

PROFESSIONAL DEVELOPMENT

# StoryStyle<sup>TM</sup>

## Audio Learning

Nine forms of audio media  
to **ignite imagination in learners.**

**#trulymobile**



**RUSS CULLINGWORTH**

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A grayscale background image of a man with dark hair, wearing large headphones. He has a wide-eyed, open-mouthed expression of surprise or excitement, with his right hand raised near his ear. The image is semi-transparent, allowing the text to be overlaid.

# OUR SUPERPOWER

## Engaging the Brain

With StoryStyle™ audio learning, every learner becomes CO-CREATOR, actively using their imagination to bring characters, environment and details to life. This increases enjoyment, engagement, emotional connection and retention.

That's why we can guarantee a UNIQUE EXPERIENCE for each learner, and that's why learners love and remember our content.





A black and white photograph of three business professionals in a meeting. A man with a beard is on the left, looking towards the center. A man with a beard is in the center, looking towards the right. A woman with long hair is on the right, looking towards the center. They are all dressed in business attire. The background is slightly blurred, showing what appears to be a bookshelf.

01

# ACTED SCENARIOS

Scenario-based learning keeps people engaged by making them think and feel more deeply. It does this by putting them in real-life situations where they have to make decisions and solve problems, which helps them remember and understand the material better, including how to apply the learning. Because it connects with their emotions and gets them actively involved, the learning sticks with them longer and is easier to use in real-life situations





02

# ACTED STORIES

Stories help people stay engaged by grabbing their attention and creating an emotional connection, which makes learning more relatable and easier to remember. When learners get involved in a story, they are more likely to care about the characters, picture the situation, and learn the lesson. Stories also spark imagination and creativity, helping people remember and understand the material better. By using stories, learners are more interested and motivated to participate and apply what they've learned in real life.





# ANALOGIES

Analogies make learning more engaging by breaking down complex ideas into simpler, easier-to-understand parts. By connecting new information to things learners already know, analogies help them understand and apply difficult concepts. This link between familiar and new ideas sparks curiosity and makes learning more meaningful. Analogies also create clear mental pictures that help learners remember and use what they've learned in different situations.





04

# NARRATION

A great narrator can be the key to success in any course. Narrators take the role of the host, or instructor, or storyteller and we hire some of the best in the business. Sometimes, the narrator is the subject matter expert (SME) themselves, and sometimes we prefer to use a professional voice actor. We go to great lengths to avoid monotone or lecture-style narration.







05

# STREET INTERVIEWS

What we call “street interviews” are simply interviews with the public to get a sense of what the general understanding of a topic may be. These creating interesting and engaging soundbites. For example, in “Leading through Influence” we interviewed students at Simon Fraser University and asked them “What is influence?”



# EXPERT INTERVIEWS

Expert interviews are a great way to include voices from around the world who are leaders or influencers in their fields. They bring credibility, weight and insight to the learning concepts. We try to avoid long-form interviews, like a podcast, and we edit down experts' comments to support the learning outcomes. In our Change Management course, "Focus on Change" Dr. Hilary Curry interviewed 13 change management experts from around the world, and in "Leading through Influence" I was able to interview world-class authors Marshall Goldsmith, Mark Goulston, Roz Savage and Chris Widener.





# POP QUIZZES

Pop quizzes are not formal testing of the user's knowledge or understanding.

They involve more interesting trivia or fun facts.

We use pop quizzes for various reasons:

- Most importantly, to reinforce learning outcomes
- To have the learner actively engage their thinking and interact with the instructor
- To recap information from the course and remind the learner of its importance
- To break up a long spell of listening





08

# MEDIA CLIPS

Sound clips can be a great way to include supporting or entertaining content from other media sources, preferably public media. Short clips can typically be used under the “Fair Use” principle, if use of the content meets the six conditions, but when in doubt, ask permission from the content owner.





# MUSIC & SOUND DESIGN

Sound effects help create realism and ignite imagination. Music has great power to engage - used carefully and in the right places, music can add a mood to the narrative, or increase it's impact and reach the learner's emotions. Music can increase the pace which increases the learner's heartbeat, or it can create calm, thoughtful or inspiring moments. Be careful to not go for the cheesy elevator music though.





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Visit [prodiollearning.com](http://prodiollearning.com) for more  
info and to listen to audio samples



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