



Uploaded  
a Photo  
to Social  
Media

Electronic  
Boarding  
Pass

Drafted  
an e-mail  
from your  
phone

Liked  
Something  
on Facebook

Online  
Registration

Received  
a coupon  
on your  
Phone

Downloaded  
Music

Sent a  
Text

Shopped  
Online

Digital  
Calendar

Loved  
Something  
on  
Facebook

Responded  
to e-mail on  
your Phone

Face  
Time

Scanned a  
QR Code for  
More  
Information

Used an  
Emoji



Watched  
something  
Live on  
Facebook

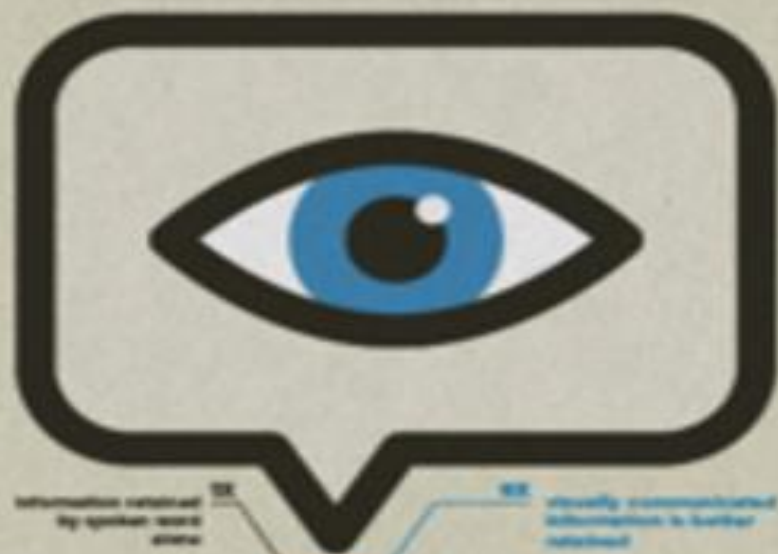
# Our Changing World...

- Digital Immigrant
- Digital Native
- Which are You?
- How to Work Together



**Be Interactive and Dynamic**





Information retained  
by spoken word  
alone

88

88

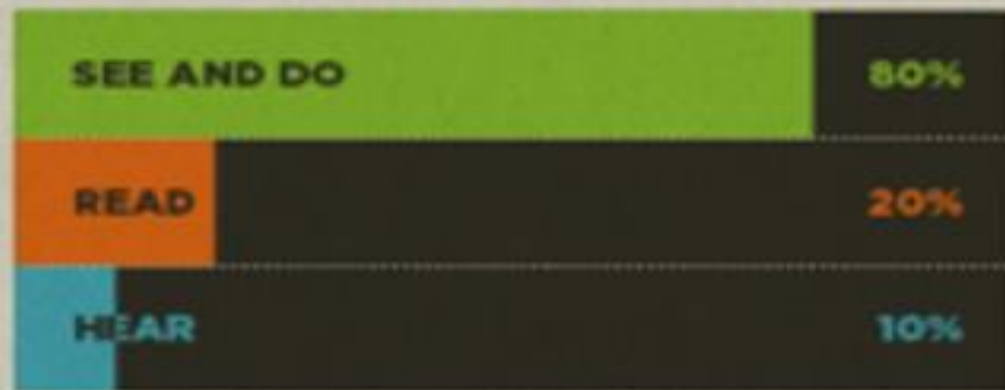
visually communicated  
information is further  
retained

**MOST**  
PEOPLE ARE  
**VISUAL**  
LEARNERS

VISUAL LEARNING

**83%** OF HUMAN  
LEARNING  
OCCURS **VISUALLY**

**PEOPLE REMEMBER  
OF WHAT THEY**



**VISUALS ARE  
PROCESSED  
60 000**  
TIMES *FASTER* THAN TEXT



**THEY QUICKLY  
AFFECT US BOTH  
COGNITIVELY+  
EMOTIONALLY**

# Communicate in a Non Linear Way



CONTENT

PEOPLE



LIKE

SHARE

SOCIAL



FRIENDS



NETWORK



GROUP

COMMUNITY

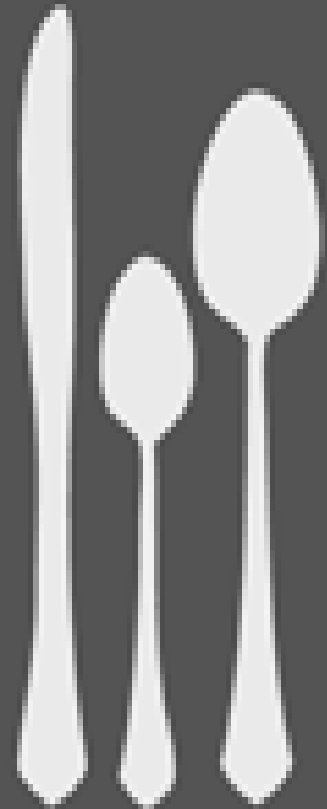
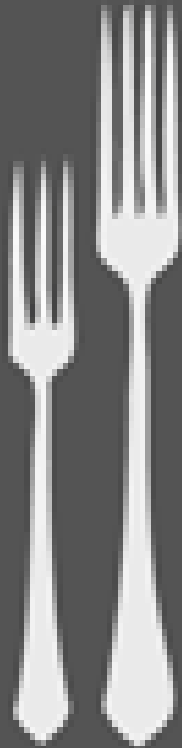
FEEDBACK

A close-up photograph of a person's hand, palm facing the camera. The words "STOP" and "PREACHING" are written vertically in white, bold, sans-serif capital letters on the index and middle fingers, respectively. The hand is positioned against a blurred background of a bright sky and a dark horizon line. The person's thumb is visible on the left side of the frame, and a portion of a dark-colored sleeve is visible at the bottom left.

STOP

PREACHING





**Make Content Digestible**

sincerity

fairness

clarity

openness

**transparency**

**honesty**

**truth**

believability

**accuracy**

directness

forthrightness



**WHAT'S**

**IN IT**

**FOR ME?**

