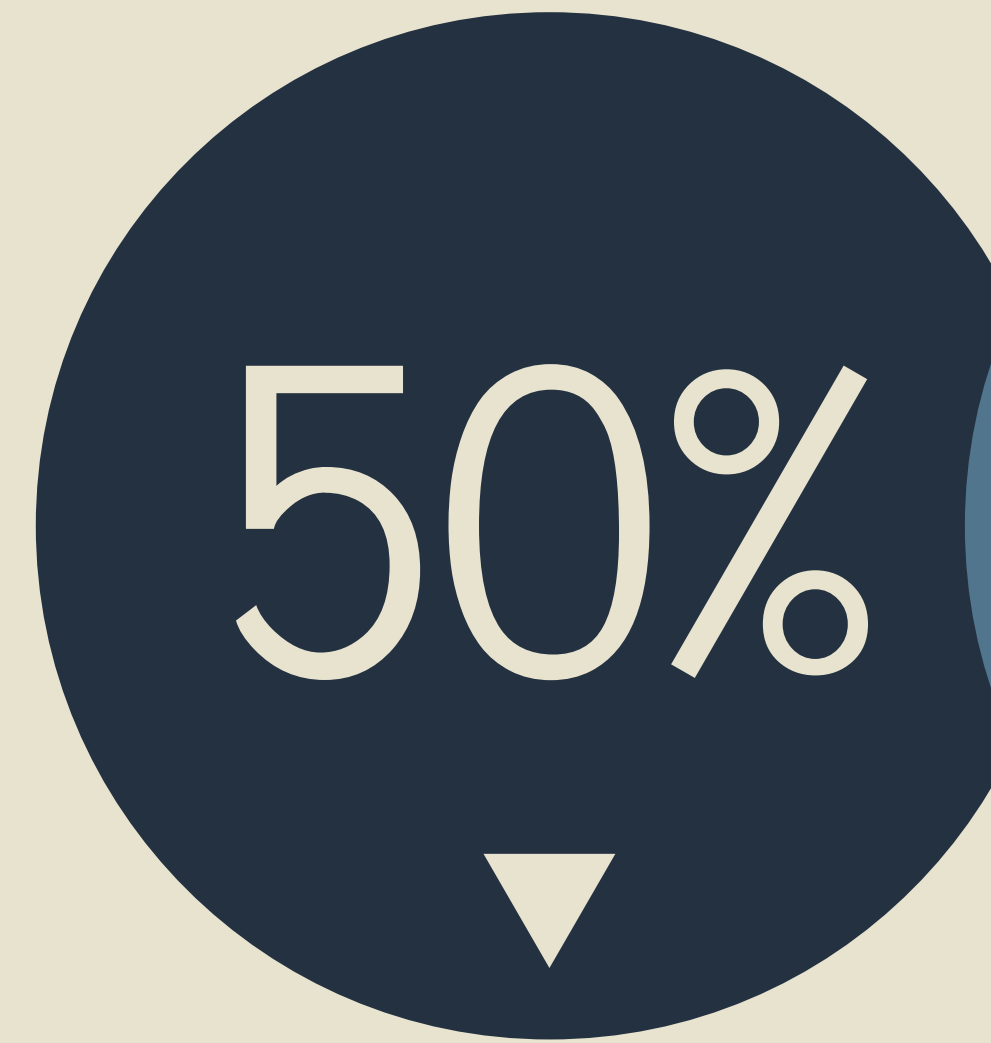


Sticky Teaching

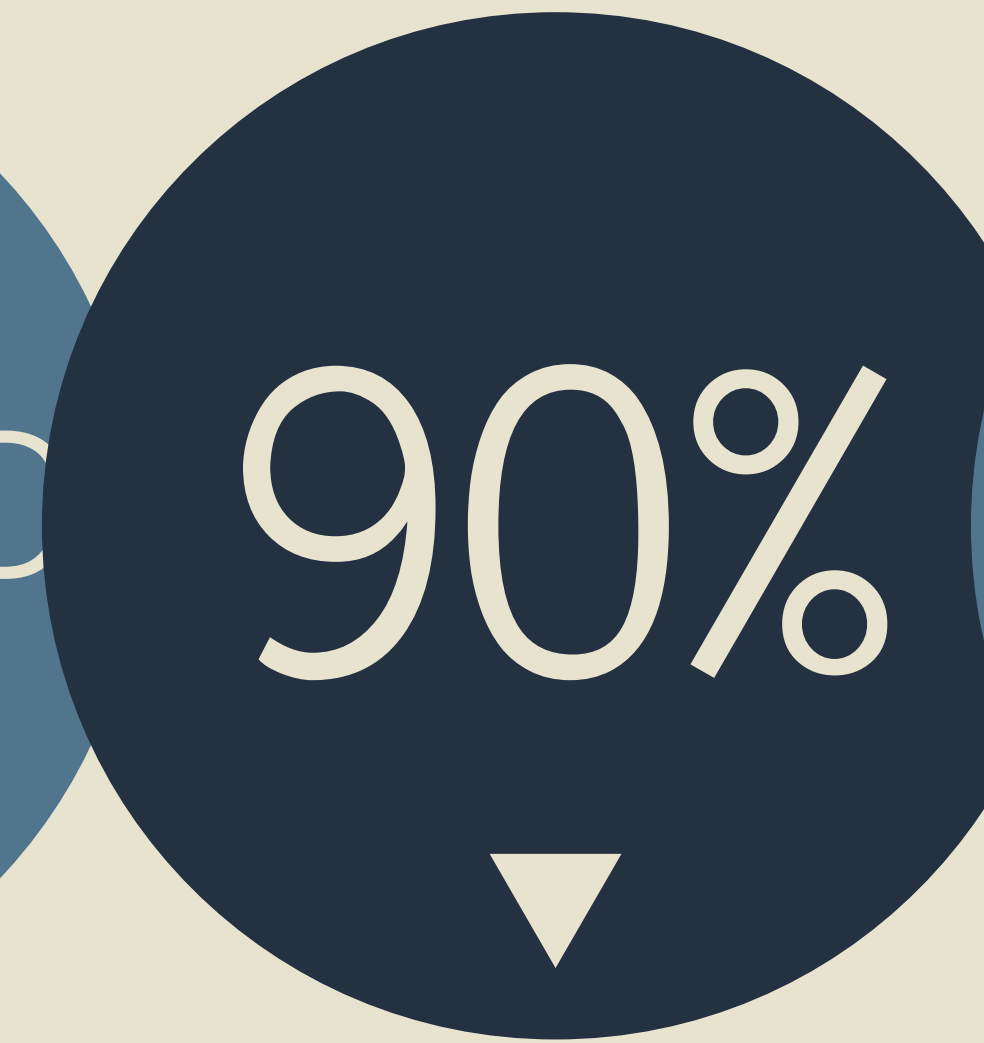
Understanding what a brain can't ignore



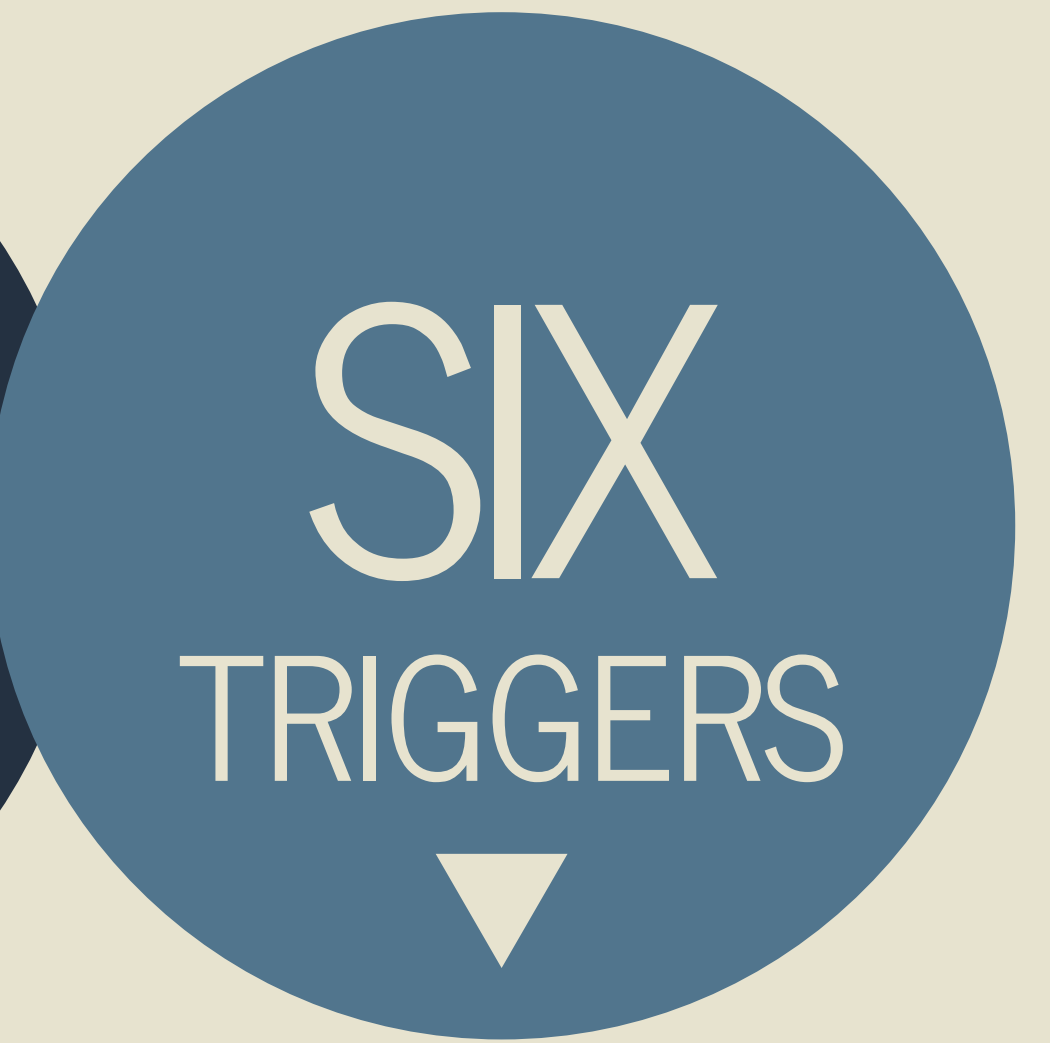
Half of our brain focuses on processing visual information



We process visuals much faster than we process text.



We all forget 90% of what we learn in a month, most of us in 1 hour.



Getting & keeping the attention of students is critical.

The ABC's of

Sticky Teaching

A

Begin & End Often

Awaken the Intrigue

B

C

Create a lot of Contrast

Draw them in w/ Stories

D

E

Emotion drives Attention

Focus on the Big Idea

F

Why do these work?



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.



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.



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.



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.