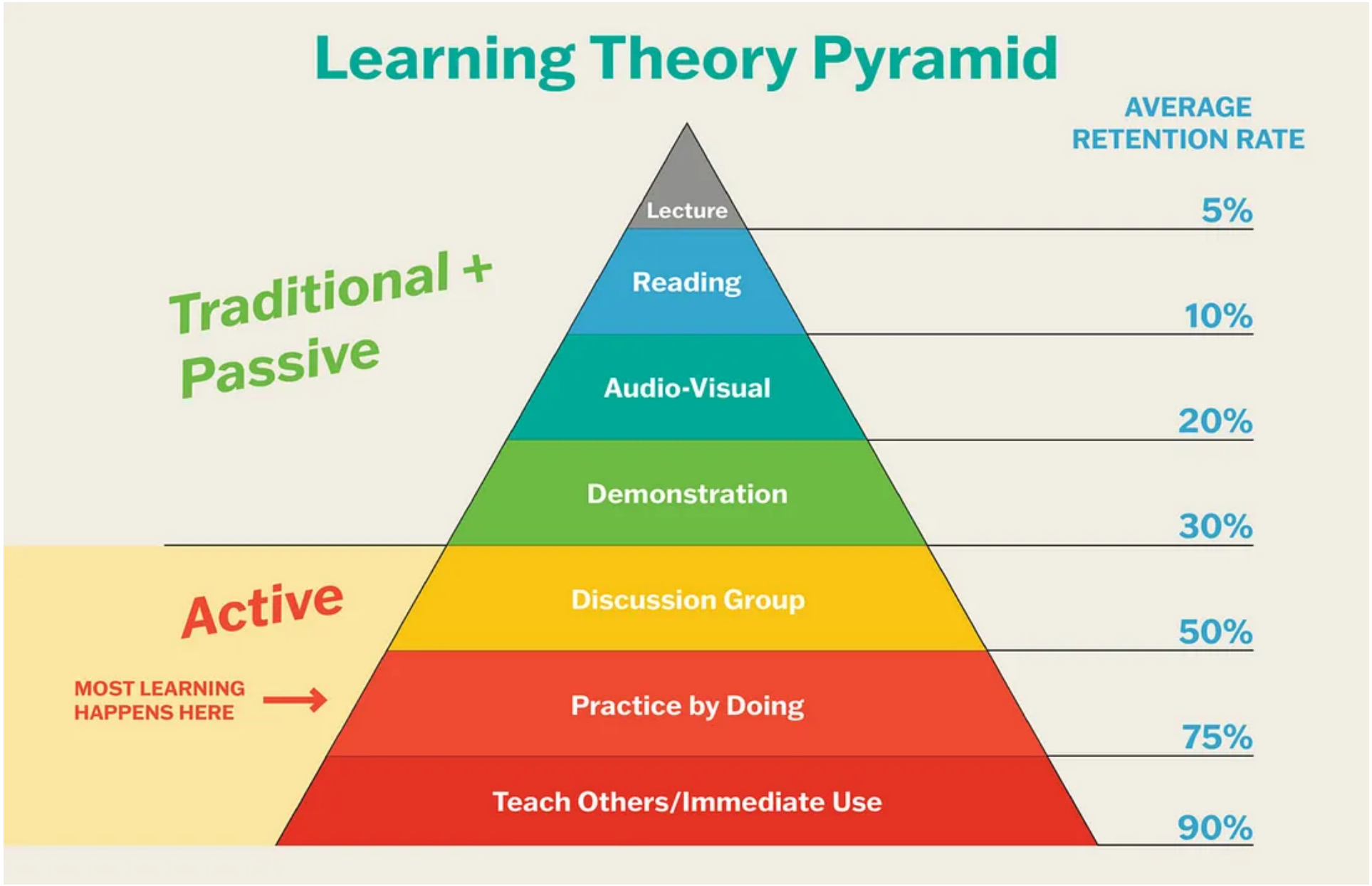

Learning Theory Pyramid
AVERAGE RETENTION RATE
Traditional + Passive
Active
MOST LEARNING HAPPENS HERE
Lecture
5%
Reading
10%
Audio-Visual
20%
Demonstration
30%
Discussion Group
50%
Practice by Doing
75%
Teach Others/Immediate Use
90%