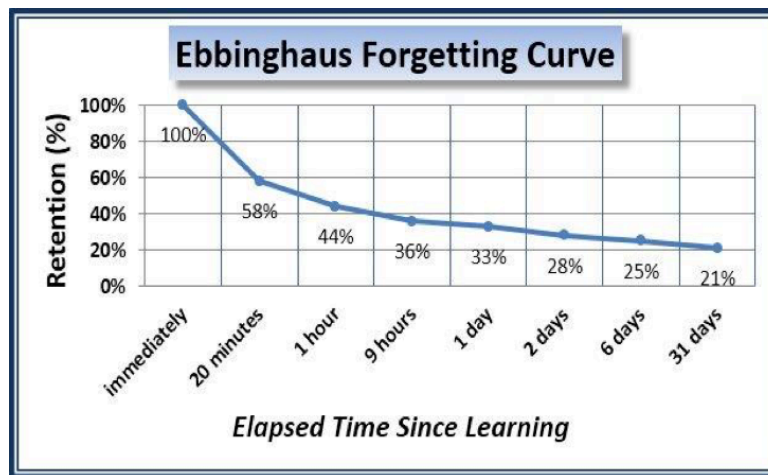


The Forgetting Curve

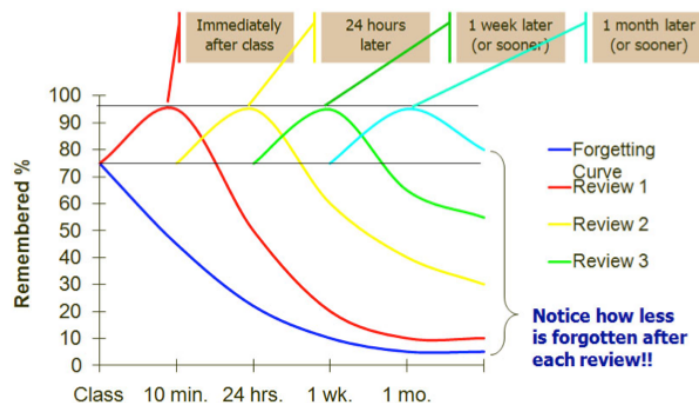
Use it or lose it

Hermann Ebbinghaus is known for his work on memory and what has become known as the Forgetting Curve. As the graph shows, if learners don't actively use or revisit material learnt on a course, as much as 70% is lost after only one day.

This 'accelerated forgetting' frees up working memory for more immediate needs.



However, not all information is lost and there are proven strategies to improve recall, comprehension and transfer. As you can see from the graph below, revising the material at specific intervals dramatically improves retention.



On the day of your course, our trainers will make sure each session is reviewed at critical periods to help improve retention, comprehension and transfer.

You can do a lot to help your learners by providing opportunities to revisit (or even better use) course content soon after training. Use the free Make it Stick materials to leverage your investment at 1 day, 1 week, and 1 month after the course.

Make it Stick

