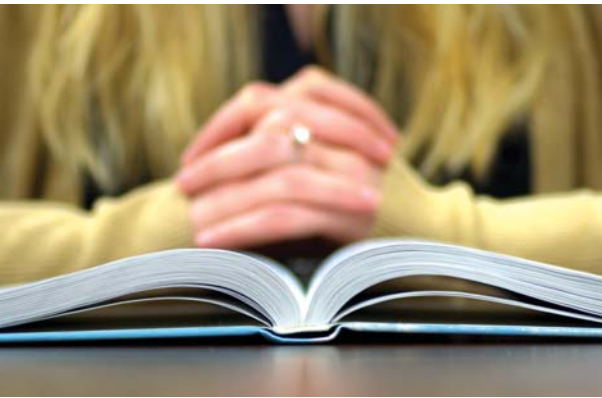


DUDA thinkzoom

A Tool for All Learning Styles

powered by 



People will generally remember:

- ▶ 10% of what they read
- ▶ 20% of what they hear
- ▶ 30% of what they see
- ▶ 50% of what they hear and see

Source: Edgar Dale's "Cone of Experience"

Have you ever wondered why you studied best reading in silence while your friend had to have music playing? Maybe you learned best by trial and error, but your partner learned a new skill from the manual alone. Maybe you know a child who has to bounce in his seat in order to focus while another needs to doodle during lessons.

These examples are all reflections of the three main learning styles—how your brain absorbs and retains new information.

You may be a Visual Learner if . . .



- You remember events based on their images
- You feel more involved when a speaker has a PowerPoint presentation
- You can learn a new skill from reading a manual or watching someone perform it

You may be an Auditory Learner if . . .



- You have specific songs that help motivate you or aid in focus
- You enjoy a presentation simply by listening to the speaker
- You learn a new skill by hearing someone speak the instructions

You may be a Kinesthetic Learner if . . .



- You remember things based on their physical sensation
- You enjoy presentations that involve movement (no matter how insignificant)
- You learn a new skill best by trying it out yourself rather than reading instructions

Often we learn best when new information is presented in a way that appeals to all three learning types. Educational videos are tools which appeal to all learning styles—presenting condensed information using visuals, speech, and music.

To better help its employees continue to learn and grow, DUDA launched its Thinkzoom employee training site in February 2017.

Thinkzoom hosts DUDA training videos, recorded DUDA meetings and presentations, and a variety of informational videos with topics ranging from boosting creativity to how to compose a grammatically correct email. Thinkzoom appeals not only to Visual and Auditory learners, but Kinesthetics as well, because videos conclude in interactive quizzes.

"The average adult learns best from short, informative videos," says Marissa Caravelis, manager of leadership development. "We wanted something more than a PowerPoint slideshow. Thinkzoom not only presents relevant topics, but it uses real actors and graphics in its videos to make them even more interesting."

In the three months since its launch, DUDA Thinkzoom has gone from 25% to 60% employee viewing. As DUDA continues to add new videos in both English and Spanish, this number is expected to grow. ■



DUDA Material

- 1 DUDA Thinkzoom Walkthrough
- 2 DUDA Anti-Harassment for Everyone
- 3 Navigating DUDAnet
- 4 Celebrating DUDA's 90th Anniversary
- 5 New Employee Orientation

Thinkzoom Material

- 1 Active Listening
- 2 Effective Performance Reviews for Managers
- 3 Ethics for Everyone
- 4 How to be a Great Conversationalist
- 5 Parts of Speech: Plural Nouns