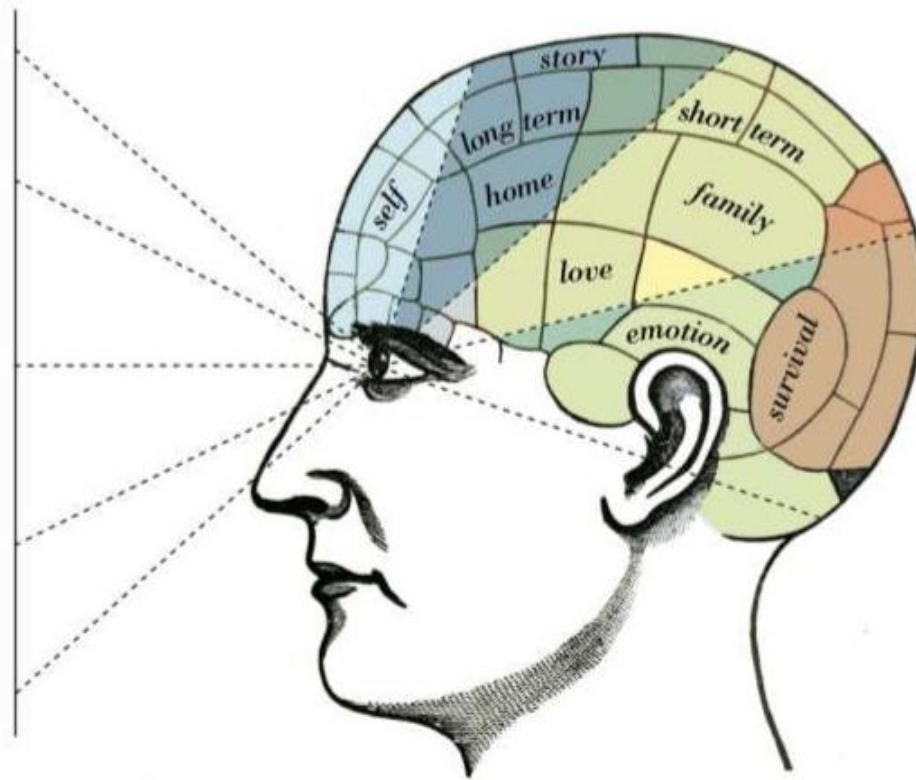


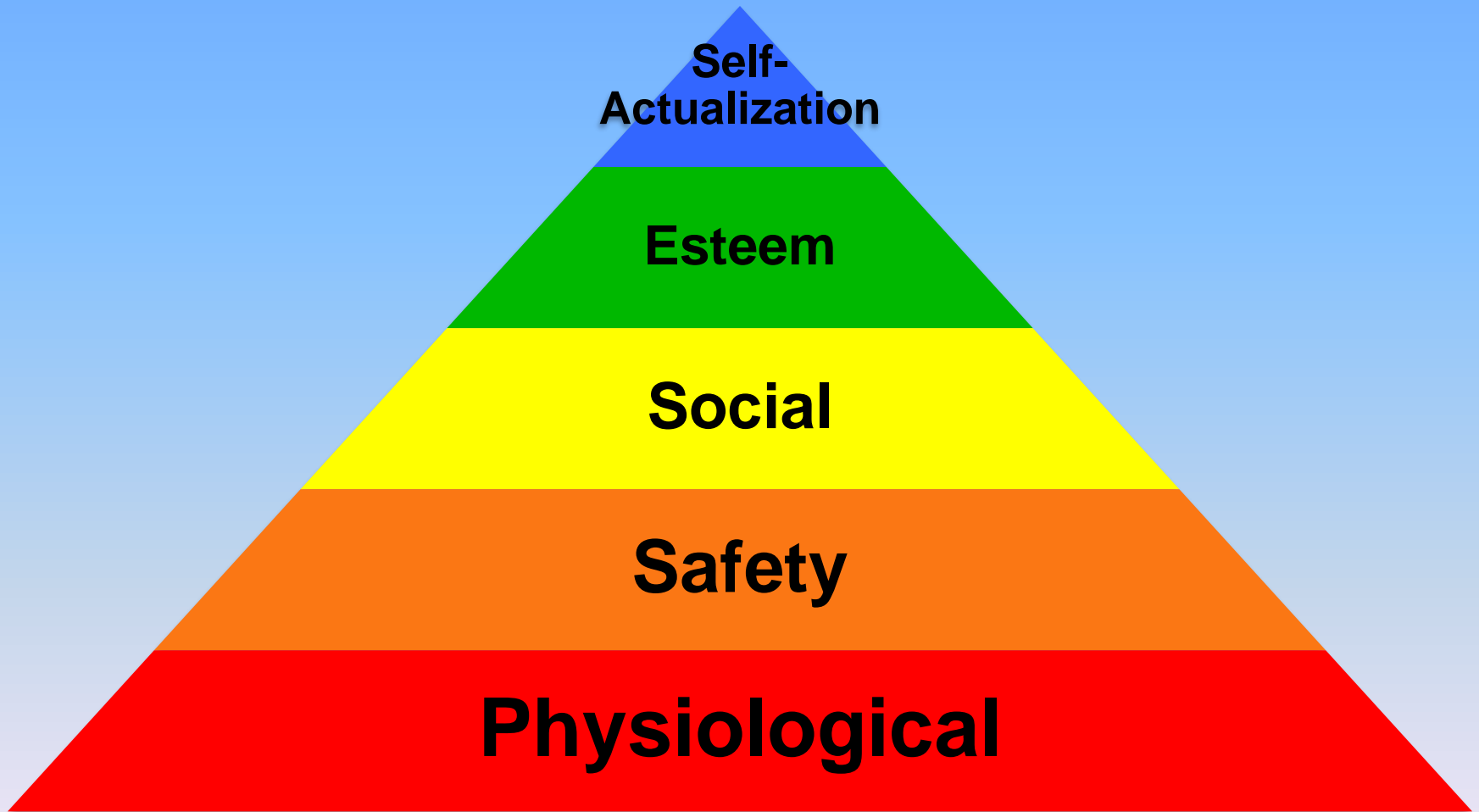
MINDSIGHT

The Eye of the Mind and Interpretation



by Dr. Cary J. Goulard
with Jim Covell

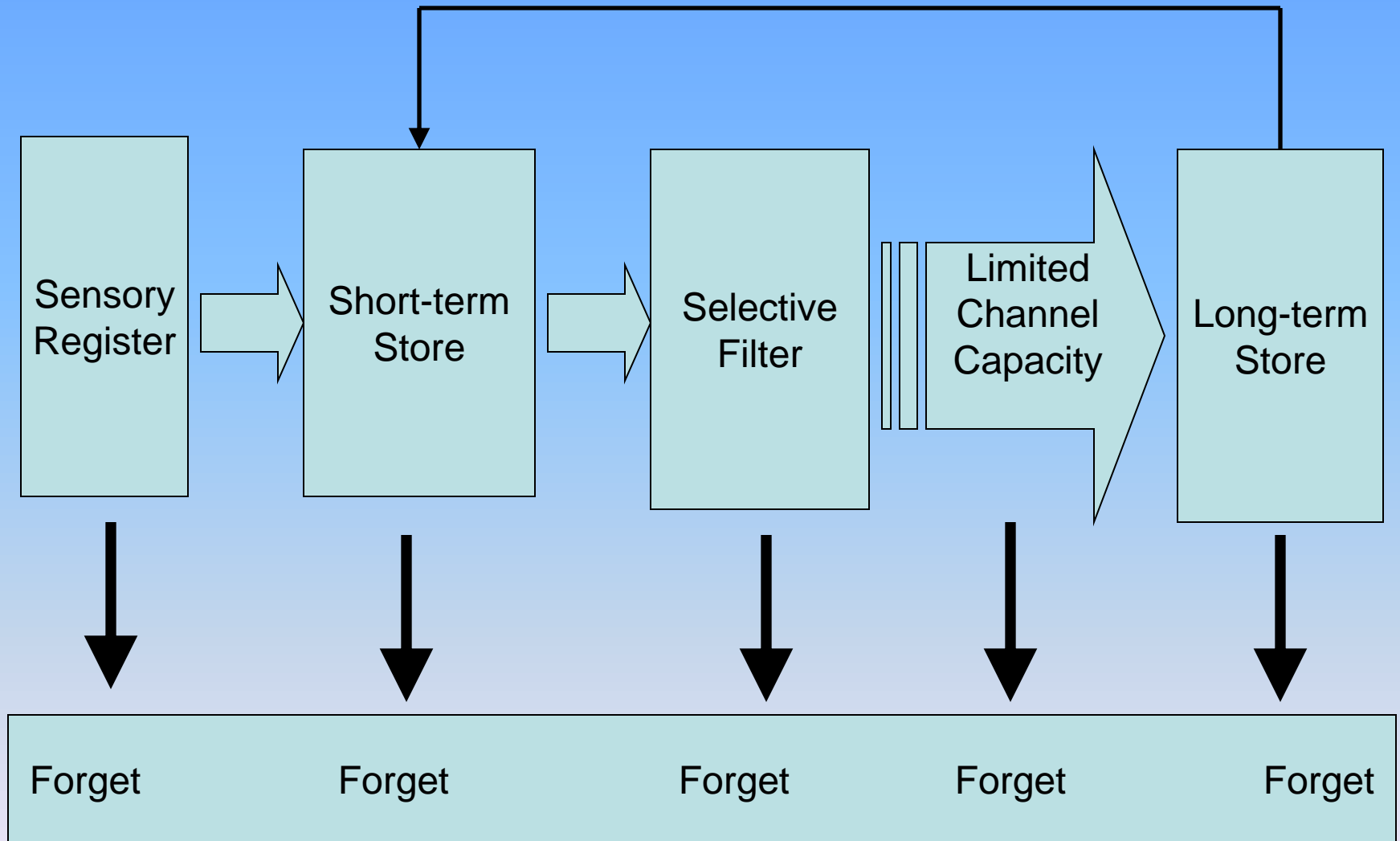
Foundations: Maslow



Tangibles & Intangibles

- Tangibles
 - Sensory based
- Intangibles
 - Concepts, constructs, values, beliefs, attitudes
- Universals
 - Common to human experience

(Rehearsal)



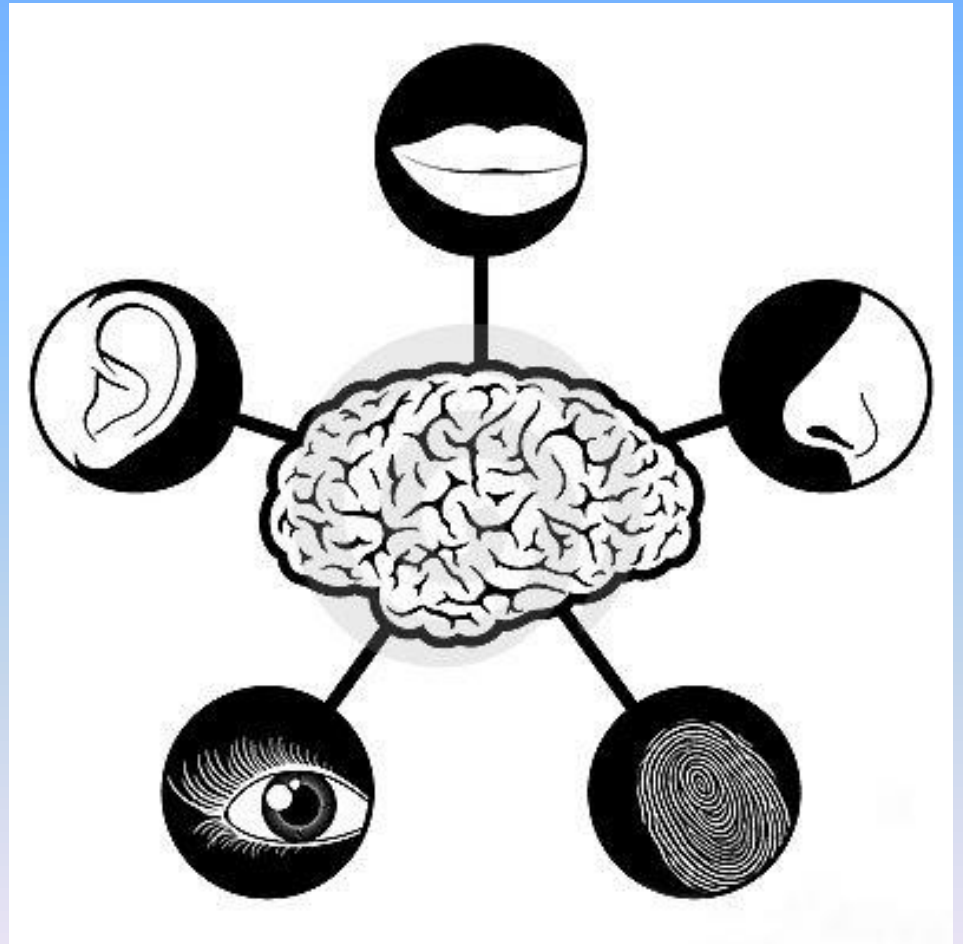


Sensory Register

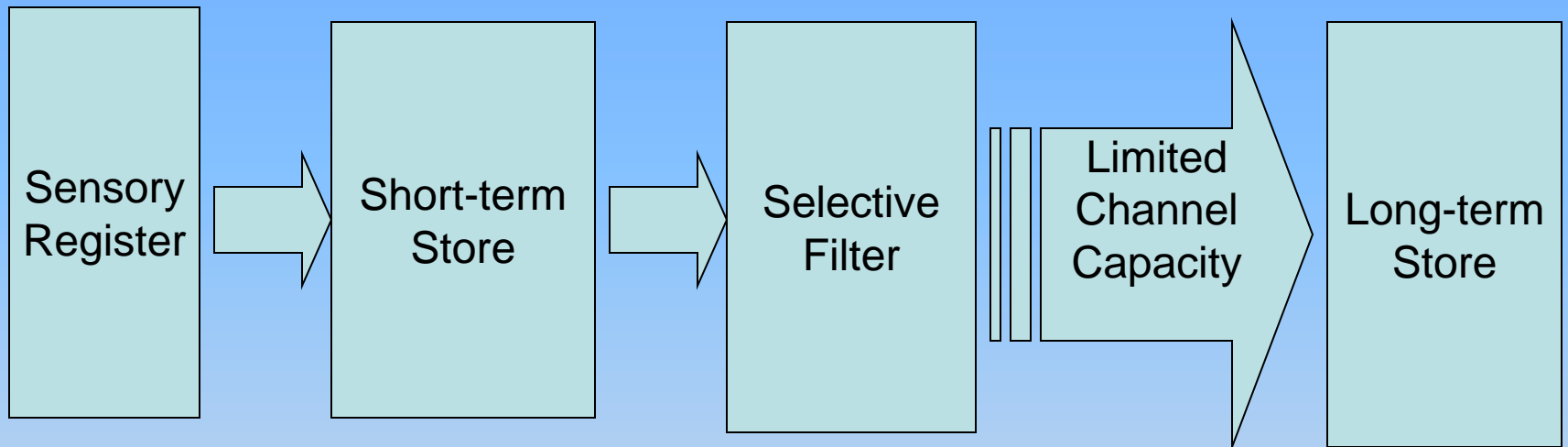
- Five senses provide input into the brain
- This is the only way information travels from the external environment into our brain

Sensory Register

- More senses are better
- Some senses are stronger
- Link words to sensory input
- Sensory analogies (feels like...)



Decisions, Coding, Retrieval, Rehearsal





Short-term Store

Decisions: Is this relevant?
Is this perceived as
important?

Coding: Can I process this
information using existing
protocols and knowledge?

Retrieval: Can existing this
information be retrieved
efficiently with existing
neural networks?

Rehearsal: When I practice
applying this information is it
useful and consistent with
other schema?

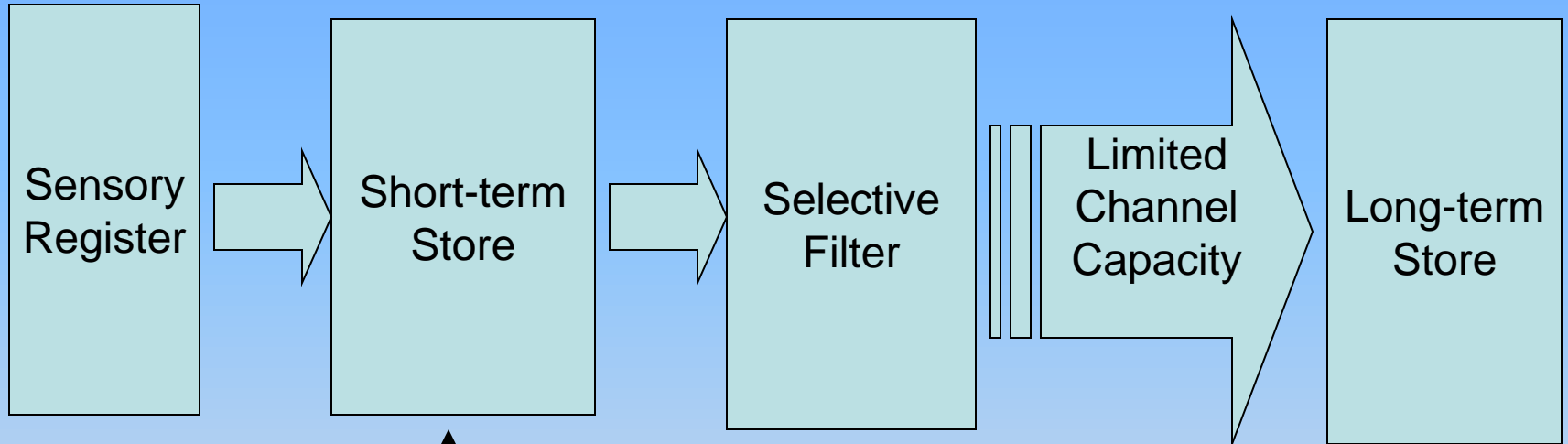


Short-term
Store

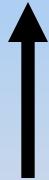
Interpretive Techniques

- Provocation
- Analogies
- Question/answer techniques
- Shared meaning-making

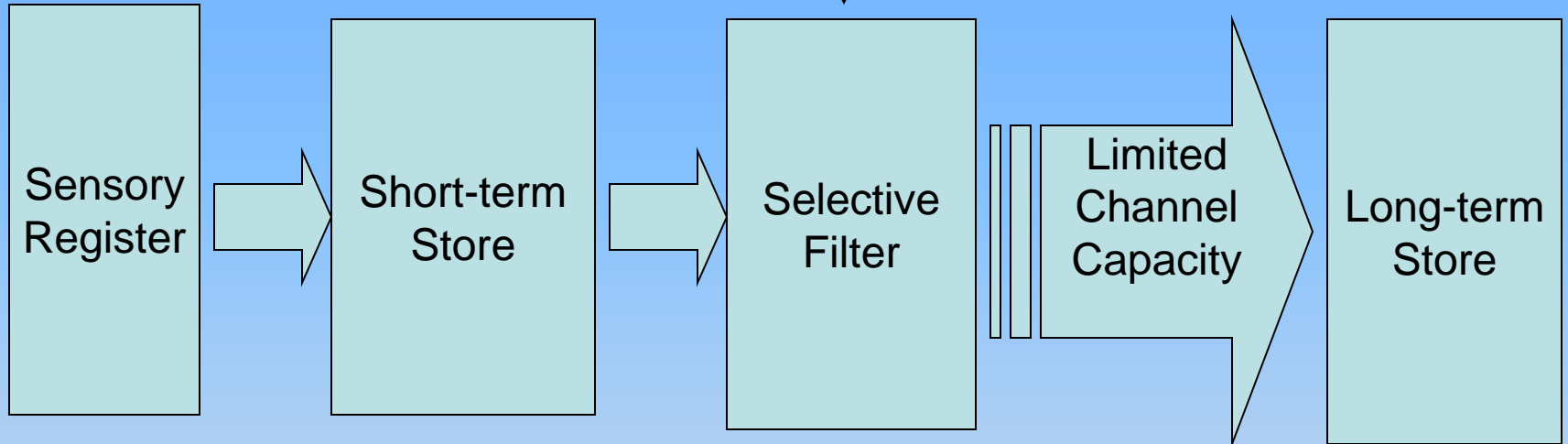
**Rehearsal, Coding, Decisions,
Retrieval**



Provocation, Relevance
Analogies,
Questioning techniques,
Shared meaning making



**Prioritize information,
Assess significance**



Significance: Is this information of use to me? How closely does it match my values? Does it address important needs?

Priority: Do I need to use this immediately? Can it be processed easily? How does it match hierarchy of needs?



Selective
Filter

Examples of Techniques

Assess audience:

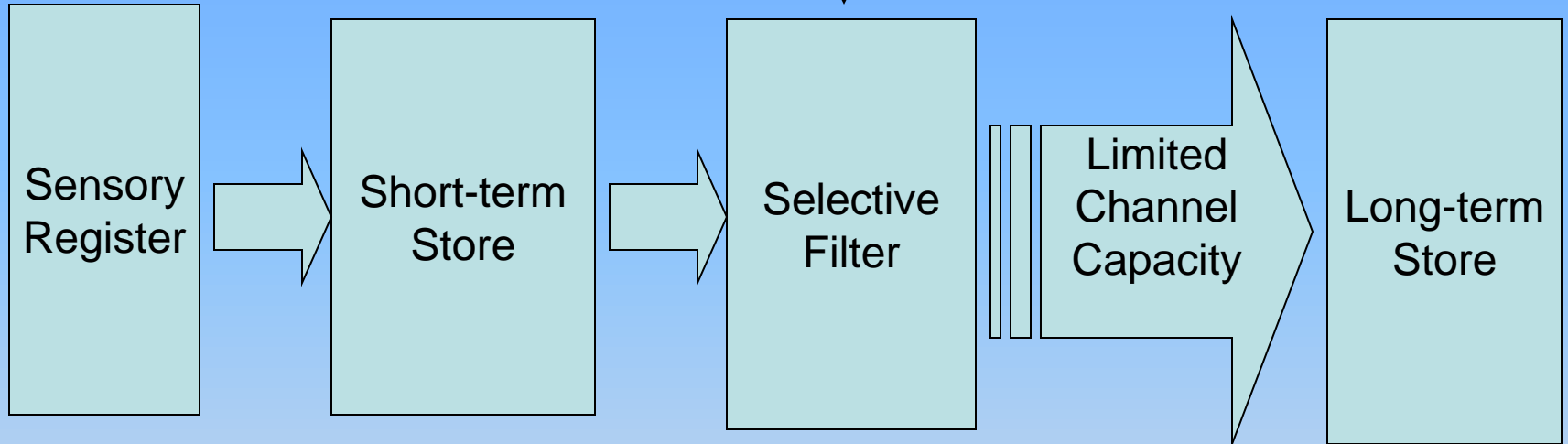
- Identity-based motivations
- Maslow's Hierarchy
- Attitudes
- Values
- Social influences

Tailor information to address audience.



Selective
Filter

**Prioritize information,
Assess significance**



Audience relevance

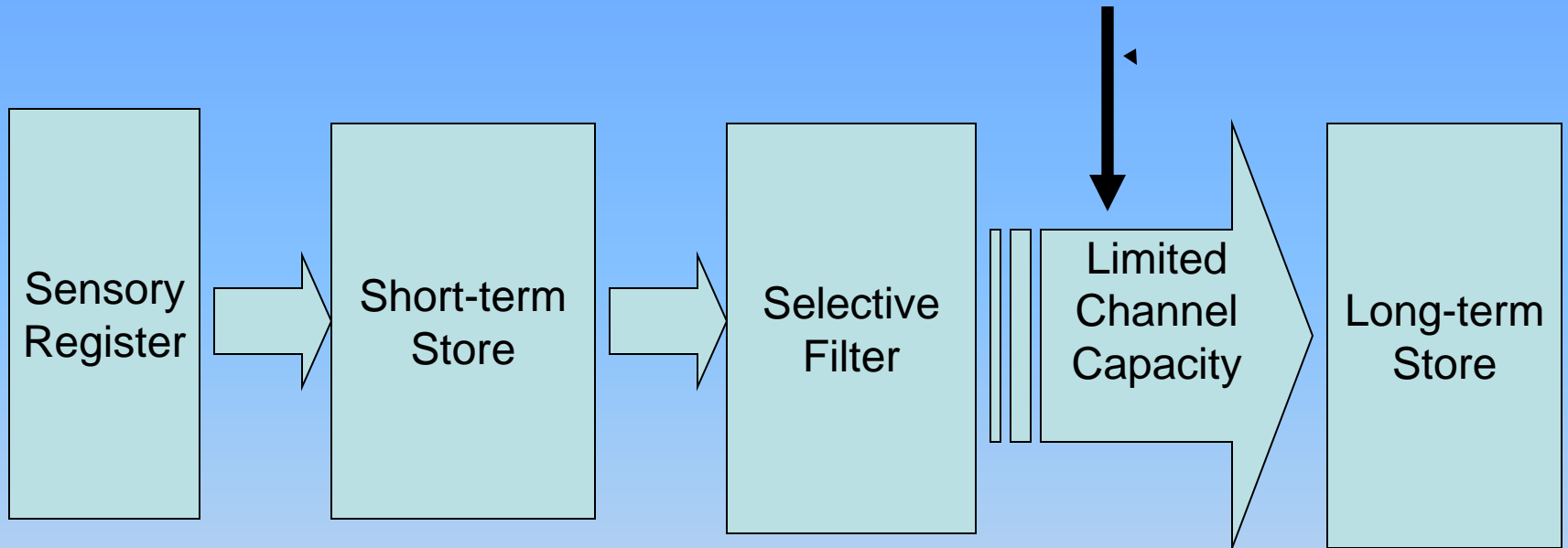


Maslow

Identity-based motivations

Attitudes, values, social influences

**Scanning, processing,
Routing information**

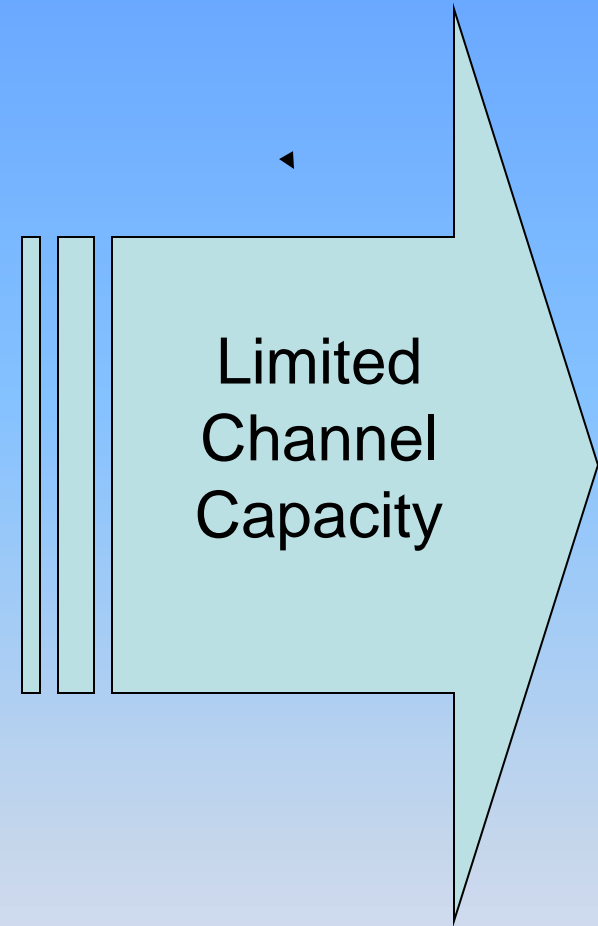


LCC functions as controller of information flow

Scans incoming information constantly

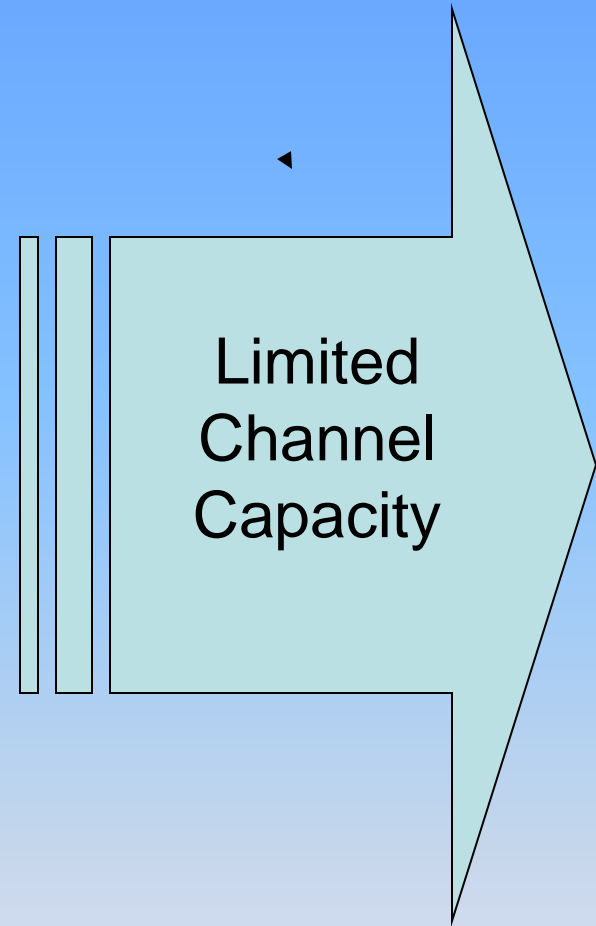
Assigns information to appropriate channels

Can reject, delay or defer information processing to avoid overload

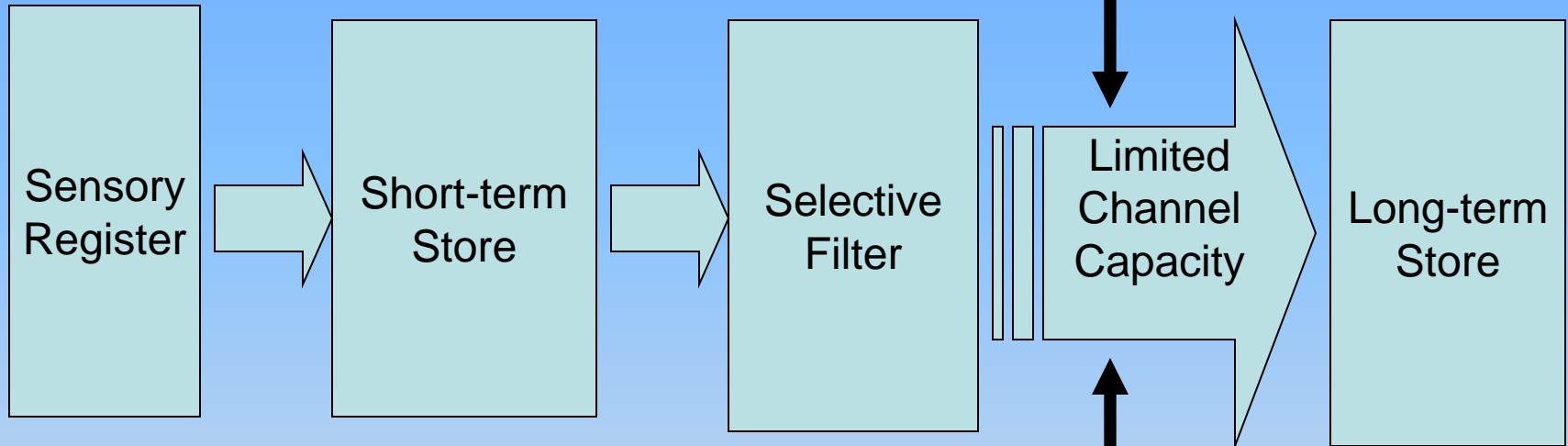


Interpretive Techniques

- Proper pacing of information
- Avoid stimulus overload
- Minimize competing demands for audience attention



**Scanning, processing,
Routing information**

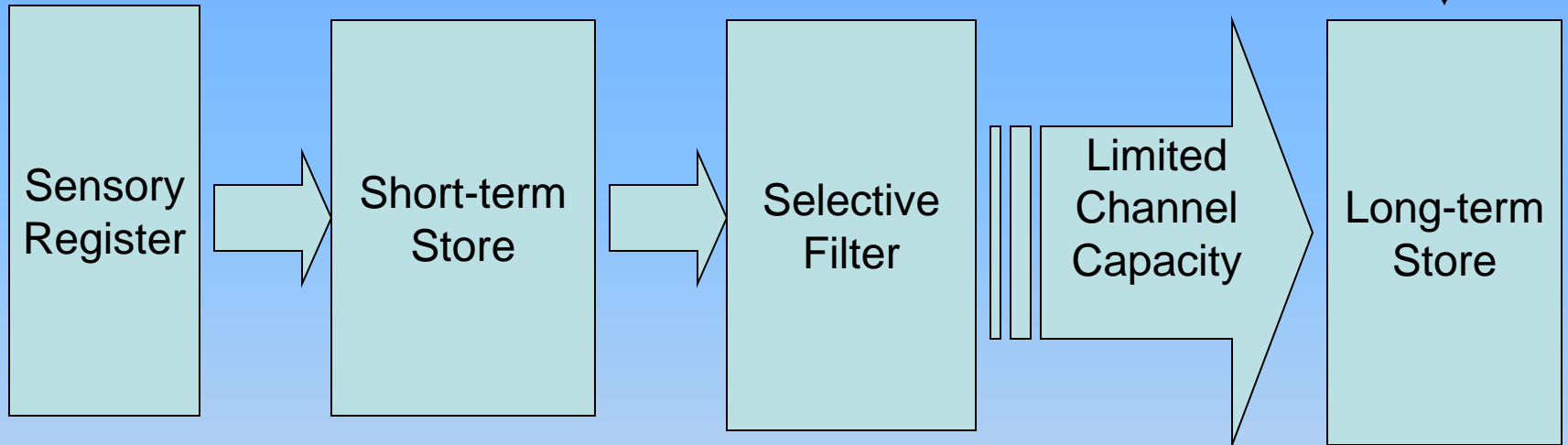


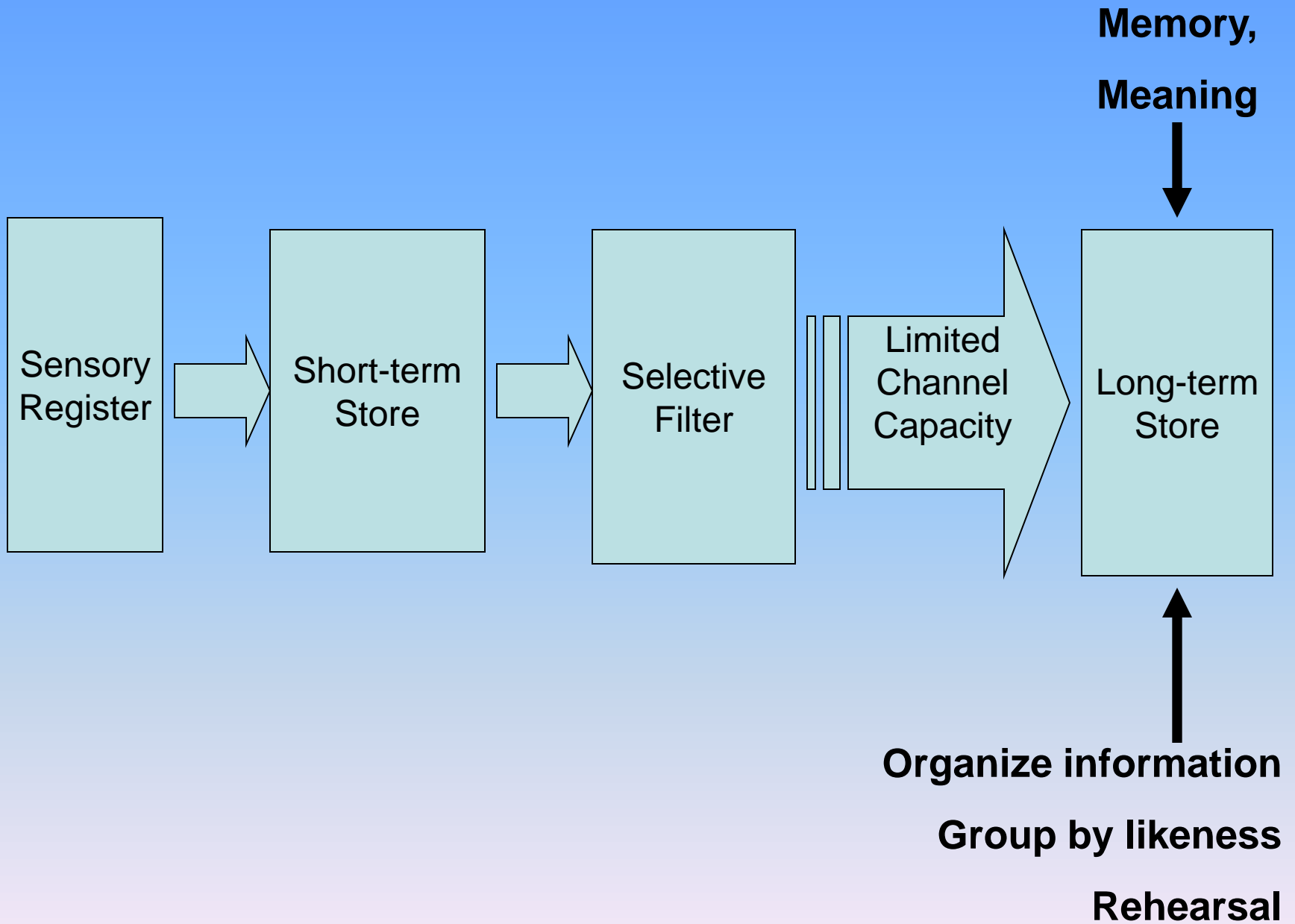
Pacing of information

Avoid stimulus overload

**Minimize competing demands
for attention**

**Memory,
Meaning**





Memory: Information is now resident in long-term memory. If used periodically it will be more easily retrieved. However, memory is re-configured every time the information is retrieved.

Meaning: We make meaning by relating new information to currently held memories. Meaning resides in the individual.



Long-term
Store

Techniques

- Organize information
- Group information, examples by likeness
- Provide opportunities for rehearsal, application of information



Long-term
Store

Cognitive Map: The Power of Story

- STORY...
 - Creates relevant sequence, relationship of information
 - Relates to attitudes and values (universals)
 - Personal referencing
 - Rehearsal through repetition, adaptation

(Rehearsal)

