

Manage Memory for Deeper Learning

21 evidence-based and easy-to-apply tactics
that support memory while learning and beyond

Patti Shank, PhD

Deeper Learning Series

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v1.2018

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Patti Shank PhD/Learning Peaks LLC
Learning sPeaks Publications
www.pattishank.com

Manage Memory for Deeper Learning/ Patti Shank PhD—1st ed.
ISBN-13: 978-1720353553
ISBN-10: 1720353557

Praise for *Manage Memory for Deeper Learning*

I want to wallpaper our instructional designer's cubes with the tables and examples from this book. I have few other books (besides Patti's) that give me well-developed research and practice exercises to help my understanding. Easy to read and easy to use, the entire series is a must for instructional designers.

Heidi Matthews, VP of Programs ATD Kansas City

Once again, Patti has done the hard work of sifting through research to identify what designers and instructors need to know to be effective. In this book, her analysis focuses on the nuances of memory and cognitive load, and she's translated that rich theory stream into a concise explanation of principles and a handy list of tactics. A truly helpful resource you'll pull out again and again to guide your decisions.

Catherine Lombardozi, Ed.D., Learning 4 Learning Professionals

Most books about instruction are either too basic, providing only a high-level overview, or are too complex, failing to provide practical solutions. Shank rises to this challenge with great skill, offering an in-depth analysis but in simple language. An excellent addition to her Deeper Learning Series, and an excellent resource for anyone who needs people to learn specific skills... and actually use them. I am a great fan of Patti Shank's writing.

Christopher Pappas, Founder, eLearningIndustry.com

Workplace learning is not known to be research driven but Patti's work is transforming this. In *Manage Memory for Deeper Learning*, Patti translates what is sometimes complex research into actionable tactics that everyone can use. The books in this series are must-read classics on learning design.

Robin Petterd, PhD , Founder, Sprout Labs

This is another must-have book from Patti Shank. Her evidence-based tactics will help you create learning content that is remembered and used. I highly recommend this book.

Guy W. Wallace, President, EPPIC Inc.

Patti has done the heavy lifting and summarized a mountain of learning research that too often is overlooked. The science of learning has never been so easy to understand *and* feasible to apply. This book will help you improve your instruction.

JD Dillon, Chief Learning Architect, Axonify

What I find particularly strong in this book is the clear, concise language, the easy-to-understand examples, and the way Patti helps you to connect the tactics. If you design learning experiences, you simply must understand how your design can make or break what people can remember and why remembering is critical for learning and work.

Mirjam Neelen, Learning Advisory Manager/Learning Experience Design Lead

What does the research say is a waste of time, and maybe even detrimental to learning? Well, if you want to know, Dr. Patti Shank is one of the authors you should be reading. When she writes something, she backs it up with the research support. There are only a precious few authors like this in our training profession. And, you should be reading everything she writes, and praying she writes more. Thank her directly by recommending this book to others. What are you waiting for? Buy this book! I've told you to buy this book.

Bill Sawyer, Director, Global Learning Services, Seal Software

I want my training to be relevant, easily consumable, and effective. I don't want to overwhelm people or waste their time. The tactics in *Manage Memory for Deeper Learning* take the guesswork out and help me make reasoned decisions. The books in this series are easy to read and apply and are a gift to those who want to optimize training experiences.

Karen Hyder, Online Event Producer and Speaker Coach

Patti Shank provides a fascinating explanation of how memory works and how integral it is to learning. She describes four strategies and 21 tactics that help us design instructional programs for deeper learning outcomes. Based on a large body of scientific research, Patti's book is clear, straight-forward, practical, and engaging. I strongly recommend *Manage Memory for Deeper Learning* to instructional designers, trainers, teachers, professors, lecturers, and anyone who wants to help people remember.

Steve Foreman, President, InfoMedia Designs, Inc. and author of *The LMS Guidebook*

Thank you

Heidi Matthews and the **ATD Kansas City Chapter** helped me select this topic as the next book in the series. They are likely unaware of the help they provided. I explain their role in the beginning of Chapter 1.

Bill Sawyer, Mirjam Neelen, and Karen Hyder reviewed the book in advance and offered input. These people and others repeatedly make my work better.

The people who recommended the book (cover and inside) read the book before publishing. It's asking for a lot and I'm grateful.

Brent Wilson, Jessica Coon, and the Auraria Library at The University of Colorado, Denver, make it possible for me to use tools that are expensive and hard to obtain. Without their help, I could not write these books. I am seriously grateful.

Readers are the most important reason for writing. I'm indebted to you.

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