



Cone of Learning*

How much we retain varies with how we learn

After 2 weeks, we remember ...

10% of what we read	Reading
20% of what we hear	Hearing words
30% of what we see	Looking at pictures
50% of what we hear and see	Watching a movie/show Watching a demonstration
70% of what we say	Seeing a thing done on location Participating in a live discussion
90% of what we say and do	Giving a talk, teaching someone else Simulating the real experience, modeling Doing the real thing; participating in activities

*Based on the work of Edgar Dale