

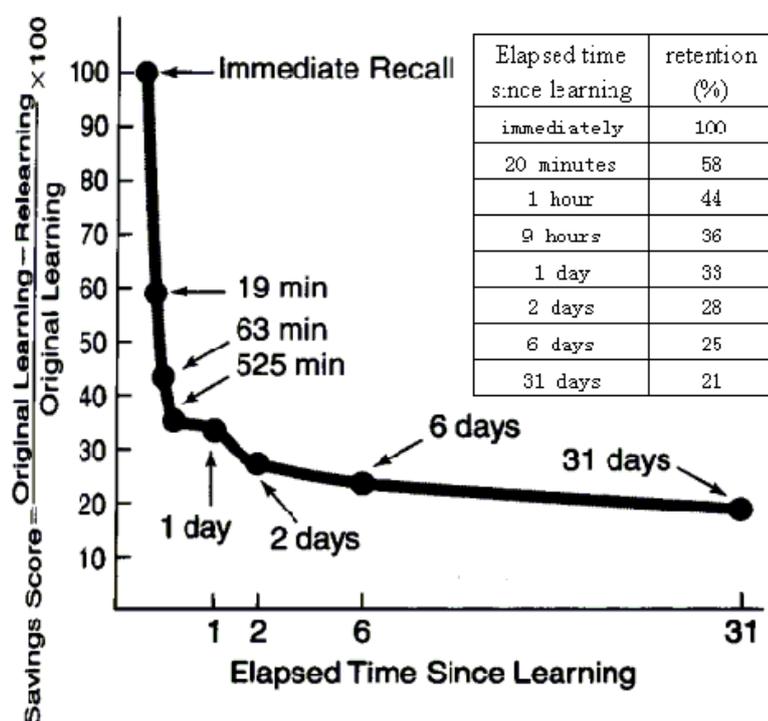
How to stop people forgetting what you tell them!

Facts about Maximising Impact™

If you were asked to remember 52 facts how many do you think you would recall **24 hours** later?

How much of the information you present do you believe people remember once you've finished? Read on to find out how much information people actually forget and what you can do to prevent it.

The Ebbinghaus Curve of Forgetting shows that almost **80%** of information and learning can be quickly **forgotten** – starting within half an hour! What are the implications for you and your organisation in terms of lost time and energy if people **only remember 20% of what you say?**



But it's actually quite easy to significantly increase how much other people will remember from your talks, presentations or training courses.

You just need some tools and techniques to design and deliver the information so that it becomes much more memorable – **up to 100% memorable!**

We did an experiment to test out how effective brain friendly learning techniques really are.

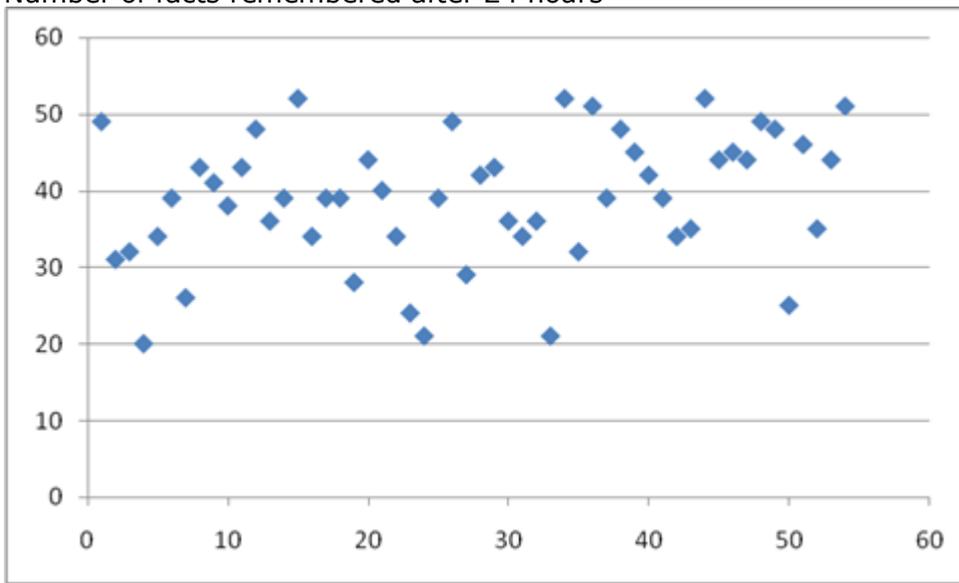
At one of our workshops **Maximising Impact – 52 Ways to Present Information Powerfully**, we share 52 brain friendly tools and techniques that we have learnt, developed and refined so that presenters and trainers can use the same successful methods as us. We've run this workshop with experienced business professionals such as managers, supervisors, trainers and coaches. Our participants do a test **24 hours** after leaving the workshop to measure how many of the 52 facts they remember and we've captured **54 scores** to date.

When we ask people how many facts out of **52** they expect to remember most say between 5 and 15, which is between **10% to 30%**, and they are probably correct – if they do what most people do, which is sit through a presentation or training, leave and go back to work without doing anything in particular to ensure they remember.

You'll see from the following graphs that we achieve scores **substantially better** than the 33% that is expected after a day if you don't do anything to prevent forgetting.

Data from Maximising Impact workshops Sept 07 – Oct 09

Number of facts remembered after 24 hours

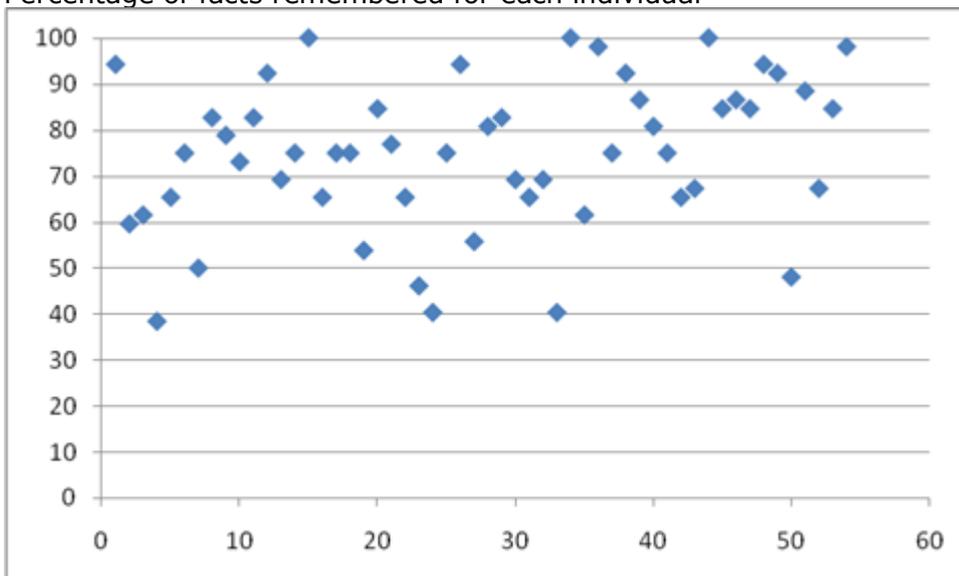


This graph shows how many facts, out of 52, each person remembered after 24 hours.

The minimum was 20 and the maximum was **52** (that's all the facts!).

Compared to this achievement, the quoted average of 33% retention rate would give a score of just **17 after a day**.

Percentage of facts remembered for each individual

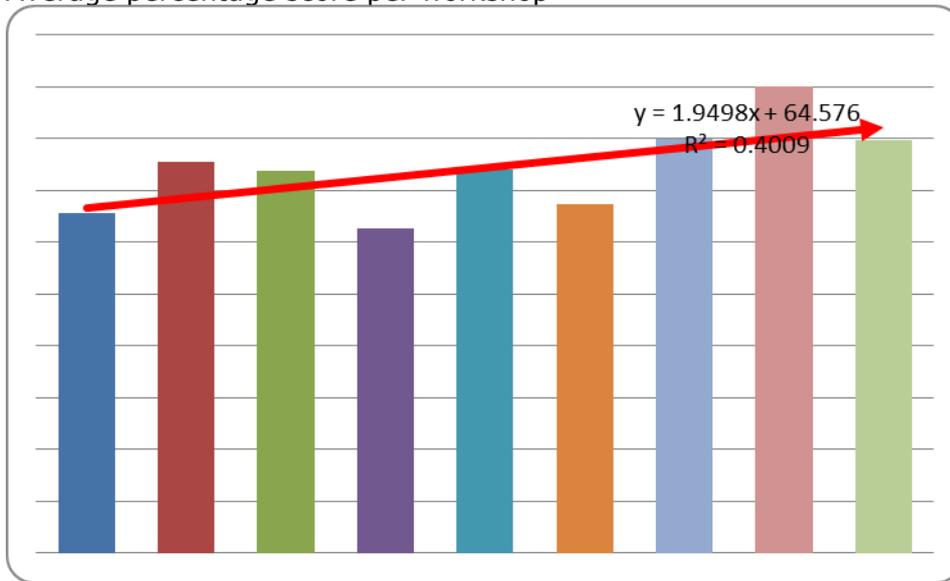


All participants at **Maximising Impact** retained over **39%** of the 52 facts and the highest recall was **100%** scored by 3 people at 3 different workshops.

The average percentage retention of the 52 facts across all participants was **75%**.

Like all professional trainers, as we continued to run **Maximising Impact**, we responded to evaluations, tweaked it and experimented with our methodology to improve the retention rate for our participants. We also share with our learners the how and the why of what we do, so they too can incorporate appropriate changes into their own presentations or training sessions.

Average percentage score per workshop



As this graph demonstrates the average score per workshop has increased from the first one in September 2007 to the one in October 2009; so no matter how experienced we all are as facilitators, there's always more we can learn!

Our results prove that people can **substantially improve** their memories of the information that you present so long as you use the right tools and techniques to make it happen.

So talk to us to find out exactly **how to prevent 80%** of **what you say** being quickly forgotten.

Testimonials from some past participants.

"A wonderful workshop – this will be of immense benefit to others and will surely upgrade the performance of our organisation's 'front-liners'".
Phil, Team Leader, Health and Social Care.

"Learnt lots of techniques, and feel much more confident to try them – have already done so in departmental quarterly briefing – even got a round of applause! And enjoyed doing it!!"
Liz, Editorial Manager, RNLI

"I feel that I have everything I need to ensure that my communications, on any level, adopt the expectations of my audience and bring my message across effectively and efficiently. I would whole-heartedly recommend these workshops to anyone who interacts with other people."
Jason, General Manager (Manufacturing & Logistics), Mobisphere Ltd.

"I honestly don't think Maximising Impact could be improved; it is the only workshop I have attended for years which did exactly what it claimed to do but yet was fun, interesting and stimulating."
Sylvia, Trade Union Side Secretary.

"I had high hopes in the trainers and the course material so I expected to recall loads and be able to implement plenty. I thrashed my memory expectation and implemented my key objective within 5 hours of leaving the venue."
Clare, Soft Skills Specialist, Wildfire.

"This workshop challenges the thinking behind how many short training courses are organised. It was stimulating, fun and the amount you took away with you (mainly in your head rather than on handouts) was amazing. All this without a single power point slide in sight!"
Dorothea, Director of Professional Development, CILT(UK)

And you are backed by our guarantee:

We want you to be 100% satisfied with the quality and standard of our learning programme, which is why we guarantee that your expectations - once identified, understood and agreed with you - will be met. If, for any reason, this is not the case, all we ask is that you tell us and we will do all we can to put things right. If this is not done to your complete satisfaction we will refund the cost of your programme.

