

#### 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

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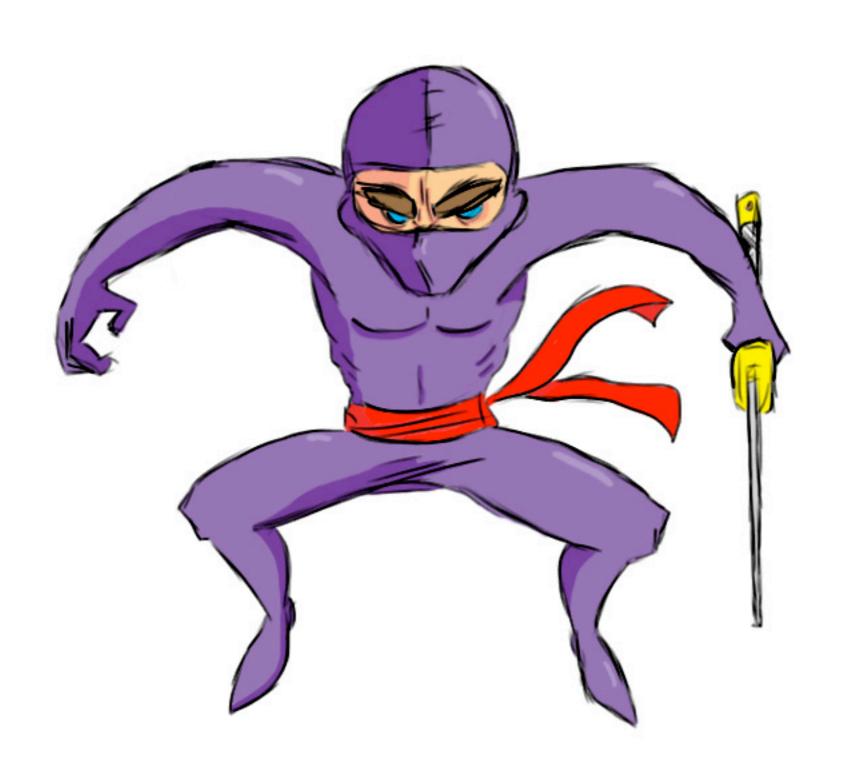
### becomes



#### Teach like a ninja

Peter Cooper











## Agenda



#### **Agenda**

- 10 useful things to know
- Case studies





## 10 useful things to know

## 1 of 10

## 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

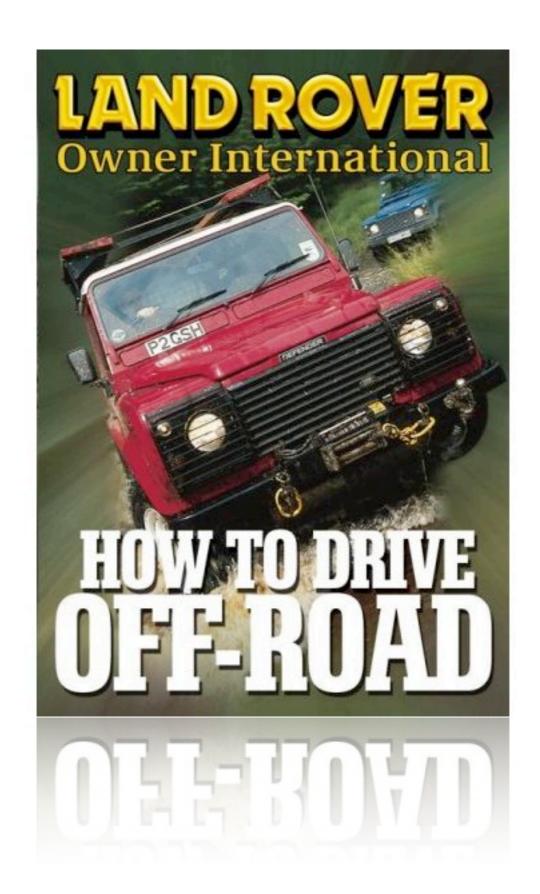


## theorist

#### 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



## 2 of 10

## 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

### 3 of 10

## 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?

## 4 of 10

## choose the right method

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#### 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

### 7 of 10

## 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

## 8 of 10

## 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

## 9 of 10

## 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

## coffee break imminent

## 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







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



- 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



- 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

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