

Challenge: building trust, establishing rapport, creating a sense of belonging, and minimizing threat

- Why
- Threat activates _____ and shuts down the prefrontal cortex
 - The number one threat is _____
 - The brain scans the environment for threat _____x every second
 - Challenge activates _____ and _____
 - Trust elevates _____

Notes

Relevance: Leveraging strengths, providing the 'why', building on what's important to the learner, and applying learning to real-life situations

- Why
- Learners are naturally tuned into the station _____
 - The brain retains information when we build on familiar, _____ neural networks

Notes

Action: working with the brain's limitations and leveraging the power of time

- Why
- The average attention span is _____ minute times his/her age
 - The hippocampus needs _____ to sort, file, and delete
 - The faster the _____, the faster the _____

Notes

Novelty: | doing the unexpected, veering from convention, and creating the unforgettable

- Why
- Novelty activates the _____ system in the brain
 - Novelty _____ serotonin, dopamine, and endorphins
 - The brain is designed to make _____ and look for patterns

Notes

Interaction: | engaging and involving learners, giving a voice and a choice, and providing multiple touchpoints for learning

- Why
- The brain pushes back when told what to do
 - We only remember about _____% of what we hear and see
 - We remember about _____% of what we hear, see, respond to, and do something with

Notes

Using Emotion: | capitalizing on the power of the emotional brain and giving learners ownership of their learning

- Why
- _____ run the show
 - Our brains are more _____ than logical
 - Positive emotion activates _____

Notes

Multiple Intelligences:

embracing differences, involving the whole brain, and reaching all learners

- Why
- Research shows that we learn best when we involve _____ of the senses and intelligences
 - The question isn't "how _____ are you?" The question is "how are _____ smart?"

Notes

Resources:

Ebook:

**T
he Four Most Common Mistakes People Make When Designing Coaching Programs**

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Book:

Unforgettable Leadership: 7 Principles for Leading, Learning, and Living

(available on Amazon, Barnes & Nobles, and wherever fine, life-changing books are sold)

Podcasts:

StarCoachShow.com

Episode 168: Create an Unforgettable Learning Experience
Episode 60: Design for Transformation