Unit 303: Contribute to business success

# Handout 9: Learning styles

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| **Learning Style** | **Characteristics** | **Training techniques** |
| Auditory Style | Learn by listening  Prefer to hear things, not read them  Usually read aloud  Like to talk things through  Are very perceptive to voice: pitch, volume, speed, intonation | Lectures, stories, analogies, discussions, audio tapes, questions and answers |
| Visual Style | Learn by watching  Like to see what is going on  Enjoy reading and watching TV  Think in pictures  Dislike listening for too long  Have a good sense of direction/map-reading ability  Like taking notes | Visual displays, PowerPoint, demonstrations, posters, picture sequences, books, videos, handouts |
| Tactual/Kinaesthetic Style | Learn by doing/exploring  Prefer to get in and have a go  Active/restless people, can’t sit still  Dislike reading material | Team activities, participating in demonstrations, role plays, hands on experience, simulation |