

## **WHY INTENTIONAL LEARNING?**

### **Information Explosion**

We live in a time of exponential growth. Everything about our world is changing faster than ever before in every way. We are flooded with data all the time and everywhere. The challenge is that the conscious human mind can only hold about 7 things at once. Your ability to move information from your short-term memory into long-term memory is critical for your ongoing success.

Did you also know that you only use approximately 10% of your ability to learn? What would happen to you personally and professionally if you could tap into an extra 5 or 10% of your learning capability? Are you maximizing your ability to handle the explosion of information?

### **Learner-Managed Learning**

Have you noticed the trend that customers are increasingly taking control of their own customer service needs? There are self-service kiosks to renew your driver's license as well as online applications to input and update your customer information and to order products and services online.

In the same way customers are becoming more self-sufficient and proactive, you, as a learner, need to take the initiative to influence how you learn best. Right now, most of the learning tactics and strategies are in the hands of the learning designers and facilitators, not the learners. But that's changing.

Whether you're listening to a lecture, attending a workshop or conference, completing an online learning program, or reading a book/e-zine, you can consciously and intentionally apply personally effective learning strategies.

### **Learning Styles**

You probably already know that there are four primary learning styles:

- Visual – you learn by seeing
- Auditory – you learn by hearing
- Verbal – you learn by speaking
- Kinesthetic – you learn by touch and/or your emotions.

There are various types of assessments you can complete to identify your learning style.

However, just knowing your learning style is not enough. Being encouraged to watch and observe more as a visual learner doesn't help. Did you know that there are hundreds of learning strategies you can personally use to learn faster and more effectively?

Once you know these learning strategies you can intentionally apply them in any learning situation.

### **Learning as a Competitive Advantage**

Are you concerned about not learning as fast as everyone else? Are you having trouble keeping up with your peers because of information overload? Is your employability being eroded? As a knowledge worker, your ability to learn is a key competitive advantage to both you and your organization.

Imagine the impact if you learned how to learn before attending your next learning event. Not only would the return on investment (ROI) be high personally and professionally, it would grow dramatically over time. You know you never stop learning. So why not learn how to learn to maximize your learning capability.

#### **ABOUT THE AUTHOR**

Valerie Dixon, President of Learnware Design Inc., is a leading expert in the field of Training and Development. Valerie has over 40 years of experience in all aspects of training needs analysis and multi-media based learning design - including designing competency-based technical and management training programs, managing training designers and major training design projects and facilitating the successful implementation of training initiatives within both the private and public sectors.

Learnware Design Inc. offers a wide variety of training programs, tools and resources needed to achieve *Accelerated Competence™* – helping corporations, employees, training professionals and individuals learn faster, better and smarter.

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