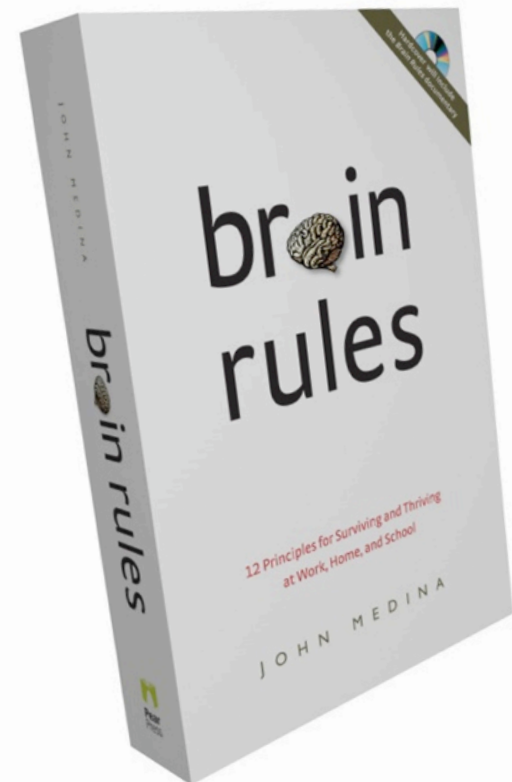


Takeaways & Quotes
from Dr. John Medina's

Brain Rules

What all presenters need to know

A presentation (of sorts)
by **Garr Reynolds**

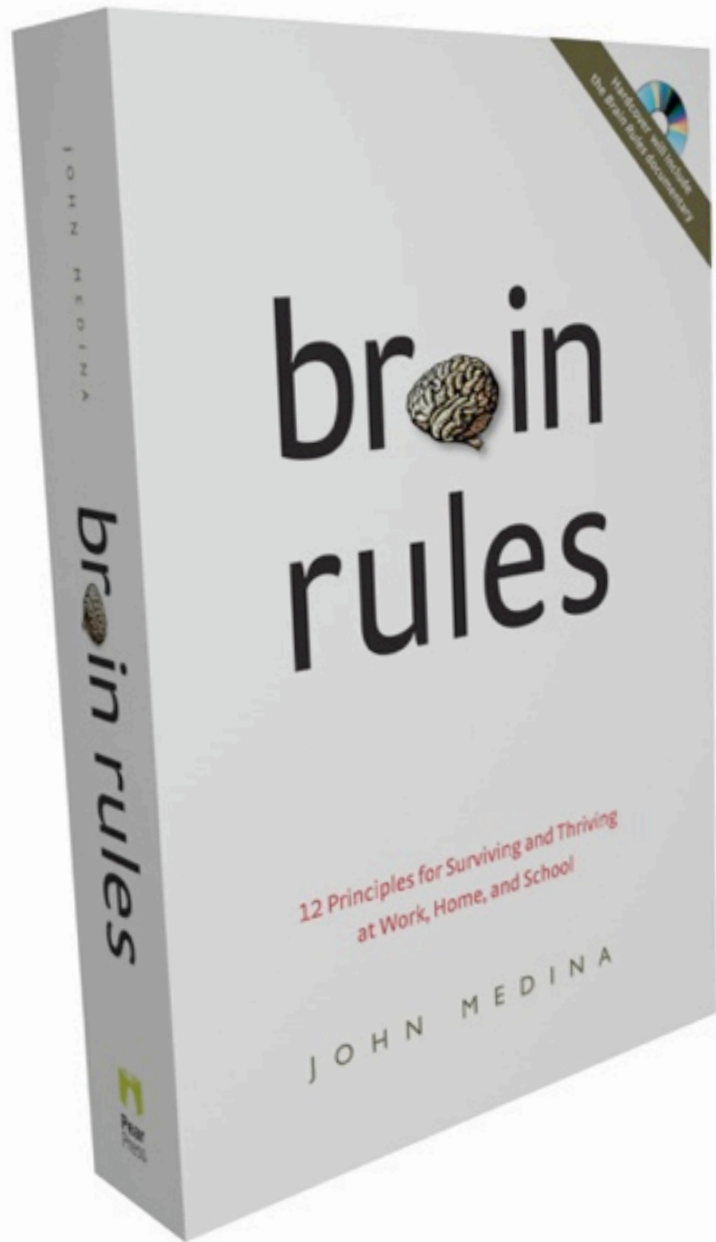


Dr. Medina's findings discussed
in **Brain Rules** are ideas worth
spreading...



So I extracted some quotes
and key points as they relate to
my field — presentation — to
help you **spread the word.**

You can quote me:



“*Brain Rules* is one of the most informative, engaging, and useful books of our time. Required reading for *every* educator and *every* business person. My favorite book of 2008!”

— Garr Reynolds
Presentation Zen

**Here's your host for
this presentation...**

Hello! My name's Biff.



↑
Agalychnis callidryas

I'll be your host for this online
version of the presentation.



Why me? Three reasons: (1) Let my enormous eyes remind you that **vision** is the most dominant sense for you humans.



And (2) allow my remarkable coloring and shape to remind you that you humans are wired to notice **differences** and **patterns**...



And (3) let my tiny, primitive brain remind you that, while I get the most use out of my brain (as far as I know), you, my friend, could **learn to use** your massive, evolved brain much more effectively...



And (3) let my tiny, primitive brain remind you that, while I get the most use out of my brain (as far as I know), you, my friend, could **learn to use** your massive, evolved brain much more effectively...

Right, on with the preso...



Introduction



This is Dr. John Medina



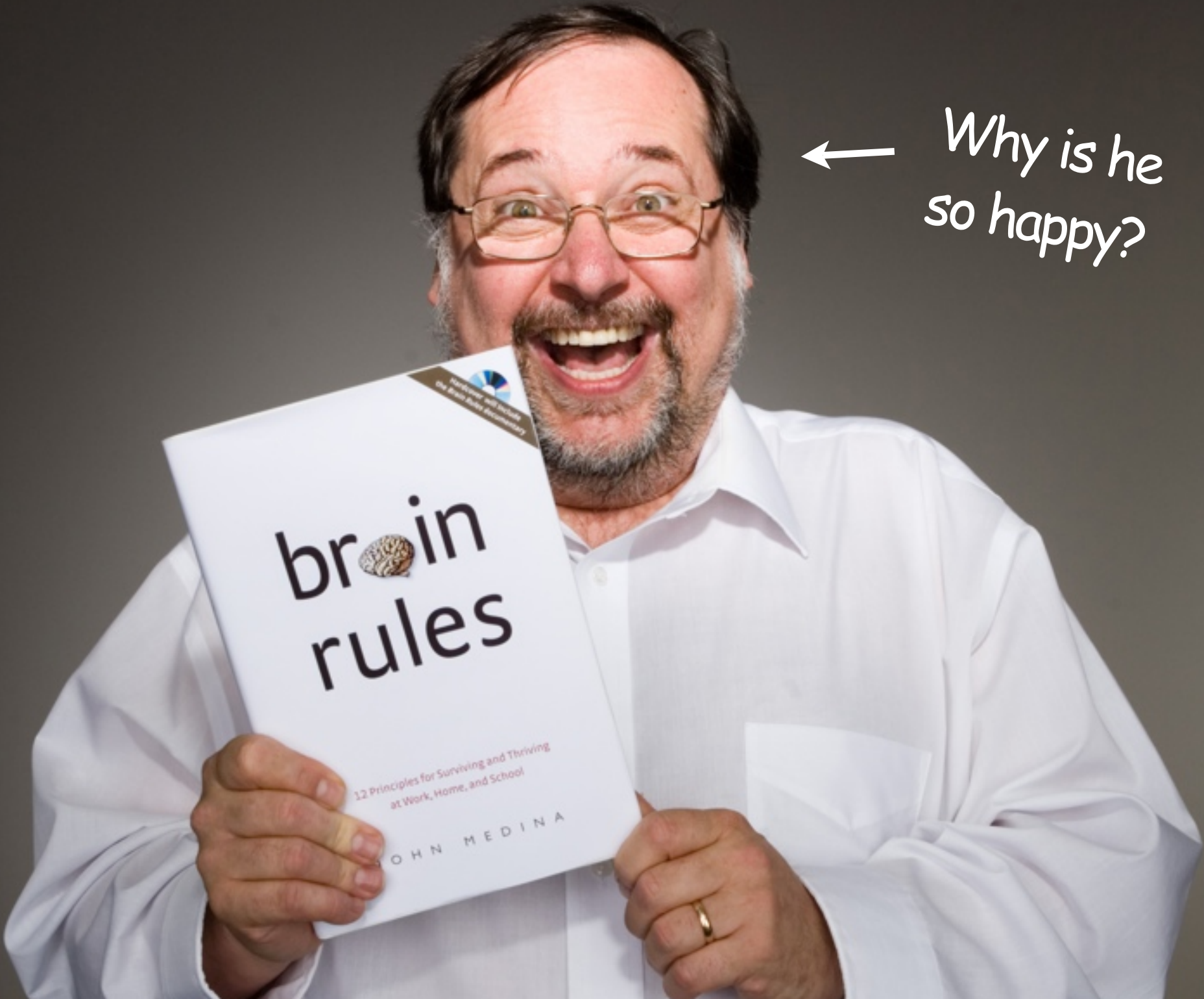


He knows how these work

This is Dr. John Medina



← Why is he so happy?



brain rules

12 Principles for Surviving and Thriving at Work, Home, and School

JOHN MEDINA

Because his book is
*%\$#@ fantastic!

← Why is he
so happy?



brain
rules

12 Principles for Surviving and Thriving
at Work, Home, and School

JOHN MEDINA

**These takeaways and quotes are based
on three of Dr. Medina's 12 rules**

just

**These takeaways and quotes are based
on three of Dr. Medina's 12 rules**

just



Here they are...



Rule #1
Exercise boosts brain power.



Rule #4
We don't pay attention to boring things.



Rule #10
Vision trumps all other senses.

Why it matters

“ If you are in education,
you are in the business
of brain development.
If you are leading a
modern corporation...
you need to know how
brains work. ”

— Dr. John Medina



Context

In our world today...



**Death-by-PowerPoint is
so common that it's just
considered "normal."**

Yeah, abnormal...



**Death-by-PowerPoint is
so common that it's just
considered "normal."**

Abby Normal?



Yeah, abnormal...



**Sometimes people aren't even
aware of their own ppt suffering:**

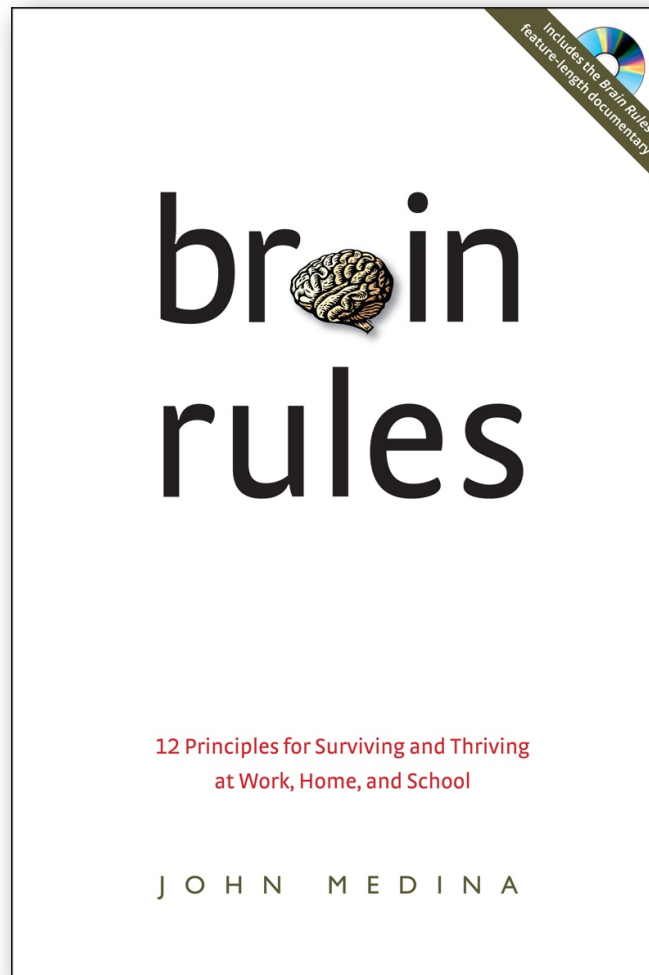


Check this guy out...

Nice PowerPoint!



What does *Brain Rules* say about presentations?



Dr. Medina on presentations

Today

“Toss your PowerPoint presentations.”

— Dr. John Medina



Why?

Do you really have to ask why you
should toss your current slides?



“**Because,**” says Dr. Medina...

“...it’s text-based with six hierarchical levels of chapters and subheads – all words.”



*Get that text
off the screen...*

“...it’s text-based with six hierarchical levels of chapters and subheads – all words.”



*Get that text
off the screen...*

Huh?

Hello, McFly!



It's not working...



So what?

So stop doing this:

How to Succeed in Business



It's important that you get as much as possible. This creates an illusion of success that you know more people fall for it. When creating slides, use as many words on a slide as possible. The illusion is that you know more people of success you will have. At the end of the day, the degree of integration is what matters. You have to have a shared vision for the job you want, unless the job is on a newspaper reporter. When creating slides, use as many words on a slide as possible. The illusion is that you know more people of success you will have. At the end of the day, the degree of integration is what matters. You have to have a shared vision for the job you want, unless the job is on a newspaper reporter.



Which leads to this:



Which costs this:

Time



Money

You get what I'm sayin'?



You get what I'm sayin'?

Now let's look at how
Brain Rules can help...



12 Brain rules

We'll look at #1, #4, and #10.

Brain Rule #1



Rule #1
Exercise boosts brain power



and yet...

What are some examples of perfect “anti-brain” environments today?

according to Dr. Medina



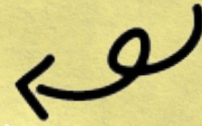
the
Lecture hall



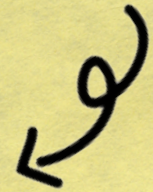
the
Lecture hall



the
Classroom

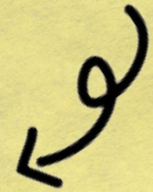


The office





The office



Whoa! Those are
scary environments!

/



Whoa! Those are
scary environments!

— How can you think
in those spaces?



“There is no greater anti-brain environment than the classroom and cubicle.”

— Dr. John Medina



“There is no greater anti-brain environment than the classroom and cubicle.”

— Dr. John Medina

Amen, brother!



Sure, you know exercise
is good for you...



**But exercise is not just good
for general health, it actually
improves cognition.**



**But exercise is not just good
for general health, it actually
improves cognition.**

Two reasons for this...



1

“ Exercise increases oxygen flow into the brain, which reduces brain-bound free radicals ...an increase in oxygen is always accompanied by an uptick in mental sharpness.”

— Dr. John Medina



2

“ Exercise acts directly on the molecular machinery of the brain itself. It increases neurons’ creation, survival, and resistance to damage and stress.”

— Dr. John Medina



More brain benefits:

BENEFITS

- Reduces depression
- Treats dementia
- Improves reasoning
- Improves long-term memory
- Improves fluid intelligence
- Reduces Alzheimer's risk by 50%
- Helps you solve problems
- And more...



**What's this have to do
with presentations?**



Two things...

1

Passively sitting is a very unnatural thing. Audiences have no patience for tedium.

Think of the presentation from your audience's point of view.



2 During the preparation stage, if you're struggling with an idea, if you're stuck, then go for a walk, a run, just move...



...we were born to move.

Evidence suggest we may
even think better if we **toss**
the couch-potato lifestyle.



...we were born to move.

Evidence suggest we may
even think better if we **toss**
the couch-potato lifestyle.

Hmmm...Potato...



Brain Rule #4



Rule #4

**We don't pay
attention to
boring things**



Here's something else important to remember in the **preparation stage**:

Multitasking
is a **myth**.

“Multitasking, when it comes to paying attention, is a myth.”

— Dr. John Medina



“We are biologically incapable of processing attention-rich inputs simultaneously.”

— Dr. John Medina



Workus interruptus



People who are interrupted:

Take **50%** longer to complete a task.

Make **50%** more errors.



People who are interrupted:

Take **50%** longer to complete a task.

Make **50%** more errors.



*You'd be more efficient
without the interruptions*

Hey, being online is great, but you'd be surprised how much of your "being connected" is also "being interrupted."



““ When you’re always online
you’re always distracted.””

— Dr. John Medina



“ So the always online organization is the always unproductive organization.”

— Dr. John Medina



Yet, most presentations are put together while doing other things...



Is this you?

**Johnson! Where's
that presentation
I asked for?!!!!**



Yes time is an issue, and
each case is different, **but...**



**If the presentation matters, you
need time off the grid to prepare.**

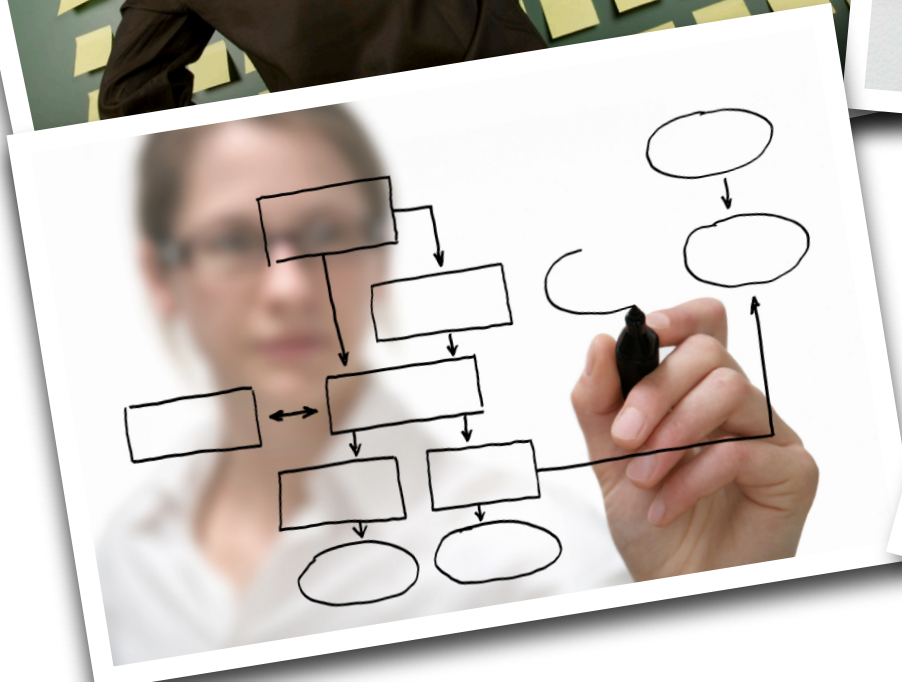


**If the presentation matters, you
need time off the grid to prepare.**

*You might want to ditch the
computer too for a while...*



Try “going analog” and focusing only on the presentation in the prep stage.



Big picture **vs.** details



**Structure your presentation
around meaning, and the big
picture. Then support key ideas
with details.**



“ If you want to get the particulars correct, **don't start with the details.** Start with the key ideas and, in hierarchical fashion, form the details around these larger notions.”

— Dr. John Medina

Good advice, but how long can people pay attention to your talk?



**The brain
needs a
break.**



“If keeping someone’s attention in a lecture was a business, it would have an 80% failure rate.”

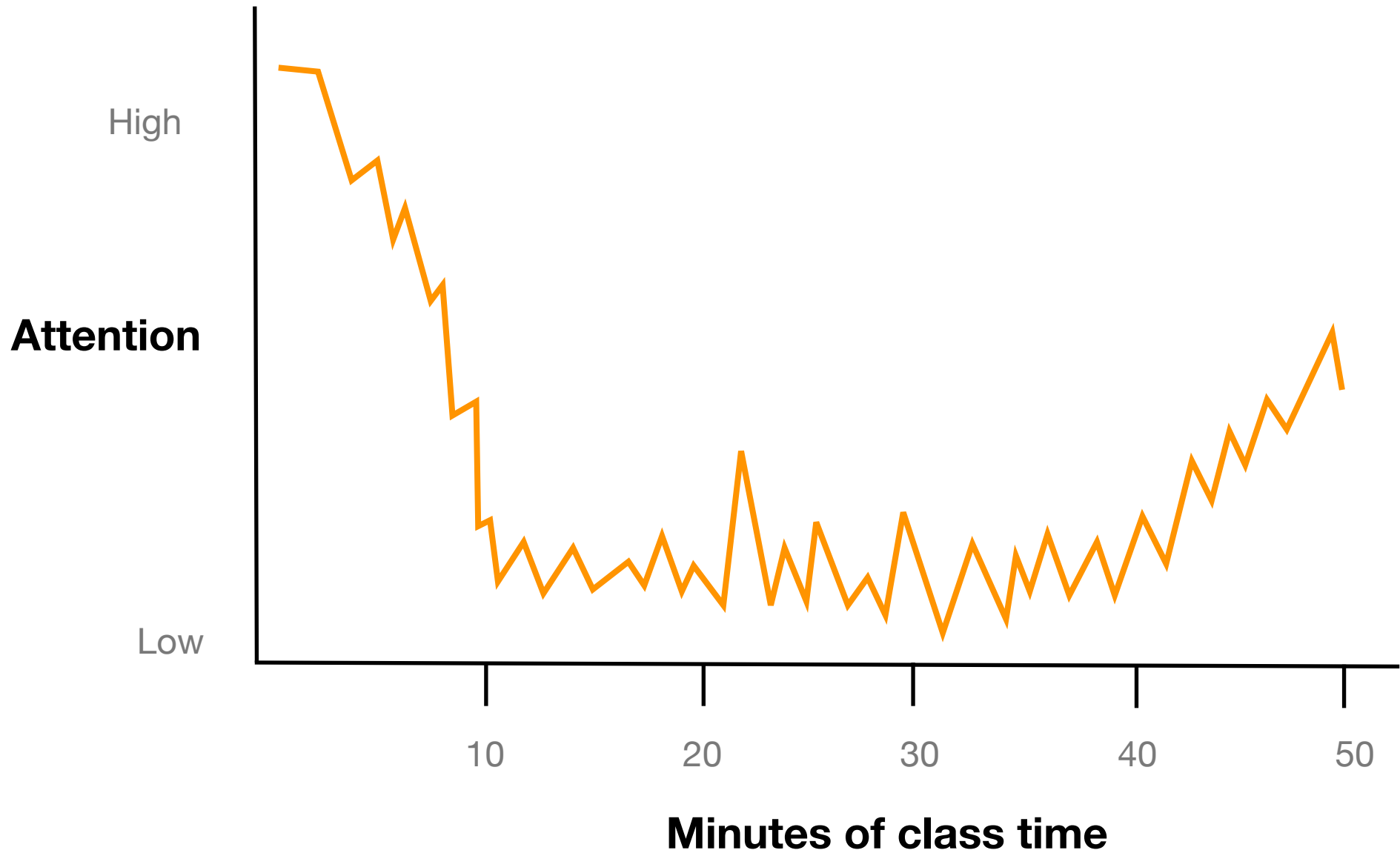
— Dr. John Medina



**After 10 minutes,
audience attention
steadily drops.**



The 10-minute rule



Source: www.brainrules.net/attention

**So do something
emotionally relevant at
each 10-minute mark to
regain attention.**



Dr. Medina suggests changing gears every 10 minutes in your presentation (lecture, etc.). **Tell** a relevant story, **show** a relevant video, **do** a relevant activity, etc.

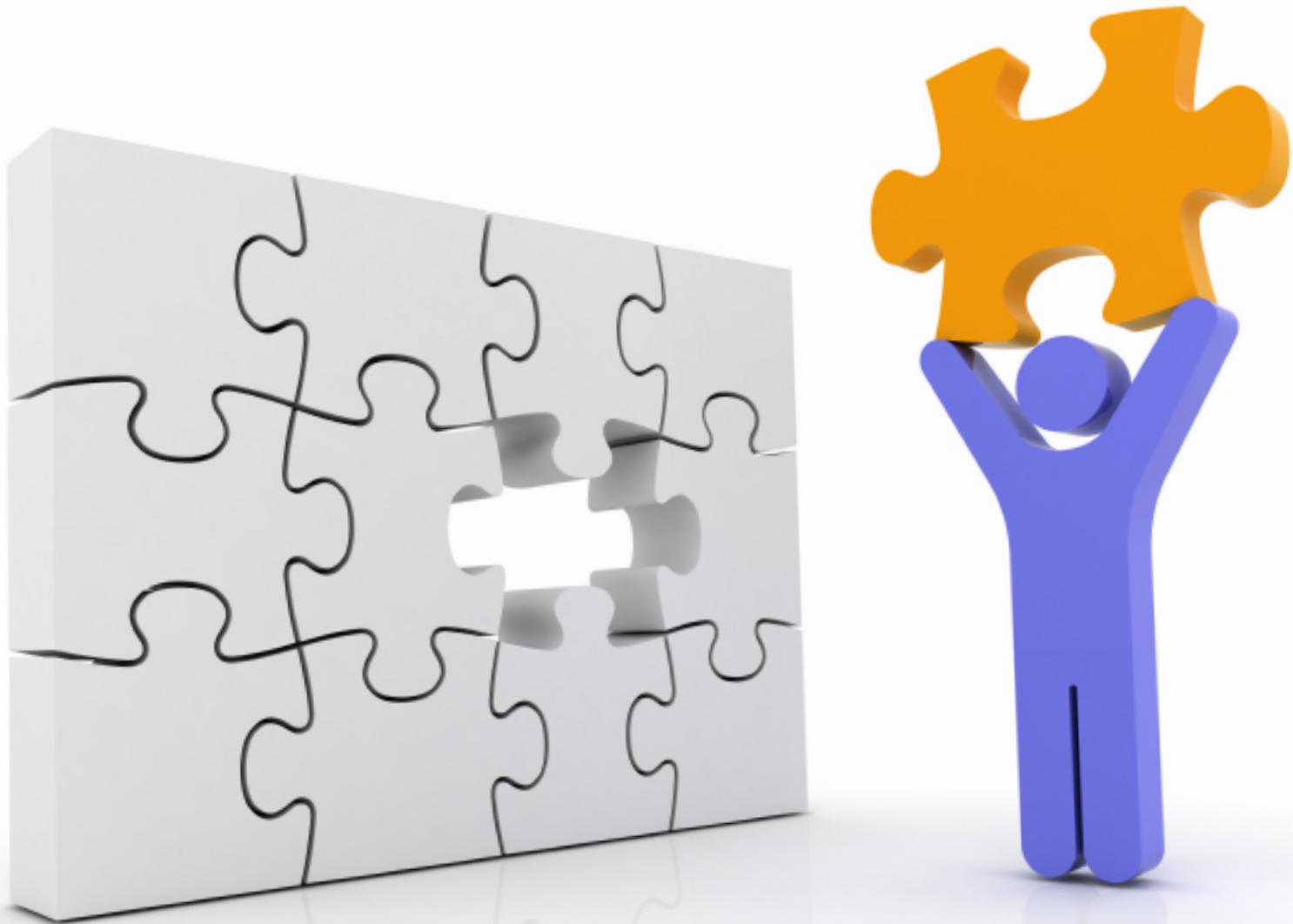




One more thing about attention...



**We're wired to
notice patterns**



Chunking example

IRSYMCAWTFIBMKGBFBI

At first those letter won't make sense...

But eventually you'll recognize
chunks you've seen before.



Chunking example

IRSYMCAWTFIBMKGFBFI

Of course, graphic design can help you see the chunks...



“The **brain pays attention to patterns.** Remembering something we’ve seen before (like quicksand) is a useful evolutionary trait.”

— Dr. John Medina



What's the most common communication mistake?

according to Dr. Medina

“Relating **too much information**, with not enough time devoted to connecting the dots. Lots of force feeding, very little digestion.”

— Dr. John Medina



“The brain doesn't pay attention to boring things, and I am as **sick of boring presentations** as you are.”

— Dr. John Medina



Brain Rule #10



Rule #10

**Vision trumps
all other senses**



**Fact: we have
better recall for
visual information**



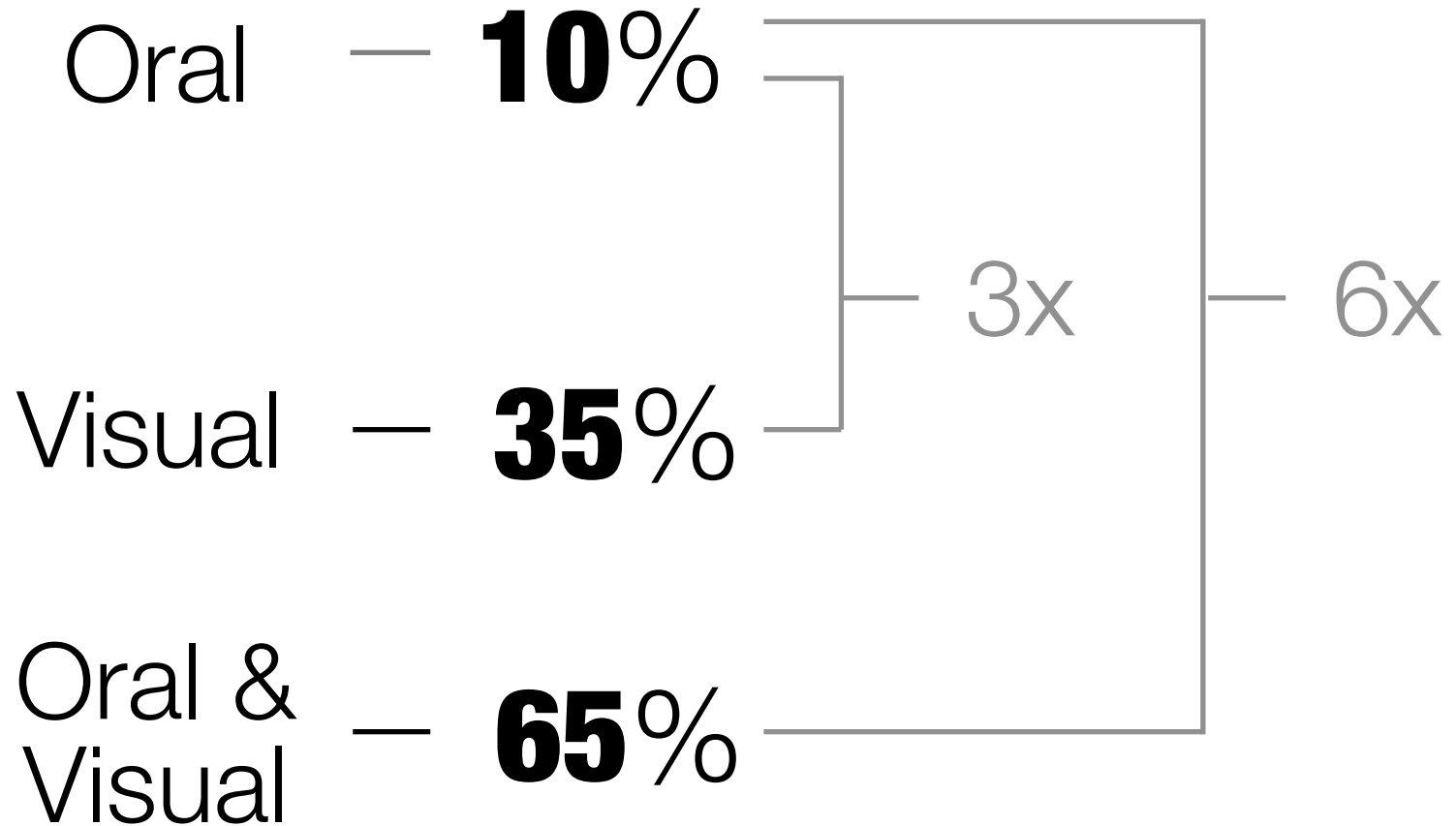
Hear a piece of information,
and three days later you'll
remember 10% of it.



Add a **picture and you'll remember 65%.**



Rule of thumb



“ Why is vision such a big deal to us? Perhaps because it’s how we’ve always apprehended major threats, food supplies and reproductive opportunity.”

— Dr. John Medina



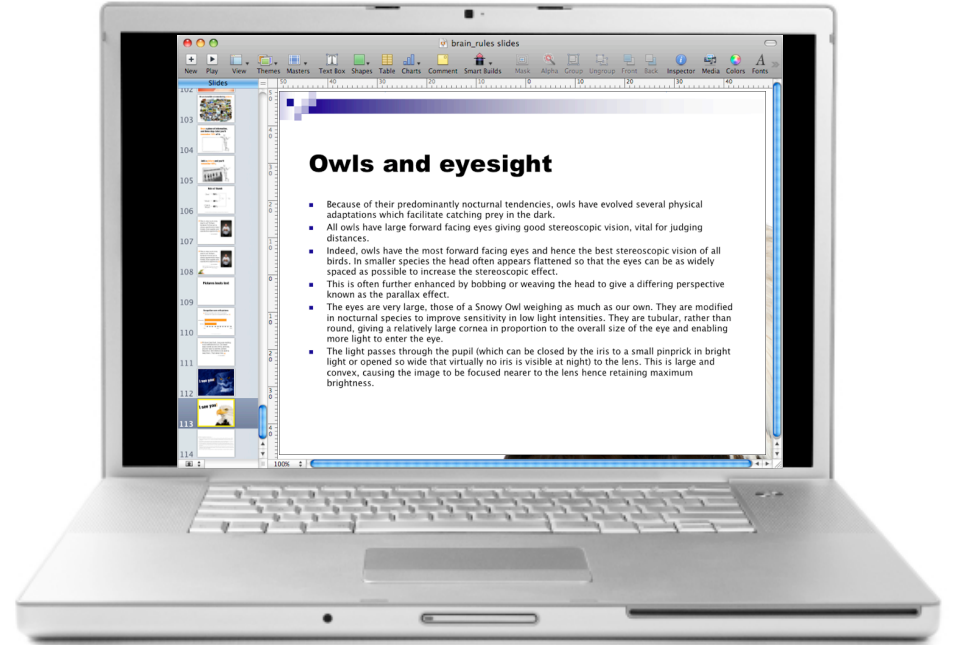
“ Why is vision such a big deal to us? Perhaps because it’s how we’ve always apprehended major threats, food supplies and reproductive opportunity.”

— Dr. John Medina

*Can I eat it? Will it eat me? Can I mate with it?
Will it mate with me? Have I seen it before?*



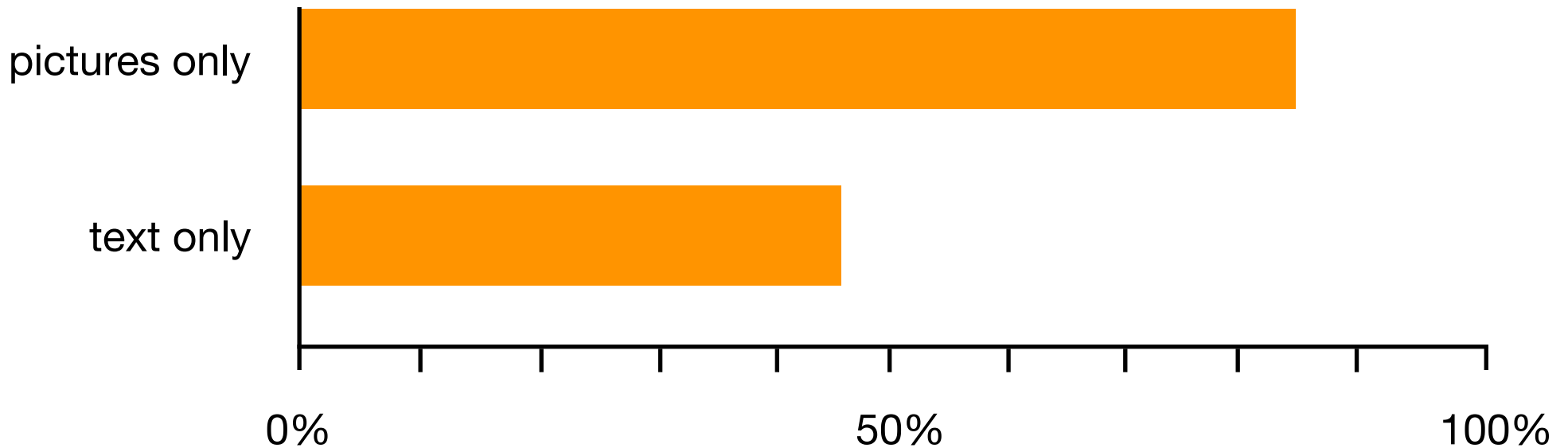
Pictures beat text



Recognition soars with pictures

“ Various studies show that recognition doubles for a picture compared with text. ”

— Dr. John Medina



“ Pictures beat text...because reading is so inefficient for us. We have to identify certain features in the letters to be able to read them. That takes time. ”

— Dr. John Medina



So what have we learned?



Let's see those three rules again...





Rule #1
Exercise boosts brain power.



Rule #4
We don't pay attention to boring things.



Rule #10
Vision trumps all other senses.

Review



Rule #1

Exercise boosts brain power.

Review

- ✓ Our brains were built for walking/moving!
- ✓ To improve your thinking skills, move!
- ✓ Exercise gets blood to the brain, bringing it glucose and oxygen.
- ✓ Aerobic exercise 2x/week halves the risk of general dementia, reduces risk of Alzheimer's by 60%.
- ✓ Exercise is just about the best thing you can do for yourself says Dr. Medina.



Rule #4

We don't pay attention to boring things.

Review

- ✓ No multitasking. When it comes to attention, it's only one thing at a time.
- ✓ We are better at seeing patterns, abstracting meaning than recording details.
- ✓ Tapping people's emotions helps them learn.
- ✓ People start to fade after 10 minutes. Get them back by telling stories, examples, and targeting their emotions.



Rule #10

Vision trumps all other senses.

Review

- ✓ Vision is our dominant sense, using half of the brain's resources.
- ✓ We learn/remember best through pictures compared to text or spoken words.
- ✓ Try to communicate more with pictures.
- ✓ Toss your current PowerPoint slides.

Question:

What do these 3 rules mean for the world of presentation? And for the world of work and school in general?



All **12 rules** at a glance

John Medina's 12 Brain rules



exercise



Rule #1: Exercise boosts brain power.



survival

Rule #2: The human brain evolved, too.



wiring

Rule #3: Every brain is wired differently.



attention



Rule #4: We don't pay attention to boring things.



short-term memory

Rule #5: Repeat to remember.



long-term memory

Rule #6: Remember to repeat.

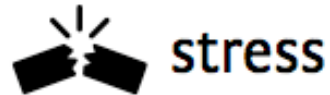
You can download this list in PDF
from the Brain Rules website:
www.brainrules.net/the-rules



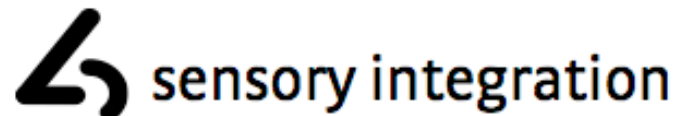
John Medina's 12 Brain rules



Rule #7: Sleep well, think well.



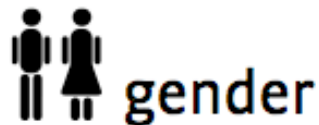
Rule #8: Stressed brains don't learn the same way.



Rule #9: Stimulate more of the senses.



Rule #10: Vision trumps all other senses.



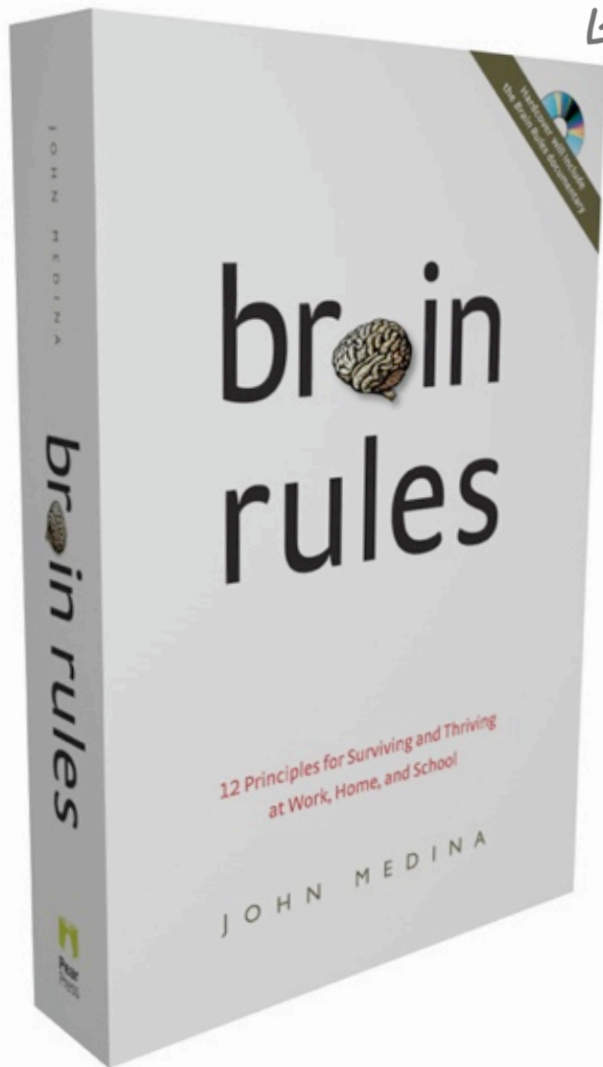
Rule #11: Male and female brains are different.



exploration

Rule #12: We are powerful and natural explorers.

Includes a great DVD too!

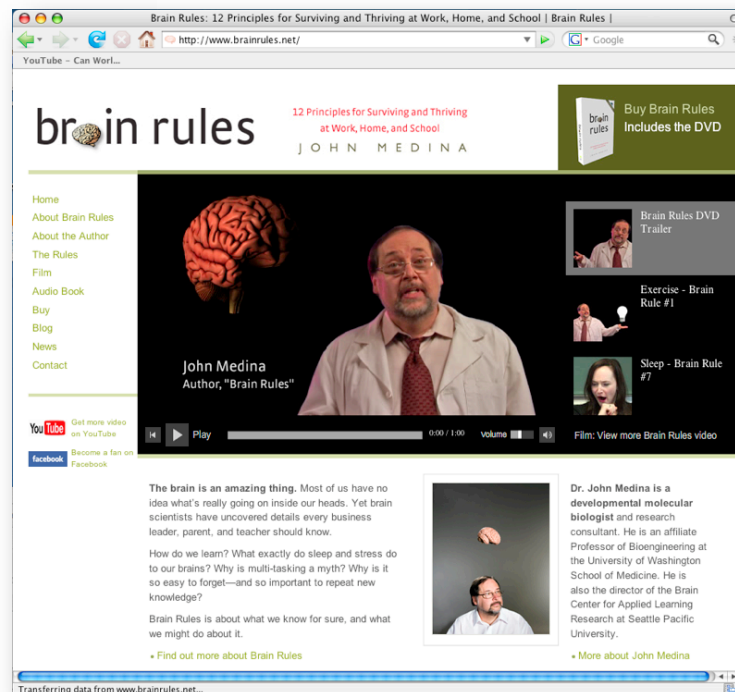


Want to learn more?

Then get this book...

And go to this website:

www.brainrules.net

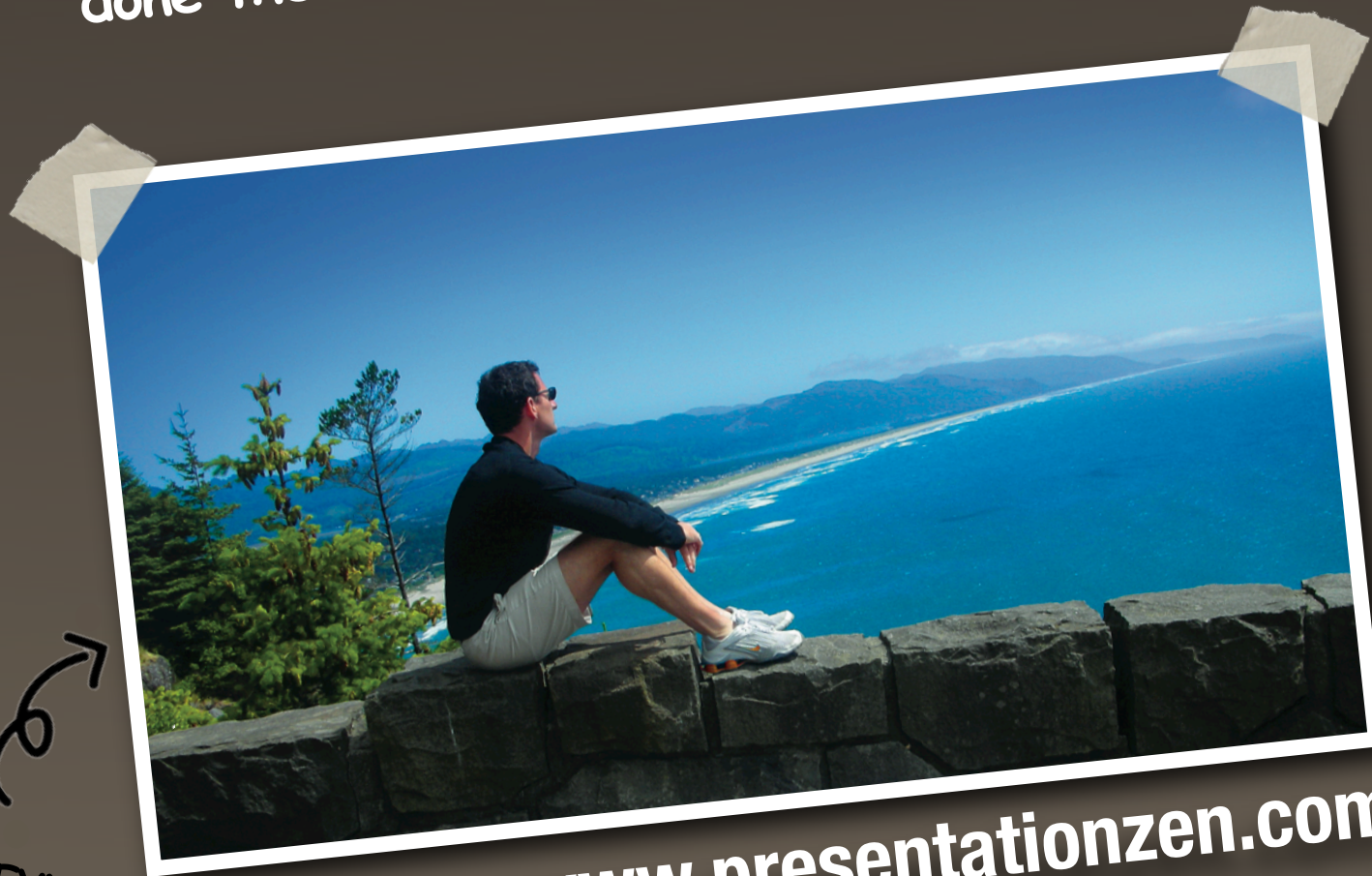


About these slides

All images from www.istockphoto.com,
except for images of Dr. Medina which
are available in the Brain Rules media
kit here: www.brainrules.net/mediakit



These slides were produced by **Garr Reynolds** in his home in Osaka, Japan. Software used was Apple's Keynote (but PowerPoint would've done the trick as well) and a bit of Photoshop.



Checkout the
PZ website!

GARR REYNOLDS

www.presentationzen.com

どうもありがとう

Domo Arigatou