

**PINPOINT**

Illustrations and diagrams can reduce cognitive load. Information...can be presented more concisely than in text.

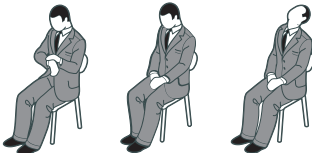
Ruth Colvin Clark

Dual encoding

Paivio's dual-coding theory states that concepts made visual are encoded in both verbal and visual memory systems. Abstract concepts are only recorded verbally.

Death by bullet point

There's nothing wrong with Powerpoint. It doesn't kill. It's the bullets that do! Although, time and time again, this form of presentation has shown to be the least effective in capturing interest, sustaining attention, building understanding and securing memory...alas it remains the default method of delivery.



Going Going Gone

Speaking & listening

Whether in the training room, the coaching conversation or the meeting, it is easy to assume that social compliance equates to understanding. Even the person who is receiving the string of words and thinks they understand, probably doesn't. Speakers think their internal images are accurately communicated by their verbal

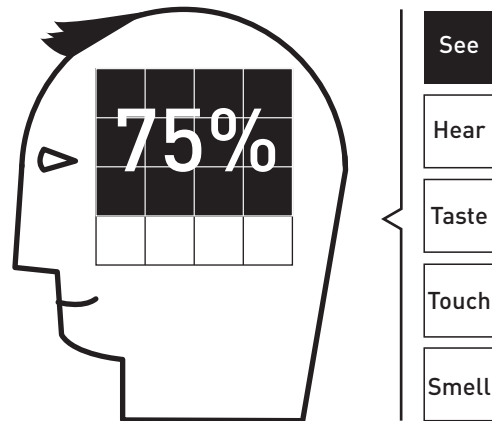


When teaching how things work...still visuals [are] better than animations...because animation overloads our brains.

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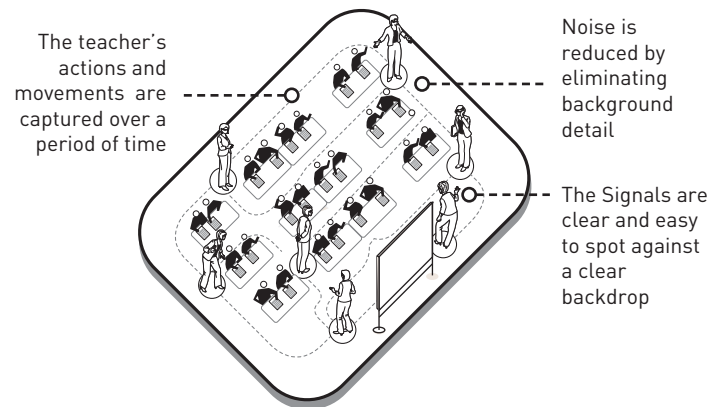
Bandwidth domination

We can only take in so much information. And we may have a notion that we have preferences to what sense we use most. The fact is that the visual mode dominates our information processing.

**Signal to Noise ratio**

Visuals are superior to text in communicating concisely and clearly key messages. But not all visuals are equally powerful. Still images do this better than video for two main reasons.

- Background noise is eliminated, making it easier to focus on the main elements — the signal.
- Actions over a period of time can be captured in one image, unlike video where repeated imagery overloads the brain.



People find it easier to come to agreement [with visuals]...because they are less likely to quibble about vague terms and jargon.

Peter Stoyko

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