats
  - Expert round table sessions
  - Specially created induction documents
Case studies

- The dark art of teaching sales staff
  - Tell them what they want to hear
  - Tell them how to make more money
  - And don't lie
Case studies

- Teaching the masses
  - Most people learn by word of mouth
  - Have safety nets in place
  - Make it easy for people to report stuff to you
that's it
thanks for listening