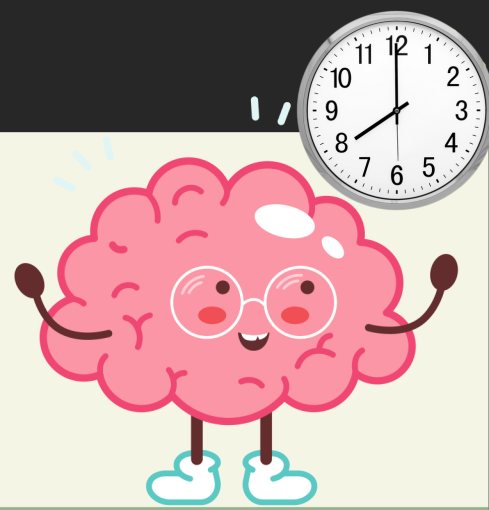


# THE FORGETTING CURVE

**DEVELOPED** by Hermann Ebbinghaus,

the forgetting curve concept looks at memory retention and loss of information over time.



## Relevancy & Impression Matter

Stronger, more meaningful, and relevant information is remembered over information that is deemed to be weaker or less important by learners.



## Why Should I Care?

Because learners lose approximately 40-50% of information learned within the first hour of learning it, about 70% a day later, and approximately 90% thirty days later (Pappas, 2021) & (McGarry, 2022).



## Did you know that....

Learners who learn faster also forget faster, and those who learn slowly and gradually retain information better, are more productive? This affects you! (Nembhard & Uzumeri, 2000, p.235)



## How does this affect you at work?

"...Less experienced workers will likely forget more, whereas workers with greater experience will forget less... a worker experiencing a longer break will forget more than one experiencing a shorter break... For simple tasks, forgetting appears to be related to the level of prior experience and the length of the interruption [break]" (Jaber et al., 2003, p. 33-35).



## Can I interrupt the curve?

Yes! To do so, learning must be: relevant to learners, applicable to tasks at hand, spaced out, gradually introduced, limited to a few topics at a time, reinforced via repetition, reintroduced frequently, and reassessed via feedback.



## IF YOU ARE IN A MANAGERIAL POSITION

It is important to remember that "less intense training, spread across a larger number days, provides better learning" (Smith & Scarf, 2017).



# The Forgetting Curve

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