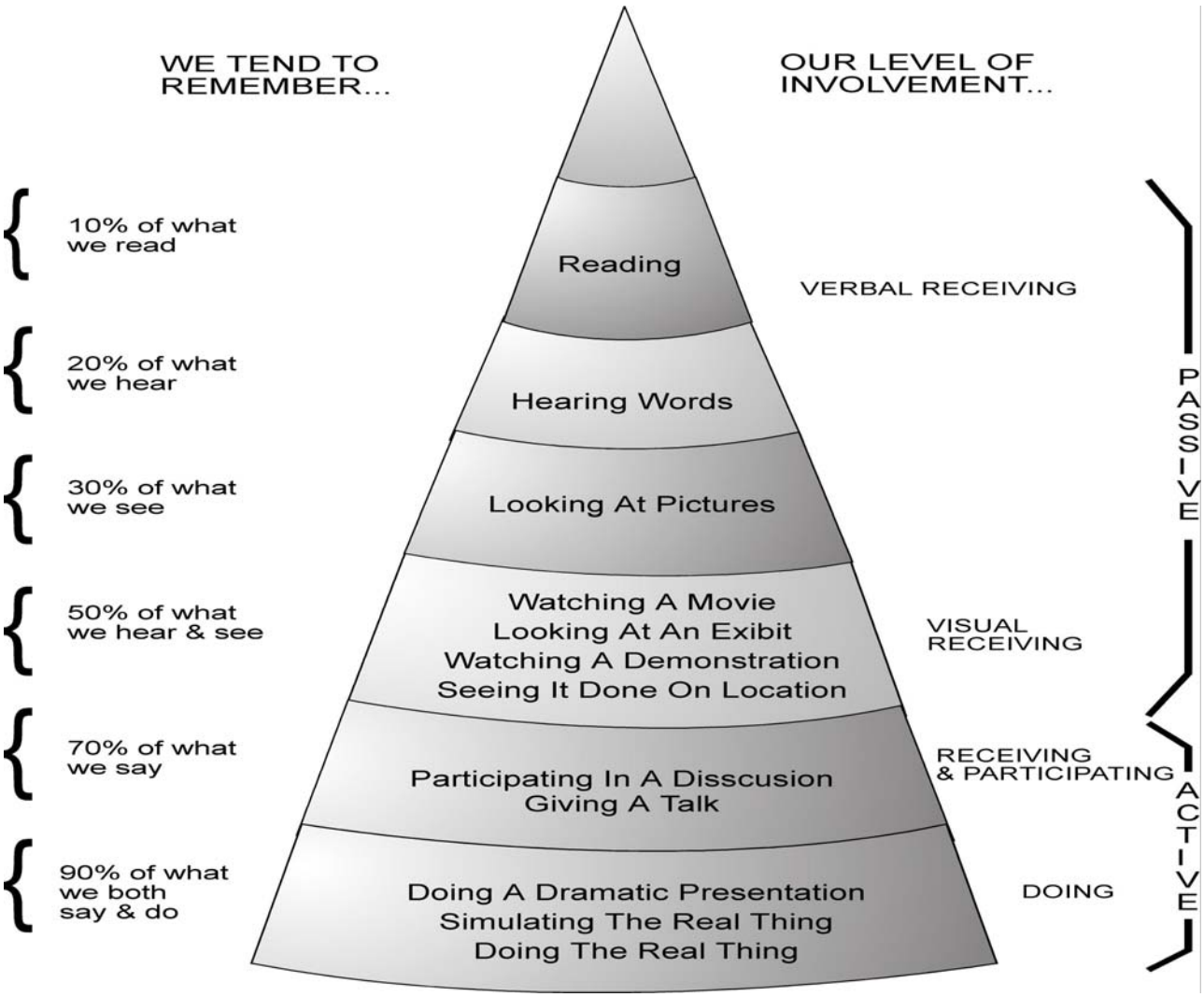
WE TEND TO REMEMBER...
OUR LEVEL OF INVOLVEMENT...
10% of what we read
20% of what we hear
30% of what we see
50% of what we hear & see
70% of what we say
90% of what we both say & do
Reading
Hearing Words
Looking At Pictures
Watching A Movie
Looking At An Exibit
Watching A Demonstration
Seeing It Done On Location
Participating In A Disscusion
Giving A Talk
Doing A Dramatic Presentation
Simulating The Real Thing
Doing The Real Thing
VERBAL RECEIVING
VISUAL RECEIVING
RECEIVING & PARTICIPATING
DOING
PASSIVE
ACTIVE