

Sticky Teaching

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CENTER FOR TEACHING EXCELLENCE

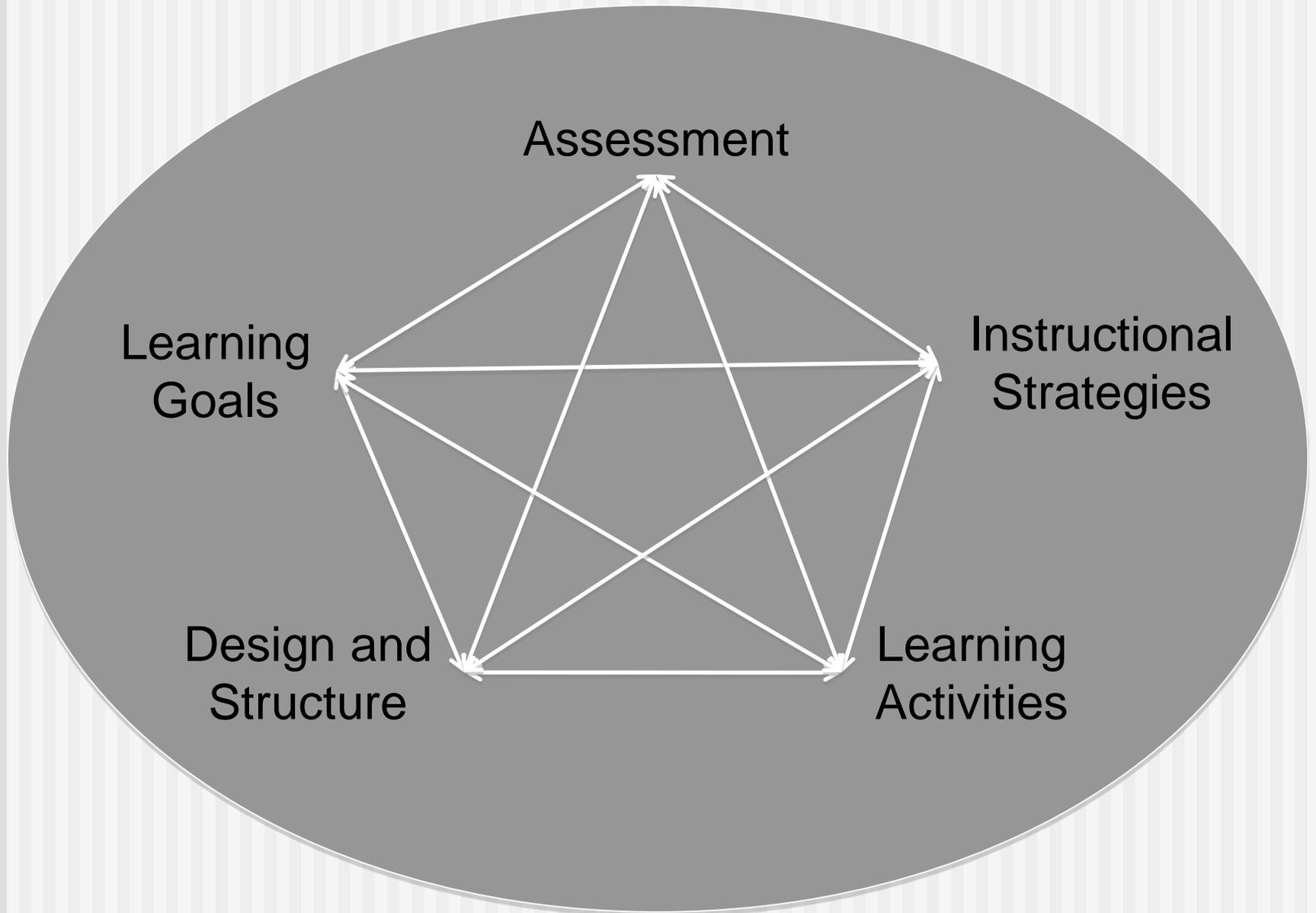
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Today's goals and agenda

- Review and apply the core principles of Sticky Teaching



Haas' Teaching Excellence Model



Practice: Teaching that Sticks

- The curse of expertise
- Follow SUCCESES
 - Simple
 - Unexpected
 - Concrete
 - Credible
 - Emotion
 - Stories

From Teaching that Sticks by Dan and Chip Heath 2010 www.heathbrothers.com



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Simple

- What is the core message of the class or what are the BIG questions to answer?
- Communicate as simply as possible
 - Small units
 - Use analogies or familiar concepts



Unexpected

- Present a puzzle to solve...a mystery
- Show what the students are missing in their understanding
 - Piques interest
 - Gives students a *Huh?* Moment before the *Aha!*



Concrete

- Appeal to the senses – sight, sound, taste smell, touch - to explain material
- Use demonstrations or hands-on experiences



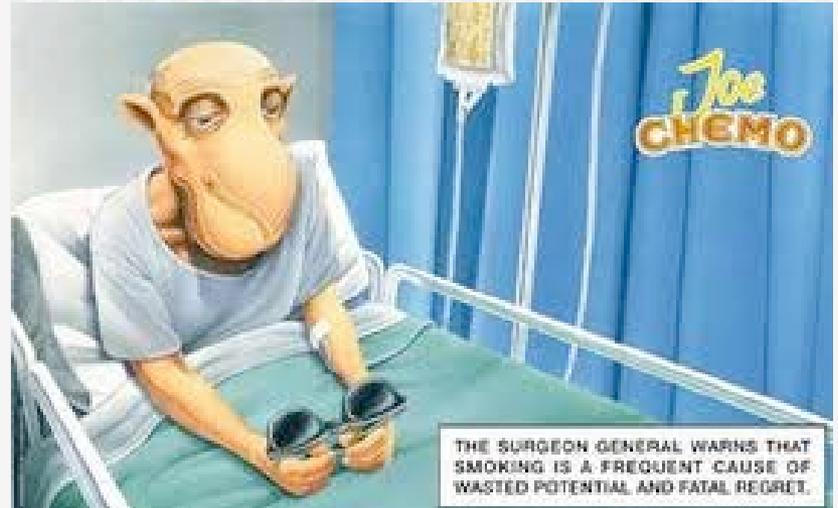
Credible

- How do we make something believable?
 - Test it
 - Experience it
 - Statistics to show the relationships: e.g. The cost of water..



Emotion

- Appeal to something other than their heads:



Story

- Not surprising that everyone likes stories
- Did you know...
 - Any story works, just try it
 - The mental stimulation of *visualization* is the next best thing to practice for improving performance



SUCCES: Try it out

- Think of one concept from your class
- Apply as many of the six elements as you can - Simple, Unexpected, Credible, Concrete, Emotion, Story
- Share what you came up with



Teaching that Sticks

- Supported by best practices
 - From the best Haas instructors
 - From the larger world of education
- Easy to remember
- Can systematically apply to each class session to improve teaching overall



TOP NINE PRACTICES (From Teck Ho)

1. One idea per class
2. Punchline
3. Inductive learning
4. Examples, examples, and examples
5. Role-playing computer simulations
6. In-class exercises
7. Create a memorable class experience
8. Enjoy your class
9. Remind them of the key takeaways before teaching evaluation

