

DOING THE REAL THING

Cone of Learning		
After 2 weeks we tend to remember		Nature of Involvement
90% of what we say and do	Doing the Real Thing	Active
	Simulating the Real Experience	
	Doing a Dramatic Presentation	
70% of what we say	Giving a Talk	Active
	Participating in a Discussion	
50% of what we hear and say	Seeing it Done on Location	Passive
	Watching a Demonstration	
	Looking at an Exhibit Watching a Demonstration	
	Watching a Movie	
30% of what we see	Looking at Pictures	Passive
20% of what we hear	Hearing Words	
10% of what we read	Reading	

Source: Cone of Learning adapted from (Dale, 1969)

In 1969 Edgar Dale created the Cone of Learning, which was developed for the educational system. In his studies, he discovered that a person can only retain about 10% of the content of a book after reading it. That retention goes up to 20% through audio – actually hearing the content delivered by someone else. Add a visual element to that and retention goes up to 30%. Each of us can retain up to 50% of the information if we experience a demonstration or see it done on location. When we give a talk or participate in a discussion, the retention goes up to 70%. Learning through simulation, such as playing a game or acting it out increases our ability to retain information up to 90%. Doing the real thing approaches the 100% mark!

The Challenge

When you take a look at some of the richest people, or the most influential leaders in the world, you can guess that they have actually applied what they have learned. They take action. They do it. For most of us, it is very difficult to apply what we read in a book or hear at a lecture or seminar. Most of us are steeped in habits that are difficult to break or operate in a very limited context—achieving only a fraction of what we could.

One of the best ways to learn is through simulation. CASHFLOW® 101 and 202 are games that were designed to mirror real life. When the game is played, each player discovers what he or she thinks about money and investing in a very safe environment. It is designed to change a person's context – or the way he or she thinks about money and investing. However, when it comes to actually applying what is learned, many people still struggle with actually doing it.

The Solution

Coaching helps people move beyond academic knowledge by applying and implementing the information learned. This process is the part of the Cone of Learning that helps people do the real thing—and retain nearly 100% of what they learn.

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Rich Dad Coaching is designed to identify where the person is currently and where he or she would like to go. Having a Coach assists in breaking through fear of the unknown and encourages the client to create a step-by-step plan to get out of the rat race once and for all.

Following are the steps that make Coaching so effective:

- **Knowledge** — specific information delivered in “bite-sized” pieces to ensure understanding and internalization.
- **Application** — opportunities to apply acquired knowledge in real world situations applied step by applied step.
- **Accountability** — the key to implementation. Accountability helps reinforce personal responsibility for achievement. When performance is measured and reported, performance increases.
- **Motivation** — assurance that the acquired knowledge works, encouragement to continue, celebration of achievement, and the necessary confidence to do.
- **Time** — each of the above factors distributed and repeated over time leads to behavioral change. People need time to change, to try new skills, and to make the changes they experience a permanent part of their lives.

Each Rich Dad Coach is experienced in the areas they Coach, but more importantly they understand the principles that lead to success in that field. They possess coaching skills designed to help create action plans that the client owns, to help the client discover his or her full potential as an investor and business owner.

The Coach's Role

Coaches meet with clients regularly to provide support, focus, motivation and accountability. When the coaching client knows that every week his or her Coach will be on the phone, ready to hear the week's report, the client feels a significant surge of motivation to stay on track.

Coaching sessions allow an opportunity for clients to report on the previous week's experiences, identify something new to work on, and then commit to a new behavior or approach based on new learning. It's not about the time spent with the Coach; it's about what the client is prepared to do during the next week as a result of the session. Over time, the coaching process is repeated in a way that builds accountability, creates change, and ultimately drives the client toward the desired goal.

Conclusion

As a result of its effectiveness, Coaching is increasing in popularity. People all over the world, from every walk of life have made a lot of money and changed their lives in positive ways as a result of Coaching. Evidenced by the success stories written from coaching clients. These fortunate clients have learned that “doing” — not “thinking about doing” — makes their dreams a reality.

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