

# Learning Styles



**What is it?** A model to help you design training that people will learn from.

**When would I use it?** When you are designing any training materials for your improvement initiative.

**What's good about it?** This model will help you understand how different people learn, and therefore what to include in training material to help them learn.

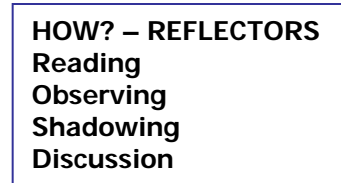
## Understanding the Model:

We all learn differently, and have different preferences for learning something new. When you are designing training material it is important to take the following preferences into account:

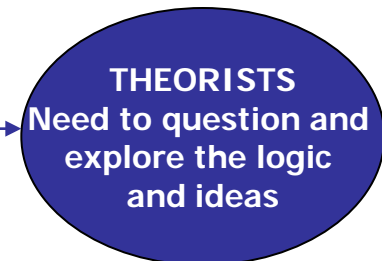
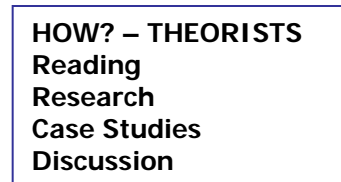
- **Activists** – Involve themselves fully in new experiences and like to “get stuck in”. They tend to be optimistic about anything new, but can get bored with implementation and consolidation. They enjoy working with others although tend to do too much themselves.
- **Reflectors** – Like to collect all the facts and look at situations from all angles. They are careful and methodical and dislike reaching quick conclusions. They prefer to take a back seat, observing and listening to others.
- **Theorists** – Approach situations logically, working through step by step, forming their observations into theories. They tend to be perfectionists and reject ideas that don't have a sound, real base.
- **Pragmatists** – Are practical individuals who like to get straight to the point. They are full of ideas and are keen to try them out straight away. They are most comfortable with things that they know are going to work and tend to reject other ideas.



**HOW? – ACTIVISTS**  
On-the-job training  
Project pilots  
Role-plays  
Practical exercises



**HOW? – PRAGMATISTS**  
Coaching  
Case Studies  
Action Planning  
Project pilots



**Ensure you include something for everyone in your training material.**