Understanding Learning Styles

Center for Chamber of Commerce Excellence
Texas Association of Business
Texas Chamber of Commerce Executives

Introduction/ Learning Objectives

- Introduction to Learning Styles
- What Is Your Style
- Practical Applications and Implications

A Little About Me
So...Enough About YOU...Let's Get To Work!!!

What Are Learning & Learning Styles?
Define learning
Define/overview learning styles

Learning Is...
The act or ability to gain knowledge, understanding of, or skill in by instruction, study or experience.
Learning Is...

Many different dynamics to learning:
- Brain activity
- Cognition
- Sensory Dominance
- Intelligence
- ...and many more

Learning Style Is...

An individual's mode of gaining knowledge, especially a preferred or best method

Why Is Style Important?...
Learning Styles

The Seven Learning Styles
- Visual (spatial)
- Aural (auditory)
- Verbal (linguistic)
- Physical (kinesthetic)
- Logical (mathematical)
- Social (interpersonal)
- Solitary (intrapersonal)

What Is Your Style?
Learning Is Tied To Primary Sensory Dominance (PSD)

- Visual (spatial)
  - Approximately 55% of people in the world

- Aural (auditory)
  - Approximately 20% of people in the world

- Physical (kinesthetic)
  - Approximately 25% of people in the world

I hear...and I forget
I see...and I remember
I do...and I understand
- Chinese Proverb

Visual Learners

- About 55%
- Learn primarily by sight or seeing
- Make pictures of words and concepts they hear
Visual Learners--Characteristics
- Take lots of detailed notes
- Tend to sit in the front at meetings
- Want to “see information” – diagrams, charts, demonstrations, etc.
- Easily distracted when there are no visuals

Visual Learners--Characteristics
- Tend to think fast, move fast, and speak fast
- Tend to be very animated and use gestures while talking
- “Show Me People”
- Tend to use visual terms when speaking – “I see”, “I get the picture”, “looks good”

Auditory Learners
- Learn by hearing
- Make pictures of words and concepts they hear
Auditory Learners-- Characteristics
- Prefer to hear information that is spoken
- Absorb spoken information with little effort and may take few notes if any
- Sometimes avoid eye contact in order to concentrate
- When forced to read information they may do it aloud

Auditory Learners-- Characteristics
- May hum or talk to themselves when bored
- Identify sounds related to an experience
- “Tell me people”
- Often speak in even tones with a steady rhythm
- Tend to use terms like— “I hear you”, “It was a scream”, “Sounds heavy”

Tactile/Kinesthetic Learners
- Prefer touch as their primary mode for taking in information
- They are “Hands-On”
Tactile Learners—Characteristics

- Need to be active and take frequent breaks
- Remember what was done, not necessarily said
- Tinker or move when bored
- Like role playing, activities, etc.

Make judgments based on how they feel about situations

- Use terms like - “I can’t get my arms around it”, “Let’s move on that”, “That feels right”

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Applications/Summary

For You...
- Know yourself and how you learn information
- Work to gather information in those formats to absorb it quickly
- Make the best of your style but work on those skills that are not as dominant.

For Staff...
- Understand their strengths
- Provide training and development opportunities in formats that are easily absorbed by them
- Speak in their “native style”
For Members...

- Understand you are serving all of these types
- Develop programming, meeting information, etc. in formats that meet each of the styles (multimodal) and where appropriate
- Utilize marketing methods that appeal to each

THANK YOU!
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