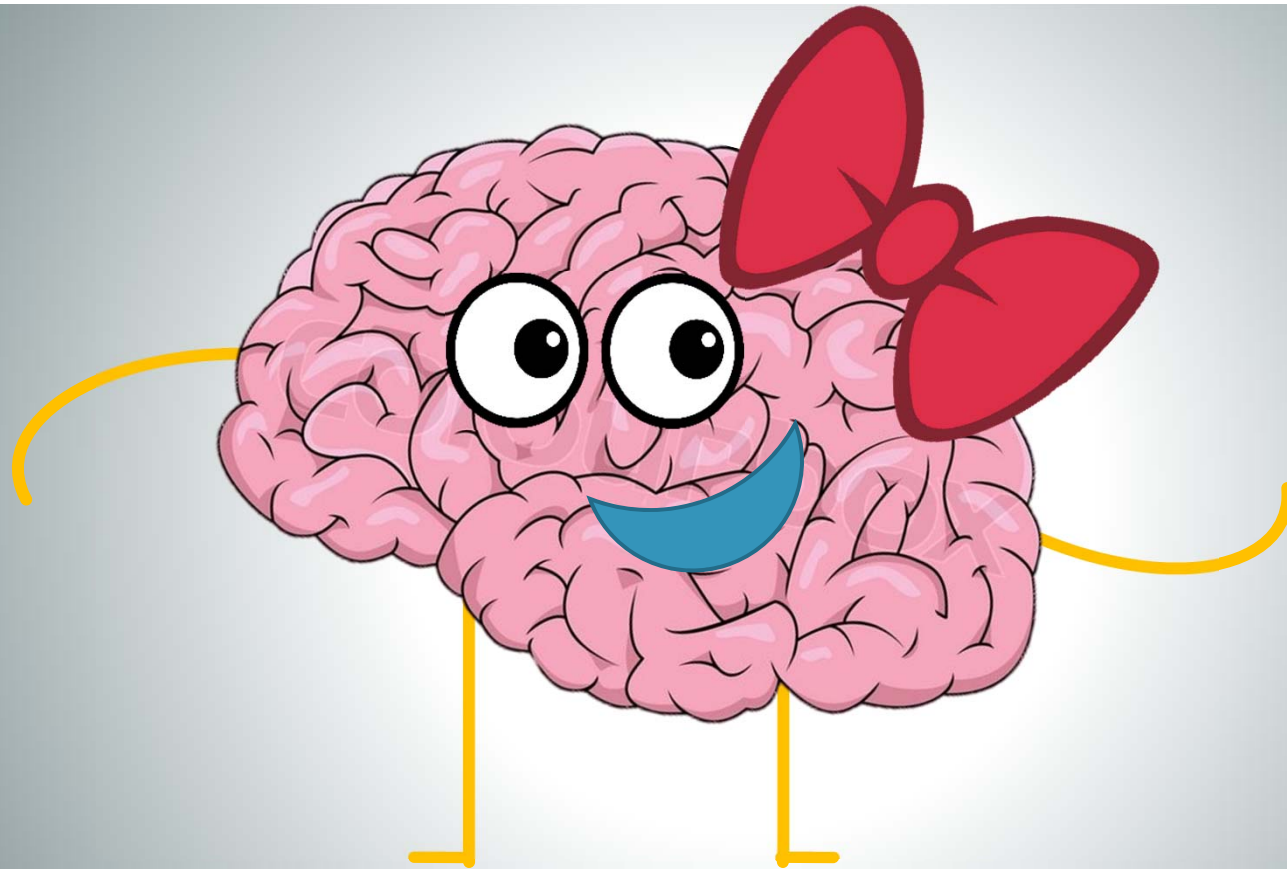


Viridian
NYC



APPLYING BRAIN RULES TO PUT THE BOW ON YOUR PRESENTATIONS

2019 Spring Meeting

A stage with red curtains and a spotlight. The text "SETTING THE STAGE" is centered on the stage.

SETTING THE STAGE

Do you know the answers to these questions?

3

1. The most significant difference between the adult learner and the younger learner is:
 - Younger learners are smarter; older students can't think quickly
 - Adult learners enjoy lectures
 - Adult students are less self-directed
 - Adult learners come with experiences; younger learners are a clean slate

Do you know the answers to these questions?

4

2. The adult learner is more _____ than the younger learner
- Self-directed
 - Instructor-directed
 - Peer-directed
 - Teacher-directed

Do you know the answers to these questions?

5

3. Which of the following is the best way to approach the adult learner?
- As a superior
 - As a facilitator
 - As a teacher
 - As a lecturer

Do you know the answers to these questions?

6

4. Which of the following is **NOT** a characteristic of an adult learner?
- Accept what they are being taught
 - Need to know why they are learning the information
 - Need to know how to use information immediately
 - Need to know how information will benefit them

Do you know the answers to these questions?

7

5. One way an instructor can engage the adult learner is by having the students collaborate by acting out real-world situations. This is called:

Olecture

Ocase studies

Oproblem-solving ice breakers

Orole-play

Where does learning come from?

10%

Formal Programs

classes, eLearning, conference sessions, webinars, etc.

20%

Other people

conversations, networks, resources, asking the right question of the right person at the right time

70%

Experience and Practice

doing your job, trying things to figure out what works, refining it

THE MORE REALISTIC THE ENVIRONMENT, THE MORE WE LEARN



Guide on the Side

Outcomes Focused

Learner in Charge



Sage on the Stage

Kitchen Sink Model

Learner Apathy

Fashion Forward Learning

How does this slide make you feel?

Cash Flow Statement

- Inflows – main components are premiums collected, net investment income, proceeds from investments sold and other cash provisions.
- Outflows – main components are loss and loss adjustment expenses paid, underwriting expenses paid, dividends paid to policyholders, income taxes paid, cost of investments acquired and other cash applications.

Is this Memorable?

How About This One?

11

CASH FLOW STATEMENT



Premiums collected
Net investment income
Investments sold



Loss & LAE
UW Expenses
Dividends
Income Tax

**“Toss your Powerpoint
presentations”**

-Dr. John Medina

BRAIN RULES:



He knows how these work

This is Dr. John Medina



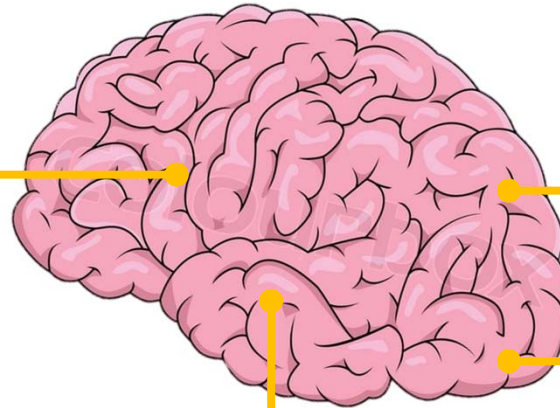
A Few Rules That Matter...

RULE #3

Every Brain
is Wired
Differently

RULE #4

We Don't Pay
Attention to
Boring Things



RULE #10

Vision Trumps
All Other
Senses

RULES #5 & #6

Repeat to Remember /
Remember to Repeat



EVERY BRAIN IS
WIRED DIFFERENTLY

The Amazon logo is centered on the page. It consists of the word "amazon" in a bold, lowercase, black sans-serif font. Below the text is a thick, orange curved arrow that starts under the 'a' and ends under the 'n', pointing to the right. The background features several decorative elements: a light blue semi-circle at the top center, a teal square in the top right corner containing the number "16", a light blue semi-circle at the bottom center, and a light blue semi-circle on the left side partially overlapping the letter 'a'.

We Don't Pay



Attention to Boring Things

Avoid the Black Hole

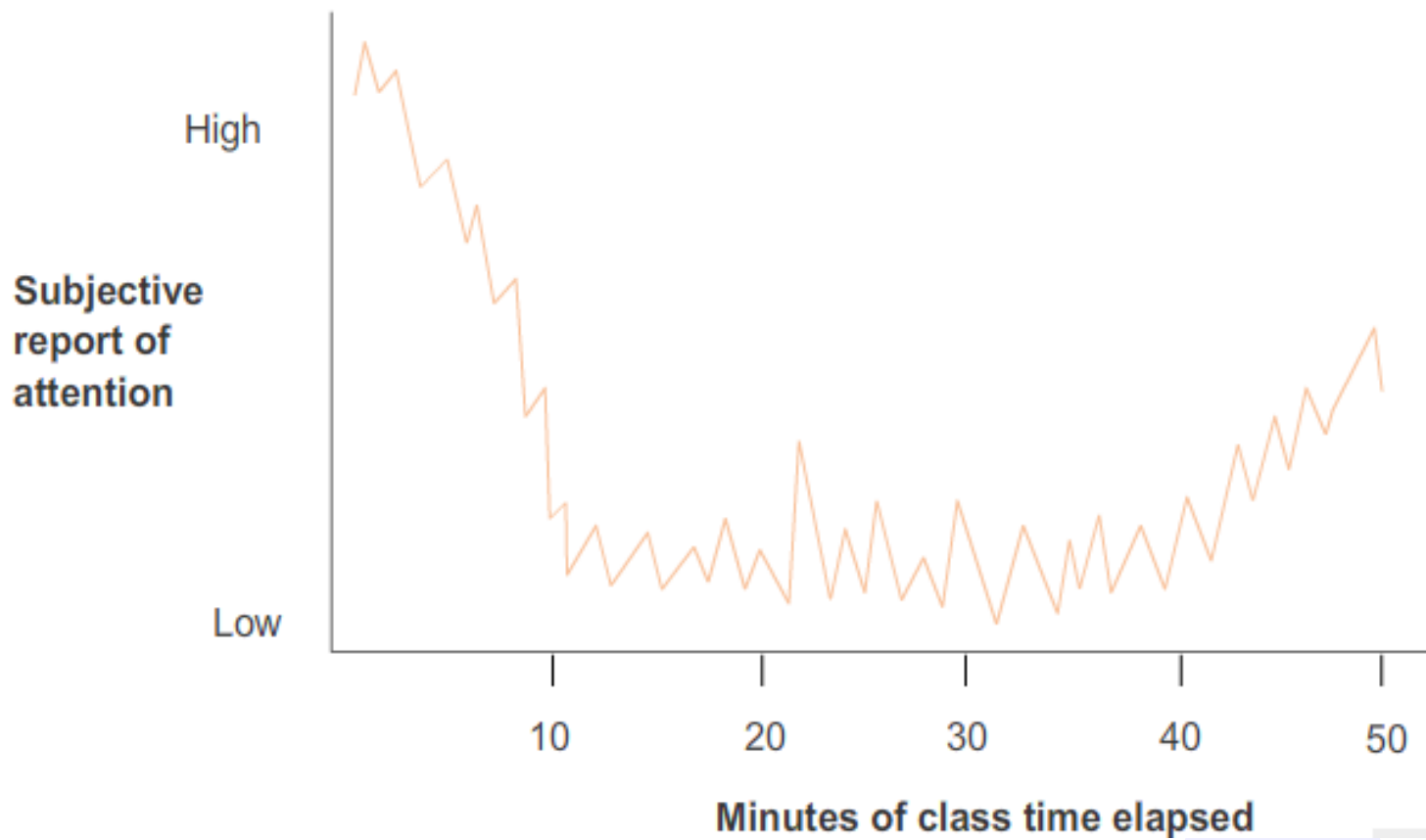
18

A large, swirling black hole in space, surrounded by a field of stars. The black hole is depicted as a dark, circular region with a bright, glowing center, surrounded by a swirling, turbulent field of stars and gas. The stars are scattered throughout the scene, creating a sense of depth and vastness. The overall color palette is dominated by dark blues and blacks, with bright white and yellow highlights from the stars and the black hole's center.

Big Picture and
Ideas First

The Clock is Ticking!

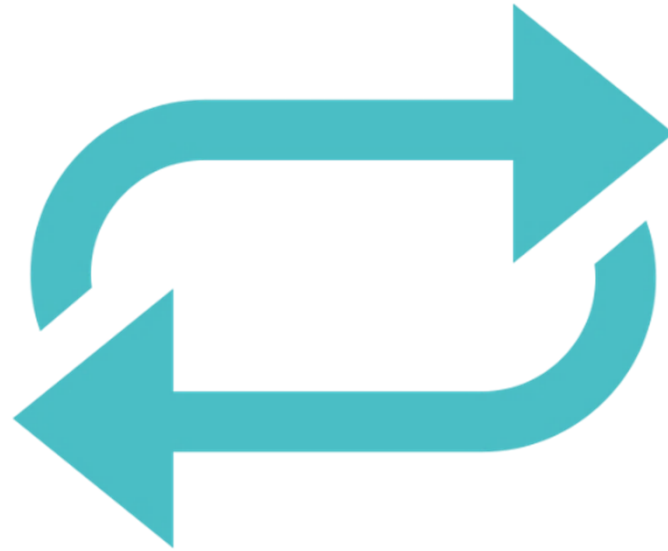
the 10 minute rule





IRSYMCAKGBIBMFB

Repeat to Remember



Remember to Repeat

How did YOU pass Exams

22

AUTOMATIC PROCESSING

vs.

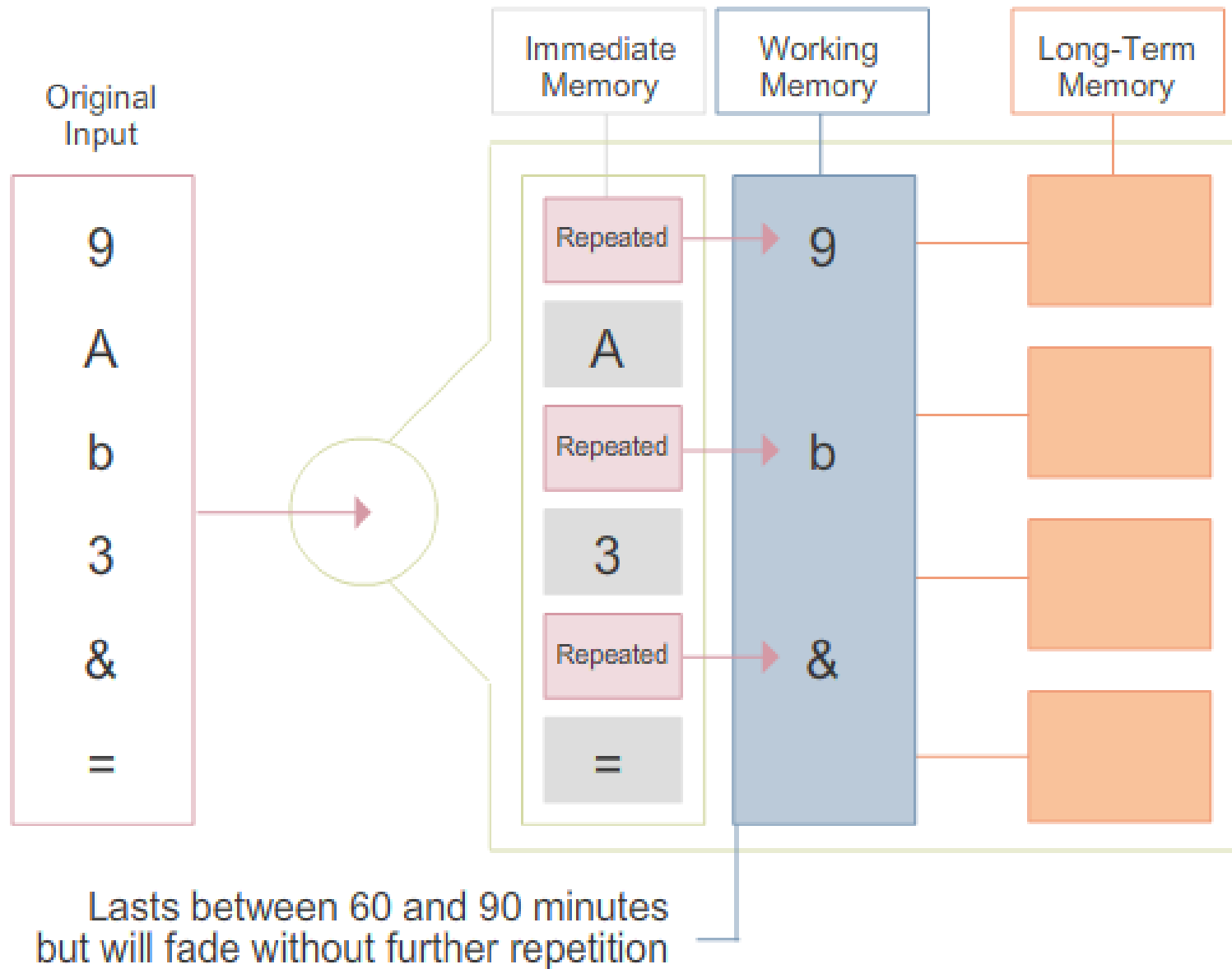
EFFORTFUL PROCESSING



Work is Here

...So, how does this relate to presentations?

repeat or forget



TEST

24

MAY, 2011

A-2

ACTUARIAL SCIENCE EXAMINATION

FOUNDATIONS OF CASUALTY ACTUARIAL SCIENCE - PART II

Time : 3 Hours

Total Marks : 100

Multiple choice : (All Multiple Choice questions carry 2 marks each).

1. Actuaries commonly use the following distributors to model the number of claims
- Normal distribution
 - Poisson distribution
 - Binomial distribution
 - Negative binomial distribution

Which of the above is not commonly used?

2. Given the following information, determine the indicated rate per unit.
- | | |
|----------------------------------|------|
| i) Frequency per exposure unit | 0.40 |
| ii) Severity | 200 |
| iii) Fixed Expenses | 125 |
| iv) Variable Expense factor | 20% |
| v) Profit and Contingency factor | 10% |

The answer is :

- Less than 250
 - 250 to 500
 - 500 to 750
 - Above 750
3. Financial Statements useful in the evaluation of a general insurance company are the following :
- Balance Sheet
 - Income Statement
 - Statement of Cash Flow

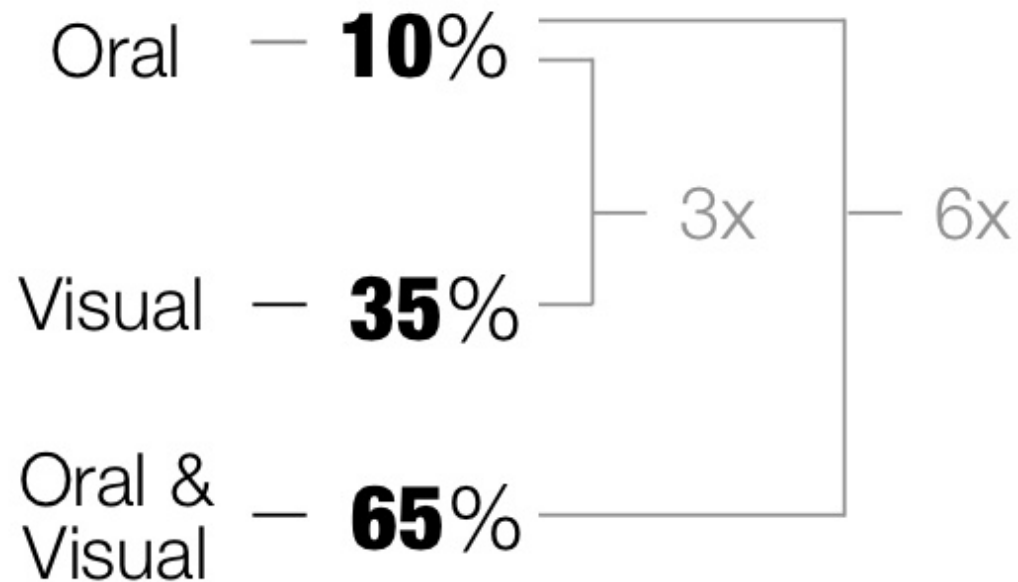
How many pieces of information can be held in 30 seconds?

Vision Trumps All Other Senses



Slides Matter!

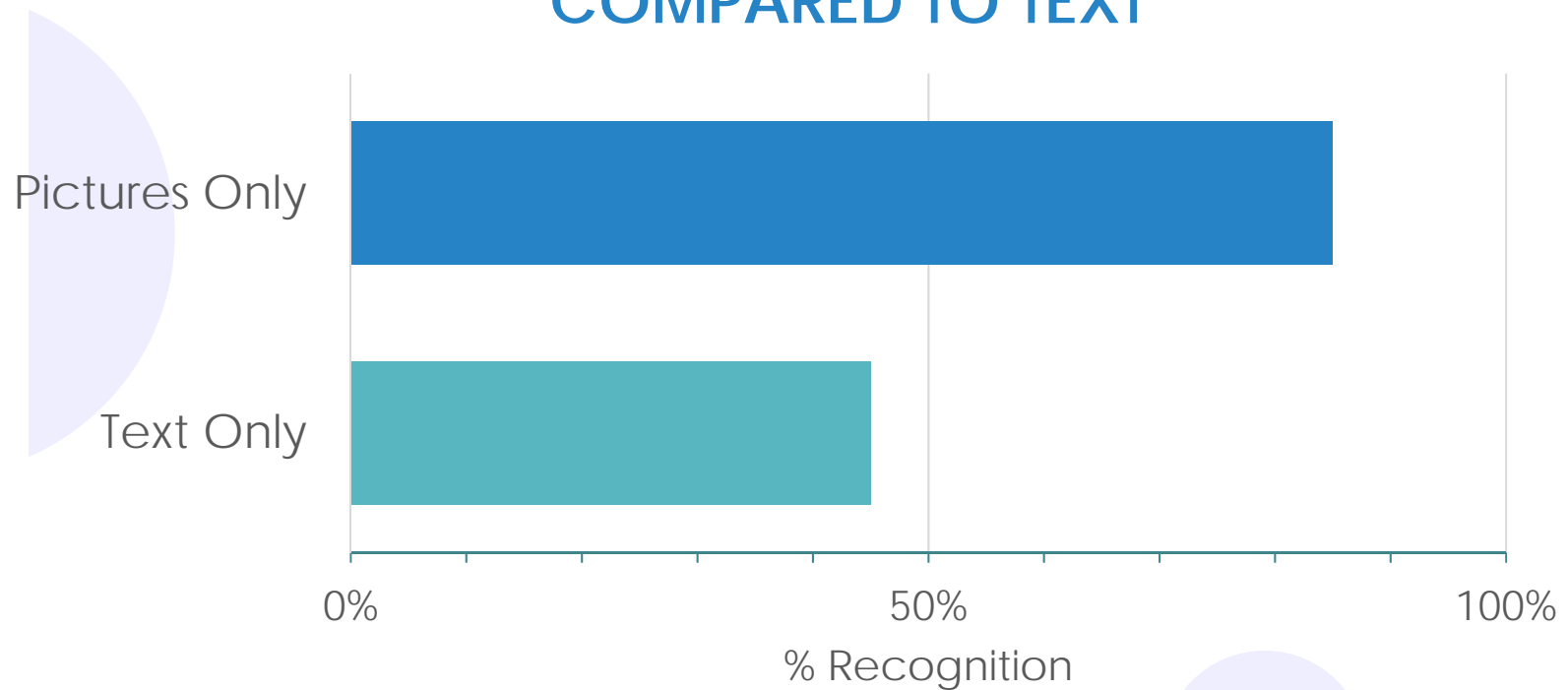
Rule of thumb



Source: Najjar, LJ (1998) Principles of educational multimedia user interface design (via *Brain Rules* by John Medina, 2008)

...But Pictures Matter More

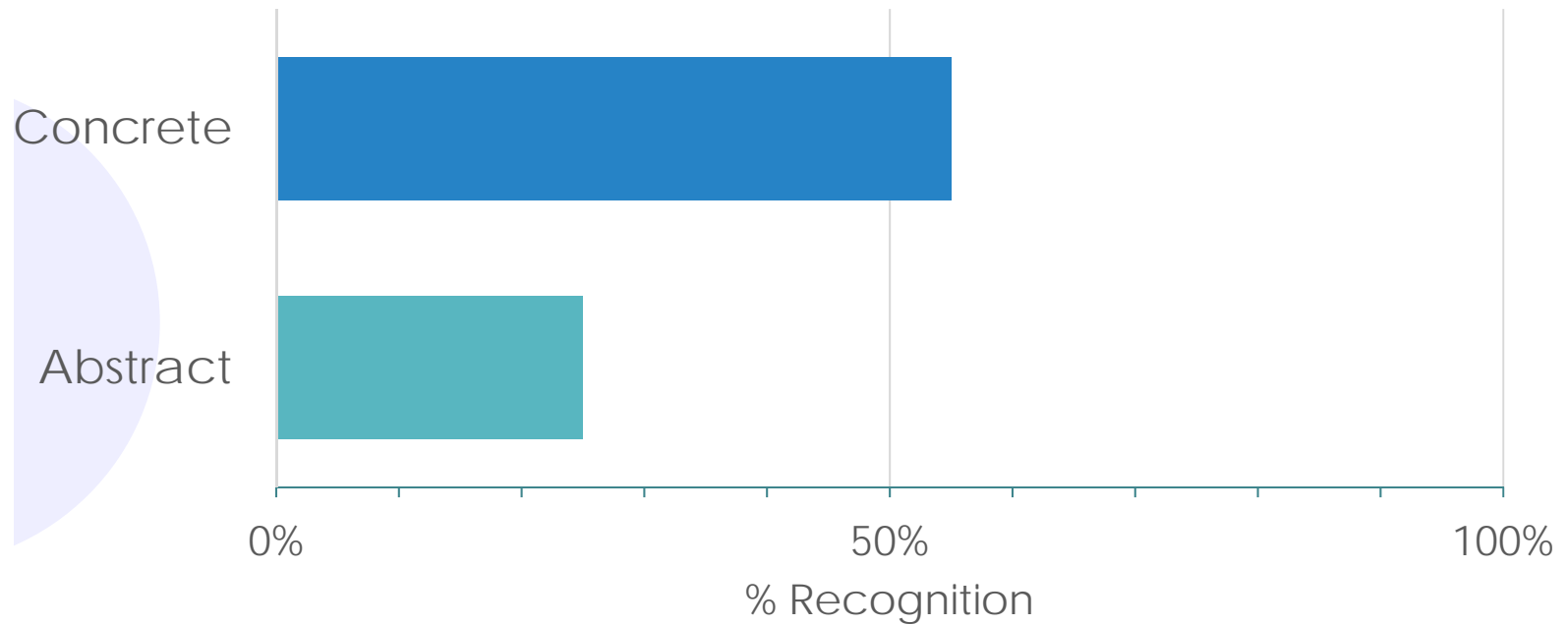
RECOGNITION DOUBLES FOR A PICTURE COMPARED TO TEXT



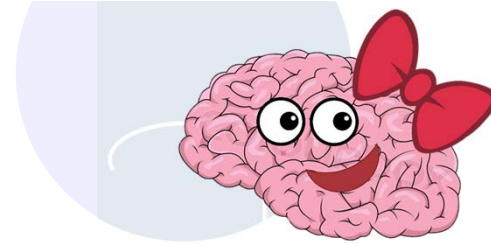
KISS

28

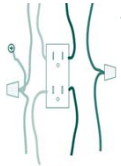
CONCRETE TEXT ELICITS VISUAL CUES



PUT THAT BOW ON!



29



Every Brain is Wired Differently

- ✓ Know Your Audience
- ✓ What Three Things
- ✓ Learner Perspective



We Don't Pay Attention to Boring Things

- ✓ Tell A Story
- ✓ Big Picture First
- ✓ Colour Patterns & Animation
- ✓ 10 Minute Hustle



Repeat to Remember / Remember to Repeat

- ✓ Find a Couple Ways To Show Your Data
- ✓ Have a Conclusion
- ✓ Tap Their Emotions



Vision Trumps All Other Senses

- ✓ Vision Is Dominant → Uses Half The Brain's Resources
- ✓ Cut Back On The Text. Make It Concrete
- ✓ A Picture Is Worth A Thousand Words
- ✓ Use Smartart And Adapt

One last thing...

30



Resources

31

- ▶ Kathleen M. Edwards, Learning Enhancement Videos for the CAS: [Speaker Resources Micro-Learning Series*](#)

- How Adults Learn
- Writing Effective Learning Objectives
- Developing Your Session Plan
- Engaging Your Session Participants
- The Power of Visuals - Slides
- The Power of Visuals - Data Slides
- Creating Valuable Handouts

* These videos are free but accessible only via the new UCAS! A “purchase” of \$0 is required to access them.

- ▶ Brain Rules Website:
<http://brainrules.net/about-brain-rules>

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