“Cone of Experience”

People generally remember:

- 10% of what they read
- 20% of what they hear
- 30% of what they see
- 50% of what they hear and see
- 70% of what they say or write
- 90% of what they say as they do a thing

**Verbal**
- Hear Words
- Watch still picture
- Watch moving picture

**Visual**
- Watch demonstration
- Do a site visit
- Do a dramatic presentation
- Simulate a real experience

**Kinesthetic (Experiential)**
- Do the real thing