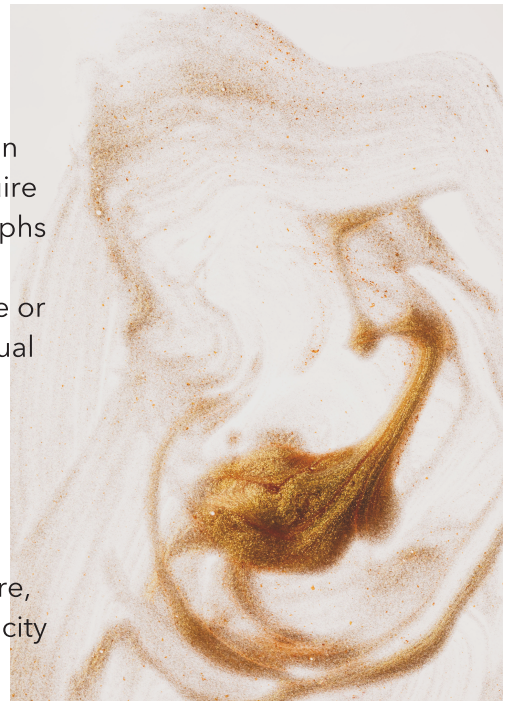


4 LEARNING STYLES TO KNOW TO HELP DELIVER YOUR CONTENT BETTER

01 *Visual*

They absorb information best when they can visualize relationships and ideas. They require visual aids, images, maps, diagrams, or graphs to help retain information and guide the learning process. When instructors illustrate or diagram their lectures on a whiteboard, visual learners may find they remember the information much better.

Visual learners tend to shift towards technology-driven professions in industries related to fashion, photography, architecture, and design. It is important to have the capacity to learn through imagery.



02 *Linguistic*

They need to learn knowledge by reading, writing, listening, and speaking is linguistic or verbal learning.

Creating handouts of your content for your audience is a great idea especially when presenting in a huge crowd who might not be able to hear everything, but it's even better to help linguistic learners.

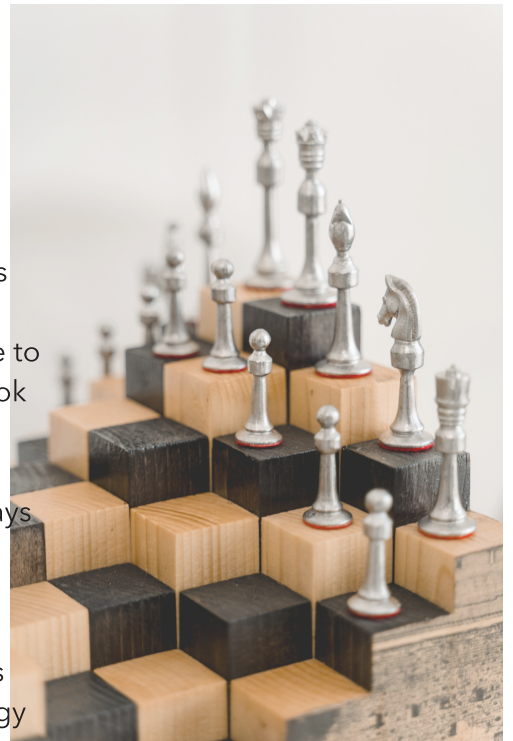
Verbal learners often have an excellent memory, and many become teachers and professors.

03 *Logical*

They focus on classifying or categorizing information and logical reasoning.

Many people can quickly identify patterns and understand associations between numbers with this learning style. They like to divide information into categories and look at it that way. A better way to help them understand your content is to provide rational learners in your audience with ways to bring your knowledge into groups.

Logical learners tend to go on to be engineers, mathematicians, and scientists and are often very good at playing strategy games like chess and backgammon.



04 *Auditory*

They circle around sound, music, and rhythm to help retain information. Listening to music when learning or working on a project may be a diversion for many individuals. However, auditory learners rely on getting background music, and in order to understand complex topics, they also need to hum or drum their fingers.

As they have a better understanding of music, these types of learners often become musicians.