

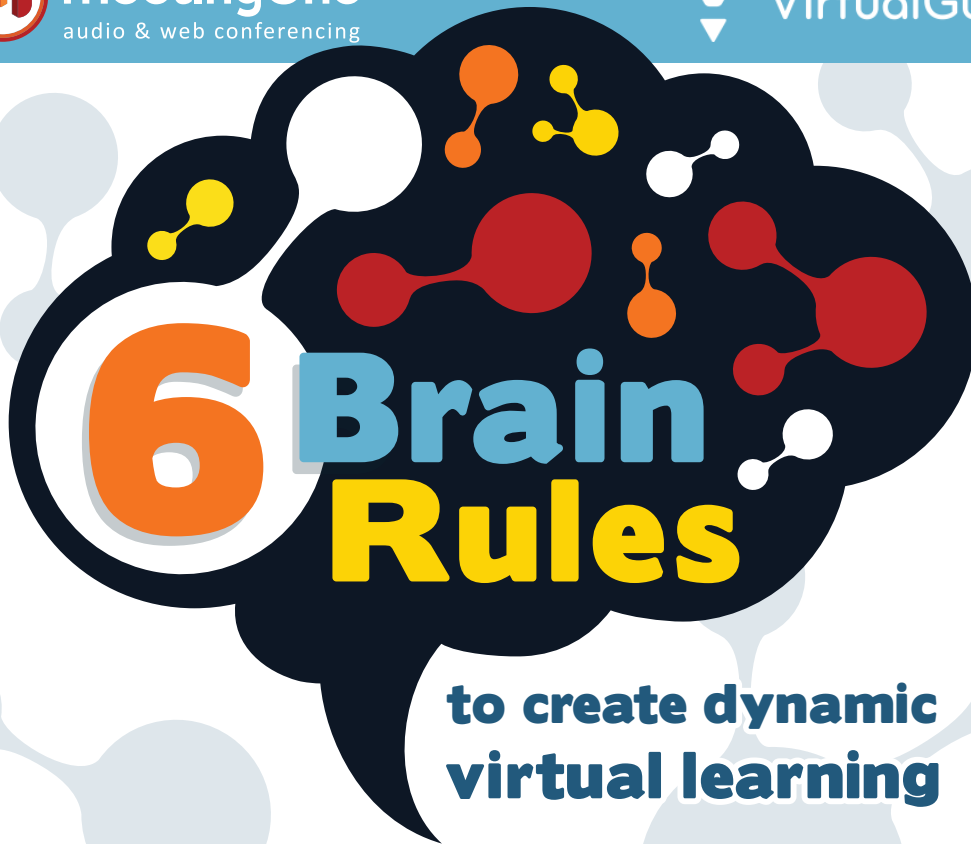
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## Meet John Medina,

a **molecular biologist** that knows a thing or three about how the brain works.

His research has lead to a better understanding of how learners think.

Medina's "**brain rules**" can empower the way great virtual learning is **designed & delivered.**

Medina's top

Glue this white area to the back of the graphic below.

## 6 brain rules

to practice in your  
virtual learning:

### Survival Rule

The brain programs us  
to do what we can to survive.

Over time, **alliances** with  
others helped humans survive  
& trump the perils of nature.

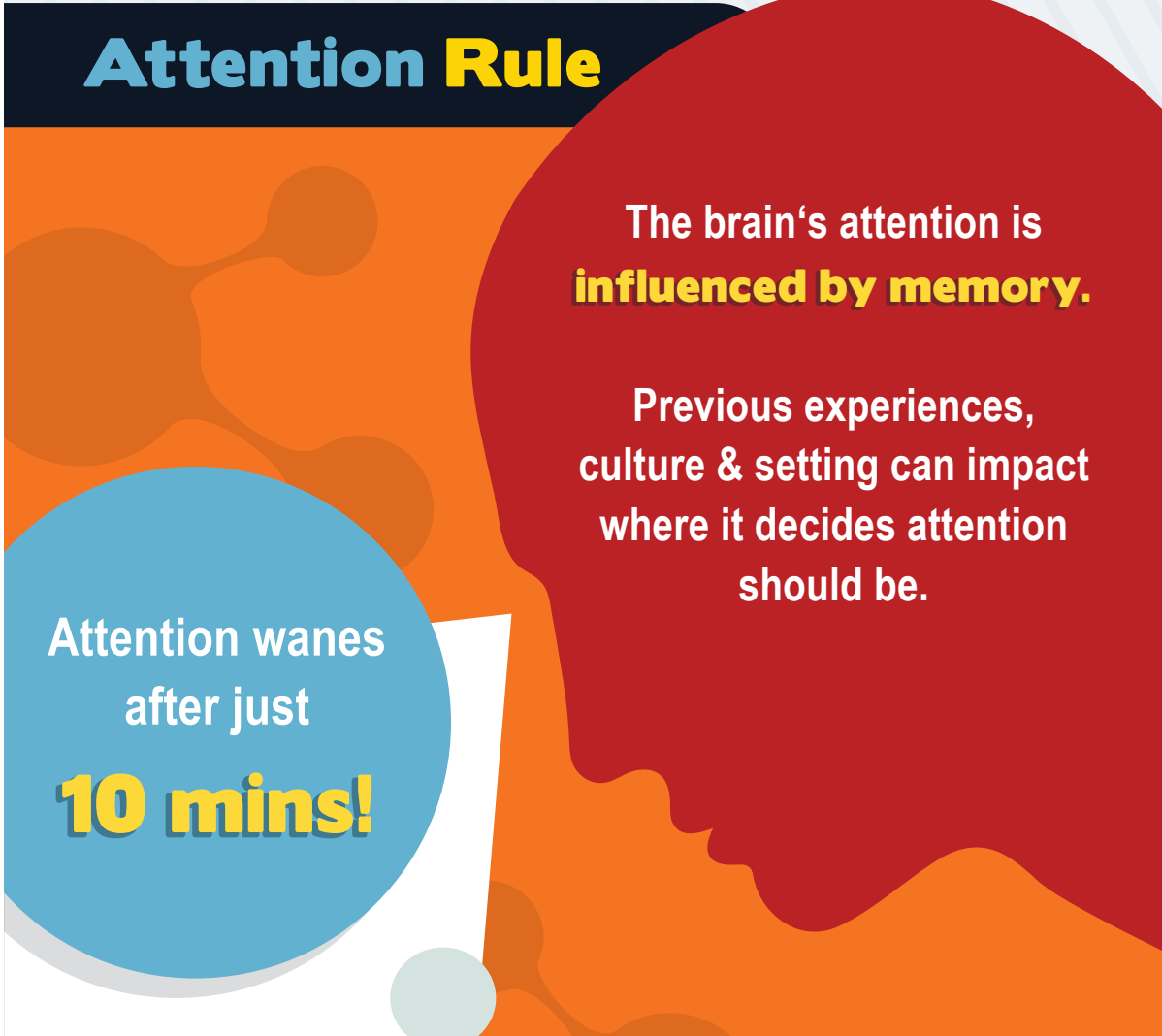
**Using the survival rule,** plan virtual  
introductions to reduce inhibitions among  
learners and teachers to create a comfortable,

**SAFE place for learning.**

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This creates  
**collaborative experiences**  
where learners learn with you.



## Attention Rule

The brain's attention is  
**influenced by memory.**

Previous experiences,  
culture & setting can impact  
where it decides attention  
should be.

Attention wanes  
after just

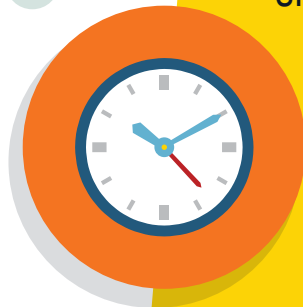
**10 mins!**

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Implement this rule by creating **unique virtual stimuli** that captures & maintains attention.



Evolve your learning to be shorter, **to the point**, and more convenient to grasp full attention.



## Stress Rule

Limit the stress put upon learners during learning sessions.

The brain is built to handle **30 seconds of stress.** It isn't designed for long-term stress and can lead to deregulation of learning.

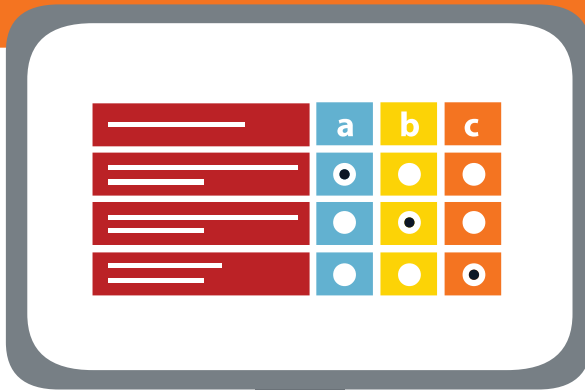


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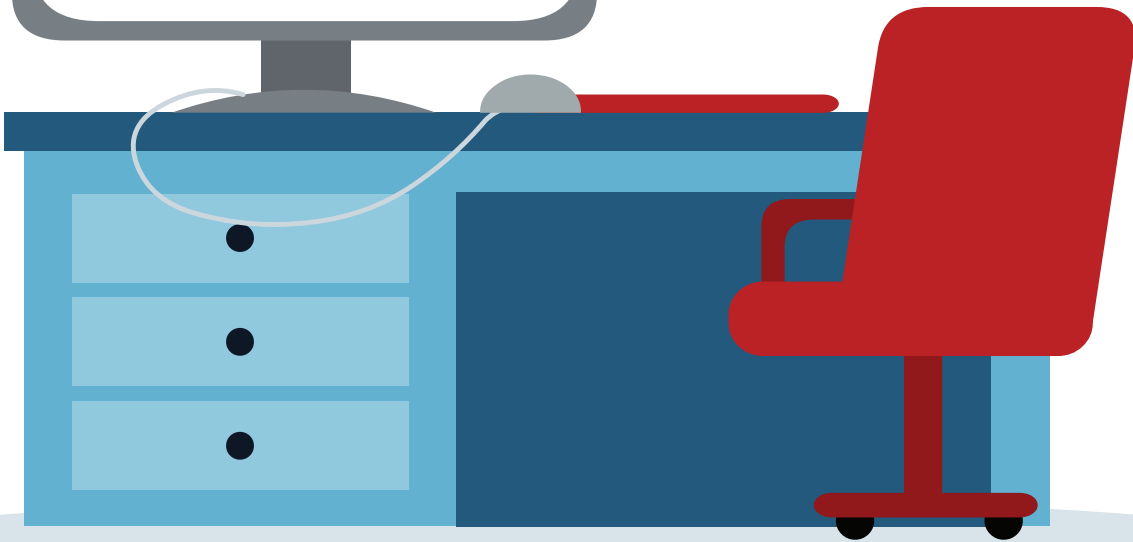
**For example -**



Asking learners to do a role-play before they are ready is very stressful and focuses the brain in on the stress, **not the content.**



Create events that practice the content and don't trigger high amounts of stress, such as **discussions & questions.**



**Vision Rule**

The brain uses vision to assess

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situations quickly. We are incredible at remembering pictures & will associate what's heard by **recalling images.**

**Vision is one of the strongest senses we have.** In your next training, appeal to the brain to trigger memory, images work best.



**Less text, more pictures**

on your presentations (look at your slides are they **text heavy?**) Use animations to appeal to our sense of vision.

10%

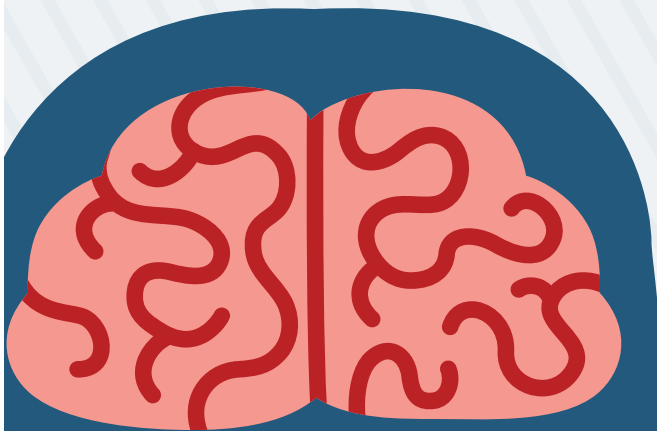
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10%  
of content will be retained with oral teaching alone.

35%  
of content will be retained with visual teaching alone.

65%  
of content will be retained when combining oral and visual teaching, yielding a 6x better result!

## Sensory Integration Rule



When **combining senses**

The brain uses the senses together to help encode more **robust memories**.



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in learning (ex: images paired with text) the brain pays more attention.

To implement this rule, try to **use images that add to your message and talking points**, don't just throw in fancy embellishments to a PowerPoint slide.

Having learners hear **multiple voices, tones & inflections** will create an interesting variety & pique learners interest to keep them paying attention!

## Exploration Rule

The brain learns by active testing through observation, hypothesis, experiment, and conclusion to **discover new information.**

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Humans are powerful, natural explorers, even virtually. Allow learners to explore for themselves.

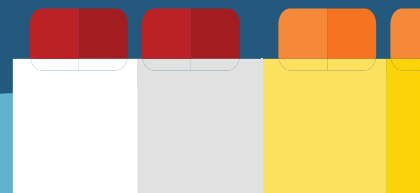


**“We must do a better job of encouraging lifelong curiosity.”**

- John Medina



This natural ability and desire to explore is something we need to build into our virtual learning events.



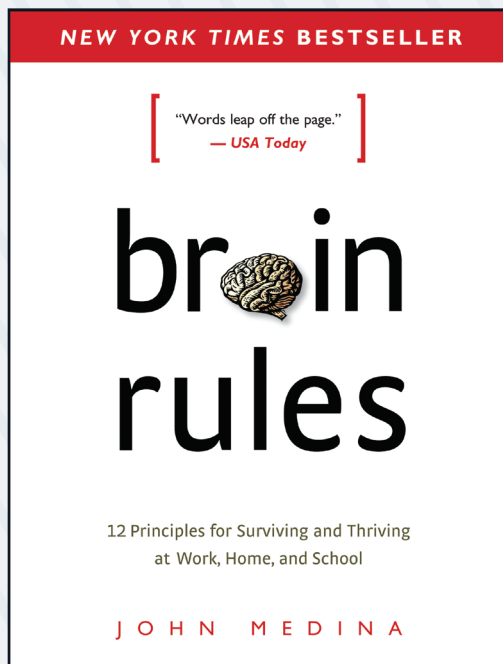
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## Build real-life scenarios

for your learners to practice the new information they've gained and test it out for themselves.



## Conclusion



As educators, we owe it to our learners to craft and deliver virtual learning that is truly effective.

We can do that by keeping Medina's **'Brain Rules'** as a constant companion as we build out our learnings.

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