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

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:

- Fish
- Deer
- Cow
- Horse
- Dog
- Mouse
- Eagle
Try it now – Memorize all 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.
<table>
<thead>
<tr>
<th>Elephant</th>
<th>Kangaroo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jackal</td>
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It’s not easy... how did you do? Some like 12
Try it now – Memorize all 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
For Important Messages, Keep It REALLY Simple
Can you name the 1 thing?