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# **Presentation Skills for Different Learning Styles**

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**In Moore SY, Cameron-Lewis RG, Ferris FD (eds). Leadership Development Initiative Curriculum, 2014. © The Leadership Development Initiative.**

**ISBN: 978-0-9884318-0-5**

**Originally Presented by [John Ellershaw](http://www.ipcrc.net/news/ron-cameron-lewis-canada-consultant/)** <http://www.ipcrc.net/news/ron-cameron-lewis-canada-consultant/>

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The Leadership Development Initiative gratefully acknowledges the support of:

- International Palliative Care Initiative, Open Society Foundations, New York, NY
- National Cancer Institute Center for Global Health, Bethesda, MD
- The Diana Princess of Wales Memorial Fund, London, United Kingdom
- National Hospice and Palliative Care Organization, Alexandria, VA
- Pettus Family Foundation

The content is solely the responsibility of the authors and editors, and does not necessarily represent the official views of any of the funders.

Acknowledgment and appreciation are extended to faculty and staff of the OhioHealth and the Institute for Palliative Medicine at San Diego Hospice (which housed the International Programs and the Leadership Development Initiative from 2009 to 2012). Special thanks to the Mentors, Consultants and the LDI Team who contributed so much to the LDI Curriculum.

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## Overview

Presentation and communication skills are key to the effectiveness of leaders. Advanced communication modalities such as messaging, negotiating and teaching will be strengthened by understanding the Kolb theory. Holding the learning styles in mind as presentations of any kind are created and delivered will foster better connection and communication with an audience. There are four predominant 'types' of learning styles, each with preferences and characteristics to consider.

Divergers: drawn in by concrete pictures and emotional visuals.

Accommodators: use both words and visuals, action-oriented, uses 'gut-feeling's.

Convergers: crisp and clear slides, specific; prefers summary, practical relevance.

Assimilators: prefers numbers, logical format, rationale and theories. Main idea must be directly connected to the message; the slide must make sense and be clear.

Practical exercises are offered to ground the understanding of the four different learning styles. The participants observe and reflect upon a series of slides. Key teaching points for each learning style are entertained. Reworking a previous presentation with application of the Kolb theory exemplifies the process for the participants. Presented anew, the demonstration of incorporating all four learning styles has high value.

## Objectives

After this presentation, participants will:

1. Identify their own Kolb learning styles.
2. Incorporate the four Kolb learning styles within a presentation.
3. Describe the impact of incorporating the different styles into a presentation.

## Important Teaching Points

- Keep the learning styles in mind when creating a presentation.
- To optimize presentation effectiveness, adapt, redesign and rework presentations to incorporate Kolb theory.
- Be aware of your own bias, and creatively modify the presentations to appeal to others.

## Resources / References

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