

## Unit 303: Contribute to business success

### Handout 9: Learning styles

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