

Interreg Knowledge Fair



Interact Academy: training for how people learn.

Jon Berghorsson / Interact office Viborg / 5.3.2024

Interact



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Interreg

Welcome to the Interreg Knowledge Fair

This is the **second edition** of the Interreg Knowledge Fair, it is still a new approach for us.

The **Conference Support** stand in the Exhibition Room is a one-stop shop for your questions.

At the end of this session, you are asked to rate the **session experience**.

At the end of the event, you will be asked your **overall feedback**.





Certified trainings



- In-depth training on broader topics (12-20 hours).
- Multiple training components.
- Cohort-based.
- Repeated.
- Provides certificate of completion.



Short courses

- Short self-paced online courses.
- Narrow topics.
- Can be taken anytime and anywhere.
- No certificate.



The elephant approach



The rider is... **conscious, controlled thought.**
The elephant, in contrast, is everything else.
The elephant includes the **gut feelings, visceral reactions, emotions, and intuitions** that
comprise much of the automatic system.

Jonathan Haidt – *The Happiness Hypothesis*

Elephant / rider

Elephant learning

Physical (doing)

Tinkering (trial and error)

Practical

Showing, not telling

Story telling

Visually interesting

Rider learning

Mental (knowing)

Explicit instructions

Abstract

Telling, not showing

Facts

Visually functional

Elephant mind

Socially-conscious

Fluid

Short-term focused

Appealing to emotions

Working memory

Rider mind

Self-conscious

Rigid

Long-term focused

Appealing to logic

Long-term memory

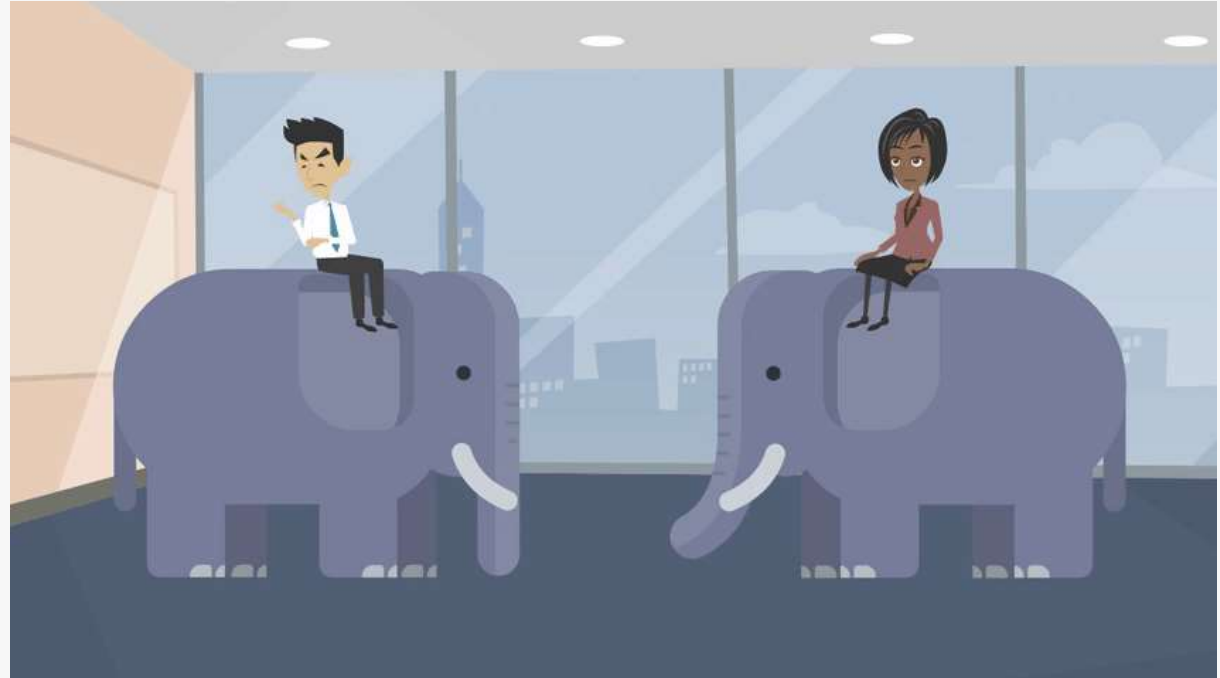
The elephant is much stronger than the rider

Rider (1%)

- Conscious reasoning
- Rational
- Slow, Effortful, Analytical

Elephant (99%)

- Intuitive
- Emotional
- Fast and Automatic



How to ride a bike

Teaching the rider:



How to ride a bike

Teaching the elephant:





**Boring
stuff**

You don't really “need to know”

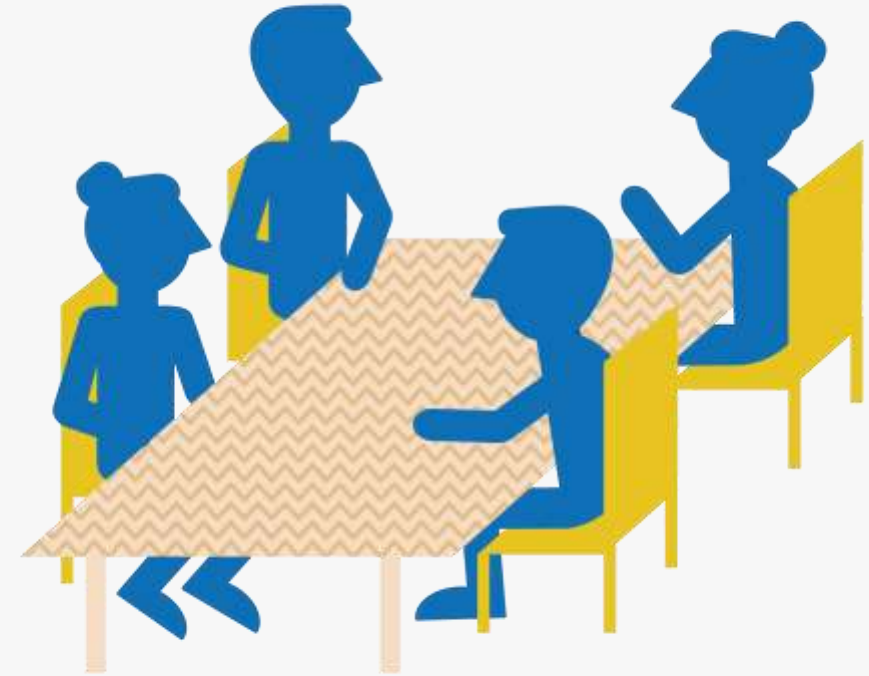
Information is not magic

People assume that injecting knowledge is like injecting a powerful drug. Push the knowledge into the head, and the “learner” magically changes how they do their job.





Floor is open for discussion



Thank you for being here!

Your opinion matters to us.

Please take a few minutes to provide us with feedback to help us improve our services.

Log into the **Whova app** and tell us what you think in the **session Q&A, from 1 (bad) to 5 (amazing)**
Please check which session you are in!

You can also talk to us at the Conference Support stand in the networking area.



Cooperation works

All materials will be available on:

[Interact / Events / Interreg Knowledge Fair \(5-7 March 2024\)](#)