

Benefits Of Audio-Based Learning

Leveraging Learning On The Move

By Kendall C. Wright, President of Entelechy Training and Development, Inc.

You can tell a great deal about people by what they do when they don't have anything to do. For the last 20 years, I have found a very rewarding way to leverage my "free time" for maximum productivity and results.

Recently I was cataloging my personal library and came to a startling realization – I have a staggering collection of audio learning programs. I should also say that my wife had come to that same realization many years earlier. And, I'm sure my children, who are all young adults now, could share story after story of how, as my passengers, they were "traumatized" because they had to listen to another of Daddy's Nightingale Conant tapes or a debate between Dr. Alvin Puissant and Dr. William Shockley. Truth be told, I believe those programs have been beneficial to all who "suffered" as passengers.

As renowned advertising expert Jack Trout, who invented the concept of market positioning, put it, "The ear is superior to the eye." Evidence from controlled laboratory studies show that when you present information to the ear versus to the eye, people remember more if they hear the words than if they see them. Furthermore, functional magnetic resonance imaging (fMRI) studies have shown that reading material results in processing in the logical left hemisphere of the brain, while listening to the same material results in processing primarily in the right hemisphere of the brain.

For the analytics among us, I'm not proposing that I could accurately quantify with laser precision the entire depth and span of the benefits of my audio learning, any more than I could specifically articulate all of what I've learned from my mentors. But, the unequivocal truth is that my understanding of the dynamics of leadership, management, motivation and team building has been greatly augmented and challenged by the thinking of other inquisitive minds via audio programming.

Here's the basic concept - transform idle time into enrichment time. What opportunities do you have to apply this transformational strategy in your life? Did you drive to work today? Perhaps you rode a commuter train or plane to the office this morning. Instead of having your intelligence, character, and morals insulted by banal radio talk show commentary, or the sociopath in the next seat over, insert an audio program to expand your mind and enhance your skill set.

Here's the tangible aspect of founding and funding your personal audio academy – if you were to spend an hour a day, engaging in meaningful absorption and analysis of any specific topic, you would become an expert in that subject in as little as five years.

Let's face it, the five years are going to come and go. Wouldn't it be personally gratifying, and perhaps economically advantageous, that as the time passed, you were working on becoming an informed and respected subject matter expert?

So you might be wondering, "How can I possibly spend an hour a day on audio learning?" It's so much easier than you think. First, it doesn't have to happen in one sitting. Audio is modular, hence portable and flexible. In effect, the audio is at you beck and call, not visa versa. Second, your day is filled with opportunities to learn via audio. Below are just a few:

- Time spent waiting due to flight delays
- Time spent driving or stuck in traffic
- Time spent awaiting the arrive of a repairperson
- Time spent waiting due to meetings not starting on time.

- Time spent due to hair salon overbooking
- Time spent waiting in the doctor's office
- Time spent traveling via plane or ferry
- Time spent waiting to be seated at restaurants
- Time spent commuting – car pool, subway, etc.
- Time spent waiting on your significant other to get dressed
- Time spent waiting on your significant other to return from Home Depot

_____ Total Hours (incredible opportunity)

Wow, and that's just the tip of the iceberg. How many hours in your day, week, or month could you refocus and allot toward more fully actualizing your talents and abilities.

Take it from me; it is well worth the investment to feed your mind and stave off ignorance and obsolescence. "Hears" to unlimited growth and development.

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