

# **Mastering Attention in a Noisy World**

## **Using learning styles to create high-impact content**

### **Quick recap**

Eben announced and led a two-day summit focused on attention management and mindfulness exercises. He conducted assessments on sales and marketing experience and introduced key concepts around content creation and coaching frameworks. The session concluded with detailed instruction on David Kolb's experiential learning theory and its application to content creation across different learning styles, including the announcement of the speed of implementation challenge winner.

### **Summary**

#### **Summit Planning and Mindfulness Exercise**

Eben announced a two-day summit scheduled for the 30th and 31st, reminding everyone to check their calendars. He emphasized the challenge of capturing attention in a crowded digital landscape and led a refresh exercise to help the team practice directing their own attention. Eben concluded by guiding the team through a mindfulness exercise to connect with their inner selves and return to the present moment.

#### **Sales and Marketing Confidence Assessment**

Eben led a session to assess participants' experience and confidence levels in sales and marketing, noting a wide range of responses from 1 to 10. He decided to focus on content creation, including video and written marketing, and introduced two key affirmations: "I coach every day" and "my life is my marketing." Eben also reviewed the five-step process for effective coaching sessions and introduced the Achieve, Avoid, ACT framework, emphasizing the importance of understanding client needs and motivations.

#### **Adapting Communication for Learning Styles**

Eben discussed the importance of understanding and clarifying client goals and motivations through effective coaching questions. He emphasized the need to communicate with different learning styles to improve teaching and client engagement. Eben introduced the Four Learning Styles model, explaining how each style learns differently and how to adapt communication to reach a wider audience. He encouraged participants to identify their primary and secondary

learning styles and to use this knowledge to create more effective content and follow-up strategies.

## **Understanding Different Learning Styles**

Eben discussed different learning styles, focusing on why, what, how, and what-if learners. He explained why learners need motivation, what learners need information and conceptual understanding, how learners need step-by-step instructions and action steps, and what-if learners need to test ideas in the real world to see if they work. Eben emphasized the importance of connecting the dots before teaching, using mental models and diagrams for what learners, and providing specific procedures for how learners. He also highlighted the unique characteristics of what-if learners, who are more results-oriented than action-oriented.

## **Kolb's Learning Theory and Practice**

Eben taught the group about David Kolb's experiential learning theory and demonstrated how to structure content using the why, what, how, and what-if learning styles. He provided an example of creating a video about making a green protein shake, explaining how to incorporate all four learning styles into the content. The group practiced creating their own outlines following this structure, and Eben encouraged them to continue practicing to become more comfortable with this approach. He also announced that Sandra Wong was the winner of the speed of implementation challenge and would receive a gift of his Connected course.