

JORDAN COWE, CWE

VISUAL AND KINESTHETIC LEARNING FOR WINE LOVERS

PROBLEM?

- ▶ Over reliance on Verbal/Linguistic teaching methods
- ▶ Inefficient use of learning + memory abilities

ABOUT ME

- ▶ CWE
- ▶ Youngest + Banfi Award Winner
- ▶ Earned CWE ~2 years after entering the industry
- ▶ Anxiety Disorder + ADHD

SOLUTION?

- ▶ Break with tradition
- ▶ Multiple types of memory
- ▶ Information how it's meant to be delivered

WHAT ARE LEARNING TYPES

- ▶ Various Theories
- ▶ 4-7+ Modalities
- ▶ Traditional View = How YOU learn
- ▶ Really = How to use more of your memory
- ▶ More memory = more of your brain
- ▶ Heavily criticized because of misuse



NEIL FLEMING'S 4 MODALITIES

- ▶ Visual
- ▶ Auditory
- ▶ Read/Write
- ▶ Kinesthetic
- ▶ A useful generalization



SPATIAL LEARNING

- ▶ Learning from Visual input
- ▶ What you see + Spatial Awareness
- ▶ One of the most powerful forms of memory
- ▶ Condense large subjects into small images



KINESTHETIC LEARNING

- ▶ Physical Learning
- ▶ Learning through touching or doing
- ▶ Frequently activated
- ▶ Often Abstract



IMPORTANT

- ▶ Think of learning styles as Brain Exercises
- ▶ Exercise different areas of the brain and memory
- ▶ Bicep Curls vs. Whole Body Workout
- ▶ Habit vs. Reality

HOW WE ACTIVATE LEARNING STYLES CURRENTLY

VISUAL

- Pictures
- Videos
- Diagrams
- Maps

KINESTHETIC

- Flash Cards
- Note Taking
- Map Work
- Tasting*

HOW WE CAN CHANGE THIS

- Visual + Dramatic Language
- Active Visualization
- Doodling
- Google Earth / Computer Visualization
- Flipping the tasting
- Actively Engaging with our Learning

- Château Léoville-Las Cases
- Château Léoville-Poyferré
- Château Léoville-Barton
- Château Gruaud-Larose
- Château Ducru-Beaucaillou



WHAT WAS THE LIST OF WORDS?

- ▶ Château Léoville-Las Cases
- ▶ Château Léoville-Poyferré
- ▶ Château Léoville-Barton
- ▶ Château Gruaud-Larose
- ▶ Château Ducru-Beaucaillou



DO YOU
REMEMBER NOW?

THE LIST WAS:

- ▶ Château Léoville-Las Cases
- ▶ Château Léoville-Poyferré
- ▶ Château Léoville-Barton
- ▶ Château Gruaud-Larose
- ▶ Château Ducru-Beaucaillou

LET'S TRY SOMETHING DIFFERENT

TEXT

VISUAL ASSOCIATIONS

- ▶ Visualize this with me
- ▶ 3 Léovilles = 3 Lions
- ▶ Château Léoville-Barton = Bart Simpson
- ▶ Château Léoville-Las Cases = Standing on a Case
- ▶ Château Léoville-Poyferré = With a Pointy Piece of Iron
- ▶ Château Ducru-Beaucaillou = Count Dooku standing on a Nice Rock
- ▶ Château Gruaud-Larose = Growing and Smelling Roses

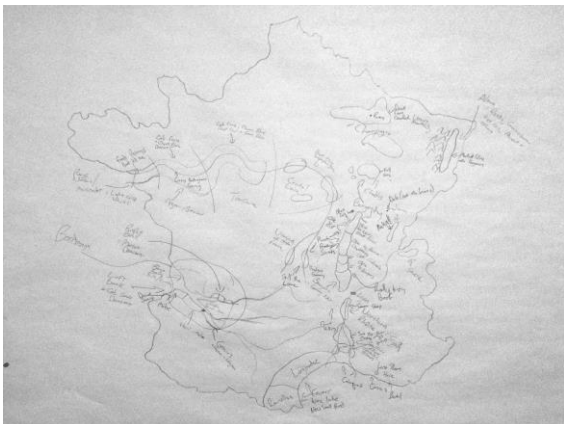
REALLY VISUALIZE IT!

REVISITING MAP WORK

- ▶ Tracing or Trying to memorize labels on a map is inefficient
- ▶ Often mix up locations
- ▶ Trying to use language to solve a visual problem
- ▶ Memorizing that A is North of B instead of simply seeing the picture in front of you
- ▶ Instead activate your spatial memory and create your own map!

GUIDELINES

- ▶ Pick a Subject
- ▶ Choose your sources
- ▶ Eliminate unnecessary information
- ▶ Simplify the Map
- ▶ Draw



ANNOTATING YOUR MAP

- ▶ Include pertinent information
- ▶ Make yourself laugh
- ▶ Trigger Memories and Emotions
- ▶ Use Visual Information aka Doodle

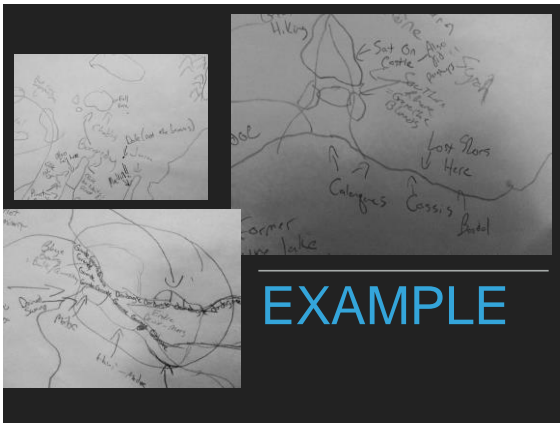


BUILD ON IT

- ▶ Colour it in
- ▶ Save it
- ▶ Reiterate, Modify, Add, Draw from Memory

MORE TIPS

- ▶ Colour it in (Unusual Colours stand out)
- ▶ Use Fine Repetitive Detail (ie. River name instead of lines)
- ▶ Use Humour, make yourself laugh and trigger memories. The stronger the emotion the better your memory.



LET'S TALK DOODLING

- ▶ Taught that doodling is bad
- ▶ Often stopped in School
- ▶ Actually Extremely Useful
- ▶ Exercises creativity and Visual Memory

THINKING OR NOTETAKING

- ▶ Random Doodling even useful
- ▶ Notetaking can be more efficient
- ▶ Easier to Add Emphasis
- ▶ Makes information more unique
- ▶ Compresses large amounts of information
- ▶ Watching a movie vs Reading a Book
- ▶ Downloading movie vs Ebook

TIPS FOR DOODLING

- ▶ Have fun
- ▶ Eliminate unnecessary details
- ▶ Be Silly
- ▶ Use Graphs instead of words
- ▶ Create word art for names

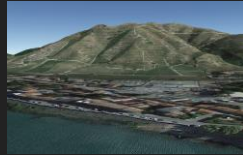
GOOGLE EARTH

- ▶ Life Changing
- ▶ Allows 3D Visualization of Places you've never been
- ▶ Includes Pictures
- ▶ Place Names
- ▶ As much or as little detail as you want

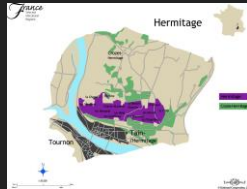


USING GOOGLE EARTH

- ▶ Create a Scavenger Hunt
- ▶ Find Specific Vineyards or Famous Monuments
- ▶ Find Signs or Wineries in Street View
- ▶ Understand the Slopes and Rivers
- ▶ Compare Wine maps with Real Life



vs.



REVISITING TASTING

- ▶ Flip the Order
- ▶ Visual Tasting

FLIP CLASS/TASTING ORDER

- ▶ Typical = Information about vast regions followed by tasting of several wines from those regions.
- ▶ Flipped = Taste a wine, find information about that wine, teach about the region.
- ▶ Why?
- ▶ Creates interest and Context with tasting.
- ▶ Challenges class/self to find information.
- ▶ Builds on learning.
- ▶ Engages multiple learning methods and hunting for information gives little victories for your brain.

VISUAL TASTING

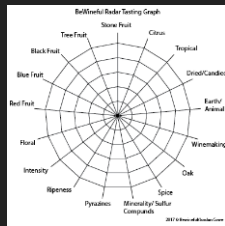
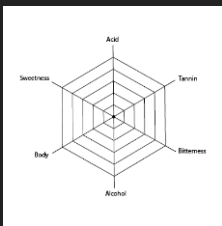
- ▶ Different Styles (from Personal to Universal)
- ▶ Abstract
 - ▶ Portraying Wine as abstract concept
 - ▶ Colours and Shapes
 - ▶ I.e. Epoch Wines Vinpression
- ▶ Fun
 - ▶ Normal tasting note + Visual Info
 - ▶ Doodles
 - ▶ Pictures
- ▶ Logical
 - ▶ Reproducible
 - ▶ Consistent

USING RADAR GRAPHS

- ▶ Multi-Segmented Circular Graphs
- ▶ Scale starts in Middle Works out
- ▶ Take Low/Med/High and apply to visual space
- ▶ Each Wine has a shape or set of shapes
- ▶ Single Graph or separate Graphs for Taste + Aroma/Flavour



USING RADAR GRAPHS



OTHER APPROACHES

- ▶ Make Wine
- ▶ Travel
- ▶ Create, design dream
- ▶ Make it your own
- ▶ Colouring!

TEXT

FOR MORE INFORMATION

- ▶ BeWineful.com
- ▶ Contact Me:
- ▶ Jordan@bewineful.com

- ▶ Doodling:
- ▶ Book: Doodle Revolution – Sunni Brown
- ▶ Ted Talk: Sunni Brown – Doodlers Unite
