

**HOW LONG IS  
THE AVERAGE  
ATTENTION  
SPAN TODAY?**

**8**

**seconds**

**HOW MANY  
THINGS CAN  
SOMEONE  
REMEMBER AS  
A SEQUENCE?**

up to

**7**

# Try it now – Memorize 7 things

Start with 7

**Fish**  
**Deer**  
**Cow**  
**Horse**  
**Dog**  
**Mouse**  
**Eagle**

**Can you name  
the 7 things?**

**Don't turn the page. Try it now.**

# How did you do?

Start with 7

**Fish**

**Deer**

**Cow**

**Horse**

**Dog**

**Mouse**

**Eagle**

# Try it now – Memorize all 12

Some like 12

Elephant

Kangaroo

Jackal

Shark

Monkey

Peacock

Beaver

Buffalo

Sloth

Squirrel

Crane

Gecko

**Can you name  
the 12 things?**

**Don't turn the page. Try it now.**

# It's not easy... how did you do?

Some like 12

Elephant

Kangaroo

Jackal

Shark

Monkey

Peacock

Beaver

Buffalo

Sloth

Squirrel

Crane

Gecko



# Try it now – Memorize all 5

We like no more than 5

Dog

Cat

Bird

Horse

Fish

**Can you name  
the 5 things?**

**Don't turn the page. Try it now.**

Repetition aids memory - let's try it again.

Dog

Cat

Bird

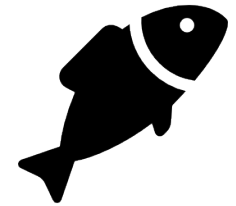
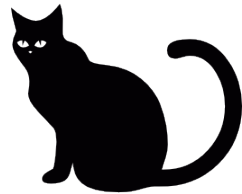
Horse

Fish

**Can you name  
the 5 things?**

**Don't turn the page. Try it now.**

An image is worth 1,000 words



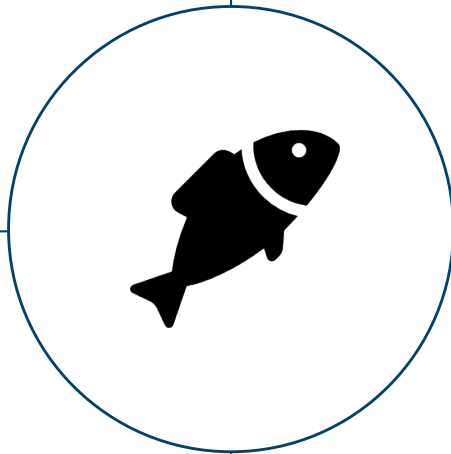
**Can you name  
the 5 things?**

**So much easier, right?**

# For Important Messages, Keep It REALLY Simple

1

# For Important Messages, Keep It REALLY Simple





Can you name  
the 1 thing?