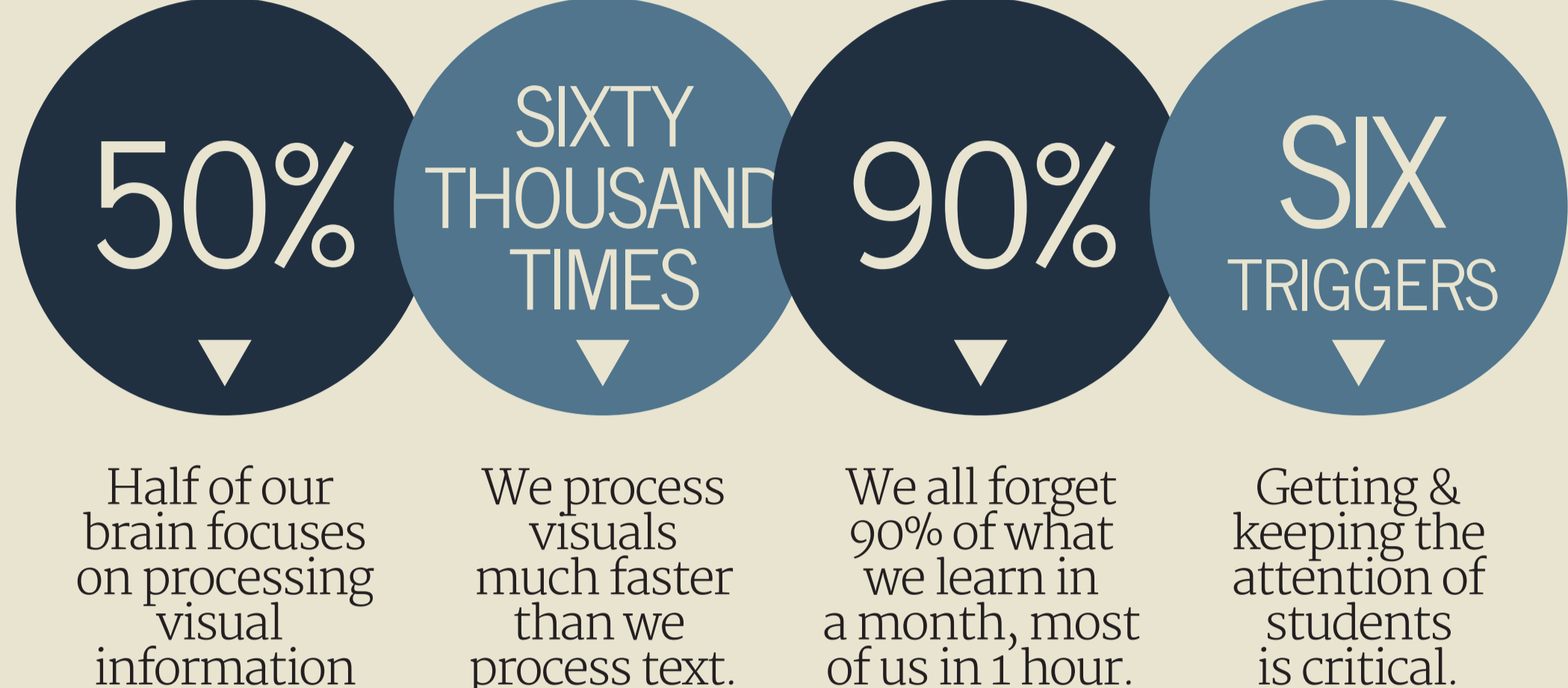
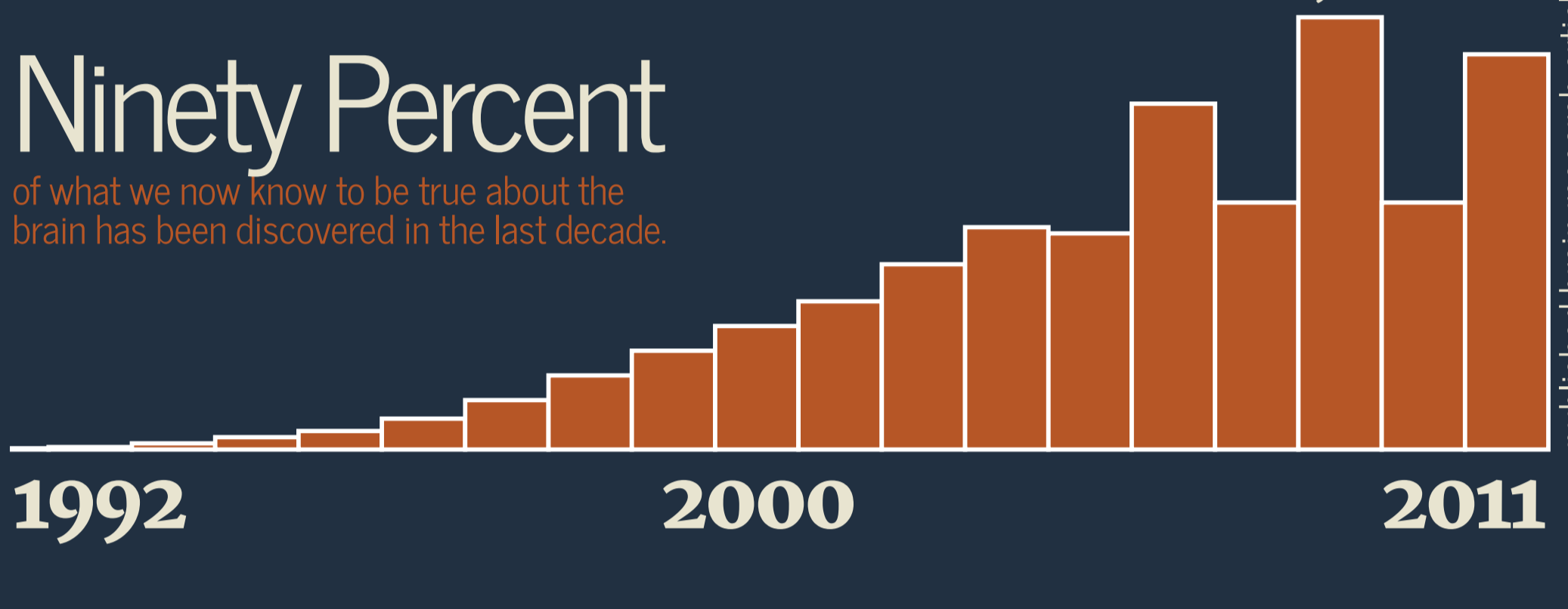


Sticky Teaching

Understanding what a brain can't ignore



Times are *kinda* Changing





The ABC's of Sticky Teaching


- A** Awaken the Intrigue
- B** Begin & End often
- C** Create lots of Contrast
- D** Draw them in w/ Stories
- E** Emotion drives Attention
- F** Focus on the Big Idea




Why do these work?

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Interrupts (starts & stops) make the brain check in. The reptilian brain checks to see if there's any danger. When it discovers you're boring, it checks out again.
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The brain is wired for authentic stories. The brain is constantly trying to save your life. So everything else is competing with it. Stories build trust, which enables the brain to take a break.
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The brain doesn't need unnecessary details. When data is stored in the brain, only the "main thing" gets stored. Like reading headlines. So stick with the big idea and repeat it often.
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Teach unpredictably, but don't quit the routines. Predictability reduces stress in the brain which helps it recover from other stress. Combined with repetition, it helps encode information faster. So use the clock & timings to your advantage.

-  **NurtureShock:** New Thinking About Children
-  **Made to Stick:** Why Some Ideas Survive and Others Die
-  **Brain Rules:** 12 Principles for Surviving and Thriving at Work, Home, and School
-  **Neuromarketing:** Understanding the Buy Buttons in Your Customer's Brain
-  **Fascinate:** Your 7 Triggers to Persuasion and Captivation

Great Resources for More Info