

## *Micro-sleeps*

People only spend 50% of the time listening

The other 50% is spent either digesting and applying your ideas or wandering off into daydreams

After 8 minutes the micro-sleeps start to get a lot more frequent

### **We can make it harder for them to drift off, by:**

- ◆ Questions
- ◆ Selling the benefits
- ◆ Fear
- ◆ Pausing

### **We also need to make it easy for them to come back, by:**

- ★ Structure defined at the start
- ★ Signposting: where we are, where we are going next
- ★ Repeating each point
- ★ A logical flow or sequence to the points
- ★ Visual aids