

# **User education: teaching techniques and learning styles for damage limitation**

A 10/20/30 presentation by Peter Cooper



sophos  
education  
certified



## 10/20/30

- 10 relevant things
  - In 20 minutes
  - In a 30 point font
- 
- This helps to prevent...



**Flaming death  
by PowerPoint**

# User education: teaching techniques and learning styles for damage limitation

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**becomes**

# Teach like a ninja

Peter Cooper



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**TEENAGE MUTANT NINJA**

# TURTLES







# Agenda



## Agenda

- 10 useful things to know
- Case studies



# 10 useful things to know

**1 of 10**

**people are  
different**



## Learning styles

- There are four stages of learning behavior
  - Activist
  - Reflector
  - Theorist
  - Pragmatist
- Check out 'Honey and Mumford' and 'Kolb'

**activist**



## Activist

- Activists like to try stuff out
  - They have little or no concern
  - They like simulations as well as the real thing
  - They like to visualize with case studies



**reflector**



## Reflector

- Reflectors are observers
  - They need information and time to digest it
  - They generally like brainstorming
  - They may keep a journal or log

**theorist**



## Theorist

- Theorists are masters of the analogy
  - They relate things to other things
  - They like case studies
  - They like lectures, but not talking to experts

**pragmatist**



## Pragmatist

- Pragmatists are experience people
  - They relish field work
  - They turn thoughts into practice
  - They see things and try to replicate them

**learning to  
drive**

**activist**





## Activist learning to drive

- Activists get in and get going
- There will be loud noises from the gearbox
  - These noises may be good or bad
  - Too busy trying things to find out



**reflector**



## Reflector learning to drive

- Reflectors take official lessons
  - Their instructors will be qualified
- They will watch and learn
- They will be cautious at first
- They will know why noises happen



**theorist**



## Theorist learning to drive

- Theorists will read extensively
  - They will do this before even getting in the car
- They know what the noises mean
- They know why the noises happen

# LAND ROVER

Owner International



HOW TO DRIVE  
**OFF-ROAD**

**OFF-ROAD**



**pragmatist**



## Pragmatist learning to drive

- Pragmatists know they want to drive
  - They know how to go about it
- They read a bit, they copy a bit
- ...and then they get out on the road



**2 of 10**

**know your  
audience**



## Know your audience

- Who are your audience?
  - Are they technical or non-technical?
  - Are they there for fun, knowledge or profit?
  - How can you check they're getting you?
- Be aware some people are wary of learning
  - This is especially true for the old school

**3 of 10**

**know why  
you teach**





## Know why you teach

- Keep your objectives in mind
  - If you don't have any, get some
- What is your planned outcome?
- What is your audience going to get from it?

**4 of 10**

**choose the  
right method**



Flaming death  
by PowerPoint



## Choose the right method

- Select is the most effective media
  - Write an article
  - Write a book
  - Record a video
  - Record a podcast
  - Host a workshop
  - Host a discussion

**5 of 10**

**know your  
material**



## Know your material

- Know your stuff inside out
  - Practice in front of a mirror
  - Practice in front of a colleague
  - Record yourself and watch yourself back
  - Ask another teacher or trainer to critique you





## Know your material

- Prepare a set of FAQ answers
  - FAQ = frequently asked questions
  - ...not f-ing annoying questions

**6 of 10**

have an  
expert ready



## Have an expert ready

- An expert is not necessarily a good teacher
- A good teacher is not necessarily an expert
- Together, they are more credible
- If you can't answer a question, say so

**7 of 10**

**have a zero  
BS factor**



## Have a zero BS factor

- Don't lie
  - Ever
- Get used to saying "I don't know"
  - You'll be using it a lot
- Find someone who does know

**8 of 10**



be

memorable

**(in a good  
way)**



## Be memorable

- Mediocre teachers are forgotten
- Bad teachers are memorable
  - ...for the wrong reasons



## Be memorable

- Great teachers have fan clubs
  - Guy Kawasaki
  - Seth Godin
  - Steve Jobs
  - Steve Ballmer

**9 of 10**

**know how  
to teach**



## Know how to teach

- Teaching doesn't have to be complicated
- Follow this plan
  - Tell them what you're going to teach them
  - Teach them
  - Tell them what you just taught them
  - Tell them to tell you what they were taught



## Know how to teach

- Get feedback
  - Act on it



**10 of 10**

**coffee break**

**imminent**

**enjoy it**



## Enjoy it

- You should be enthusiastic and genuine
- Your material should be engaging

**summary**



## Teach like a ninja

- Know that people are different
- Know your audience
- Know why you teach
- Choose the right method
- Know your material (really, really well)



## Teach like a ninja

- Have an expert ready
- Have a zero BS factor
- Be memorable
- Know how to teach
- Enjoy it



# Case studies





## Case studies

- New staff training
  - Induction presentations with assessment
  - Know the threats
  - Expert round table sessions
  - Specially created induction documents



## Case studies

- The dark art of teaching sales staff
  - Tell them what they want to hear
  - Tell them how to make more money
  - And don't lie



## Case studies

- Teaching the masses
  - Most people learn by word of mouth
  - Have safety nets in place
  - Make it easy for people to report stuff to you

**that's it**

**thanks for  
listening**

**hello@petercooper.net**