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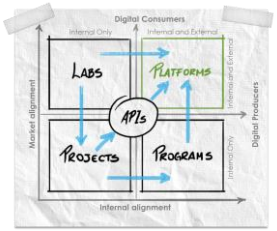
Memorable Content | learning outcomes

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Why Memory Matters				
why memory matters		Understand why it's important for customers to remember your message.	• Decisions are based on memory • Overcome randomness to influence memory	8 minutes
control your 10%		Create a message that is action-based, contains a reward, and is marked by cognitive ease.	• How memory works • Attributes of a 10% message • Define a 10% message	9 minutes
Attention				
mental models		Use one model to support your message and use it consistently.	• How to use frameworks • How consistency impacts memory and credibility	8 minutes
focus their attention		Apply tactics to command your audience's attention and control their focus.	• Control focus rather than simplify content • The four attributes of focus	12 minutes

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Memory				
retro-cue		Use patterns and repetition to build long-term memory	• Reactivate an older stimulus • Improve response time and accuracy	8 minutes
emotion		Add emotion to business content by showing how products & services serve humans.	• Emotion and human context impact on memory • Intensify interest by engaging emotions with your content	7 minutes
Decision				
rewards		Tie the 10% message and supporting points rewards.	• Rewards turn memory into action • Five types of rewards	9 minutes
priming		Prepare the brain for extra attention and engagement before critical moments.	• Spiking attention • Using priming slides before critical messages	8 minutes

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