

Module 4 – Lesson 3:
The Connection Formula





The Connection Formula

- Why is this formula so important?
- Origins of the Connection Formula
- The Connection Formula: Brief overview



Why is the Connection Formula so important?

- How you start your Podcast is critical
- *You only have a small window of opportunity to make a connection with the audience*
- You don't want your audience's attention to drift off at any time during your Podcast
- *How you end your Podcast is also critical*



Adult Learners

- Need buy in; WIIFM concept
- Are generally sceptical
- Have boundaries
- Are judgemental
- Need decisiveness; need structure
- Need teaching/information for 'NOW'
- Need more conscious distraction

Very important



Unique learning / communication styles

- People perceive information differently
- People process information differently
- Our unique learning style is derived by a combination of our own perceiving and processing techniques



Different learning / communication styles

- There are 4 major identifiable learning styles
- No one way of learning style is better than the other
 - They are all valuable
 - *Each learner needs to be comfortable about their unique learning style*
 - They all can generate the same learning outcome



Why is the Connection Formula so powerful?

- It connects and engages with EACH person no matter what their learning style preference
- *Enables you to deepen the relationship and learning experience of each person as you trigger both left/right brain processing techniques*
- When you connect and deepen your relationship with people they're more likely to remember you AND take action to work with you



Origins of the Connection Formula

- Modelled after the 4-mat system developed by Bernice McCarthy
 - Author of 4Mat In Action: Creative Lesson Plan for Teaching to Learning Styles with Right/Left Techniques
- The Connection Formula
 - Why | What | How | What If



The Connection Formula - WHY

- Speaks specifically to Innovative Learners:
- They ask: “Why should I learn this”
 - Capture their attention
 - Paint a picture for them
 - They need to have meaningful and purposeful reasons for learning



The Connection Formula - WHAT

- Speaks specifically to Analytic Learners:
- They ask: “What it is?”
- Interesting facts
 - Where did it come from?
 - Who created it?
 - What is it used for?
- Statistics, etc
- They need facts to deepen their understanding



The Connection Formula - HOW

- Speaks specifically to Common Sense Learners:
- They ask: “How does it work?”
 - Explain/show how it works
 - Give them a hands-on demonstration
 - Help people understand how it works
 - They need experiential learning activities as they want to ‘get in and try it’



The Connection Formula – WHAT IF

- Speaks specifically to Dynamic Learners:
- They ask: “What else? What if?”
 - Where else is this applicable and so important?
 - What else do they need to know?
 - They are action oriented and love to bring action to ideas



The Connection Formula – Length of time in each

- Why: 30% of your podcast
- What: 10% of your podcast
- How: 50% of your podcast
- What If: 10% of your podcast
- Example: Podcast is 30 minutes in total
 - Why: 9 minutes
 - What: 3 minutes
 - How: 15 minutes
 - What If: 3 minutes



Take Action

- Remember this Connection Formula as you are putting together content and segments of your Podcast

