

# classroom training *agenda* ▶ Memorable Content

## MORNING

### Introduction

- The importance of memory
- How memory works
- Why you need to control your 10%

### Control Your 10%

- Determine and clarify your 10% message
- *EXERCISE:* Build a 10% message for a relevant piece of content

### Attention

- Use familiarity and a single mental model to improve cognitive ease
- Control your audience's focus to ensure customers pay attention to the right information
- *EXERCISE:* Apply attention techniques to your content asset

## AFTERNOON

### Memory

- Retro-cue – reinforce your message throughout to improve memory
- Add emotion, surprise, and human context
- *EXERCISE:* Find visuals that will improve the emotion and human context of your content

### Decision

- Clarify the reward your 10% promises, with desirable complexity
- Prime the brain for favorable decisions

### Capstone Exercise

- Continue to apply the lessons of the course to improving the content asset you brought to the course; receive coaching and feedback

