

# 6 SIGNS OF

# UNFORGETTABLE LESSONS

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February 28 · [Profile Picture]



**If a thief forces you to take money out of an ATM, do not argue or resist. What you do is punch in your pin # backwards. EX: if its 1234, you'll type 4321. When you do that, the money will come out but will be stuck in the slot. The machine will immediately alert the local police without the robbers knowledge & begin taking photos of the suspect. Every ATM has the feature. Stay safe.**

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# Will Entering Your PIN in Reverse at an ATM Summon the Police?

Entering your PIN in reverse at any ATM will not automatically send an alarm to local police -- the idea is nothing more than an old and unimplemented suggestion.

## CLAIM

Entering your PIN in reverse at any ATM will automatically summon the police.

[See Example\(s\)](#)

## RATING

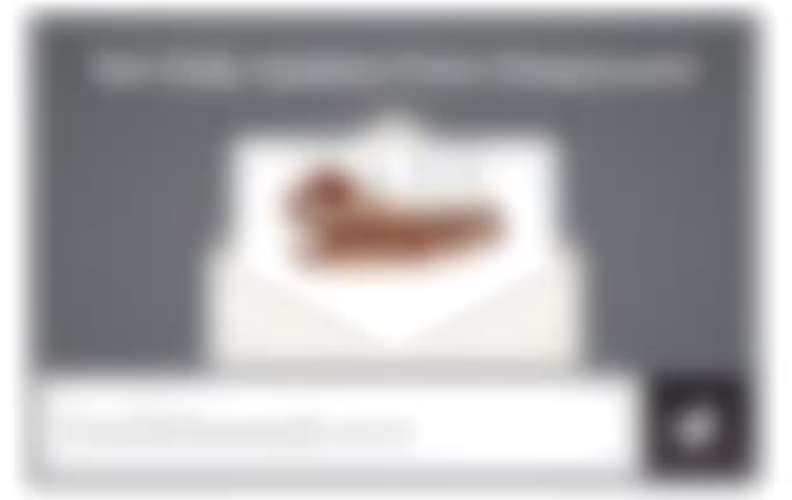


## ORIGIN

Messages offering a seemingly helpful heads-up about how to deal with a situation in which one is forced to hand over money withdrawn from an ATM under duress began circulating on the Internet in September 2006:



If a thief forces you to take money out of an ATM, do not argue or resist.





Tell them what you're going  
to tell them. Tell it to them.

Then tell them what you told  
them.

**UNKNOWN**

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

## Lesson 12 Skills Practice

*Objective: Write PIN Backwards*

Write backwards.

1. 0461

1640

7. 6842

2486

2. 3625

5263

8. 7532

2357

3. 9572

2759

9. 1549

9415

4. 8713

3178

13.

14.

8109

# Presentation

- Tell them what you're going to tell them.
- Tell it to them.
- Then tell them what you told them.

# Lesson

- State the lesson objectives.
- Teach the lesson.
- Review the lesson objectives.

The definition of insanity is doing the same thing over and over again but expecting different results.

**UNKNOWN**



Why Some Ideas Survive and Others Die...

MADE

to

STICK

Chip Heath & Dan Heath

- **Understood**
- **Remembered**
- **Lasting impact**

# STICKY ATTRIBUTES

SIMPLE

UNEXPECTED

CONCRETE

CREDIBLE

EMOTIONAL

STORIES

**Simplify.**

$$(x^2 + 3)(2x^3 - 7x + 4)$$



Fig. 1.

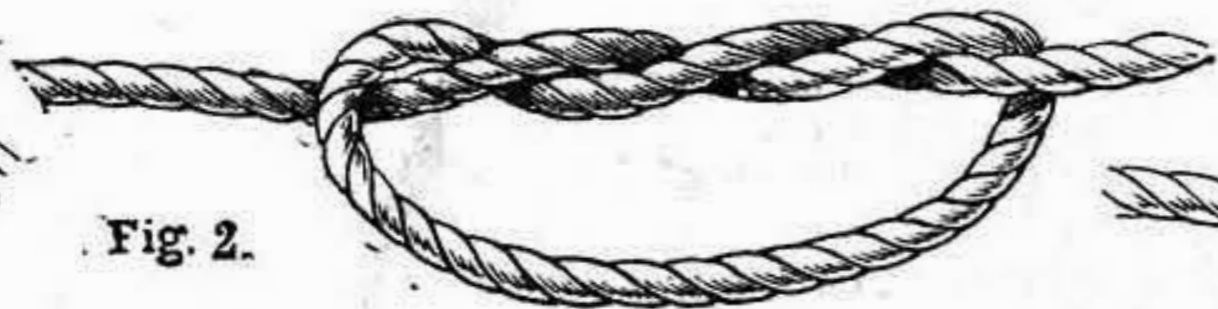


Fig. 2.



Fig. 2a.



Fig. 3.



Fig. 5.



Fig. 4.

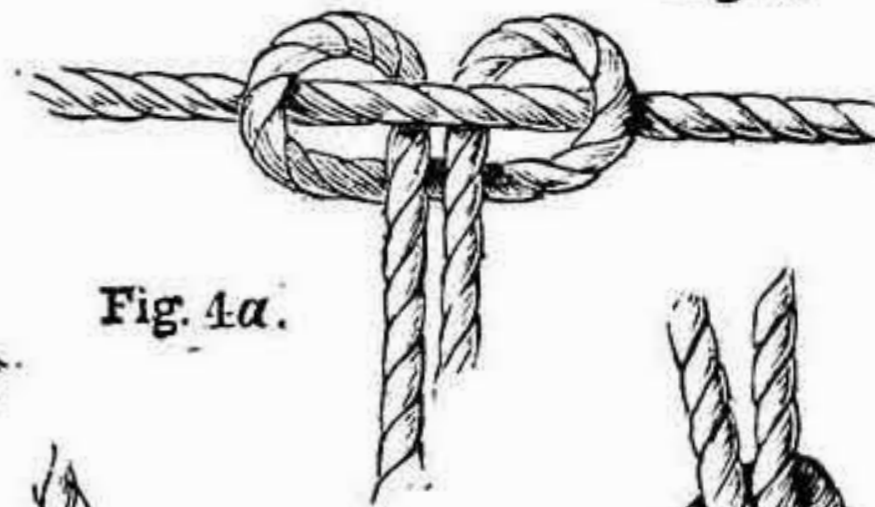


Fig. 4a.



Fig. 14.

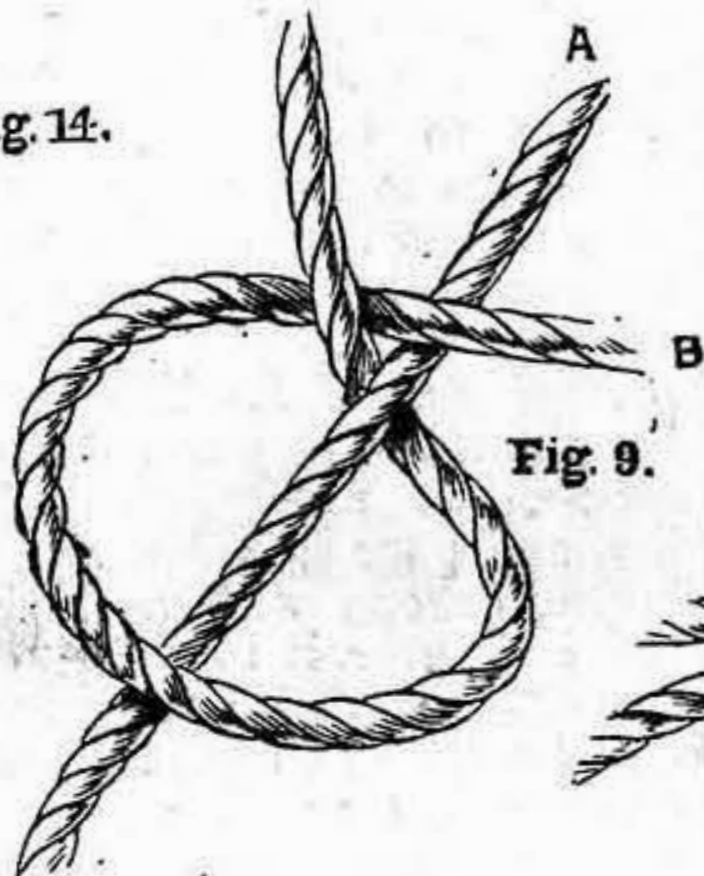


Fig. 9.



Fig. 6.

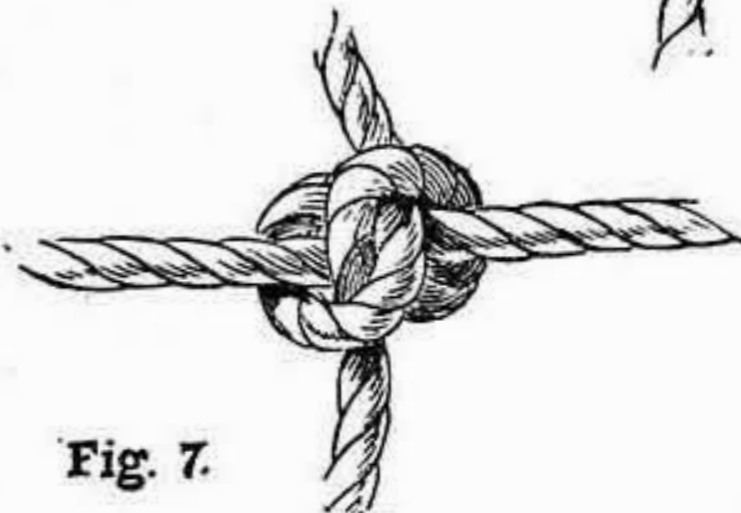


Fig. 7.



Fig. 8.



Fig. 10.




Fig. 11.

Fig. 13.



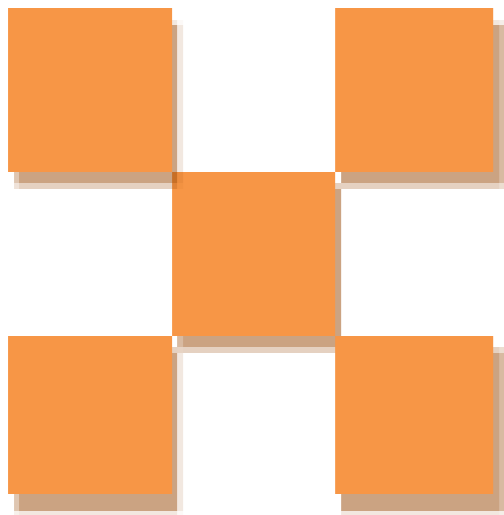
Fig. 12.



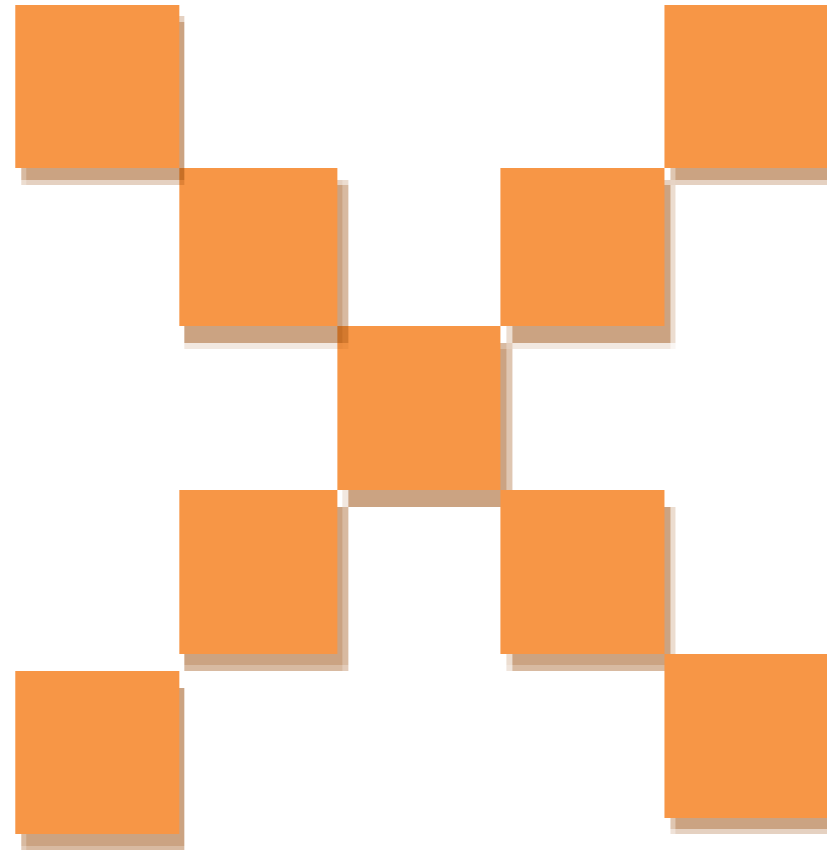


If math is the aspirin,  
then how do you  
create the headache?

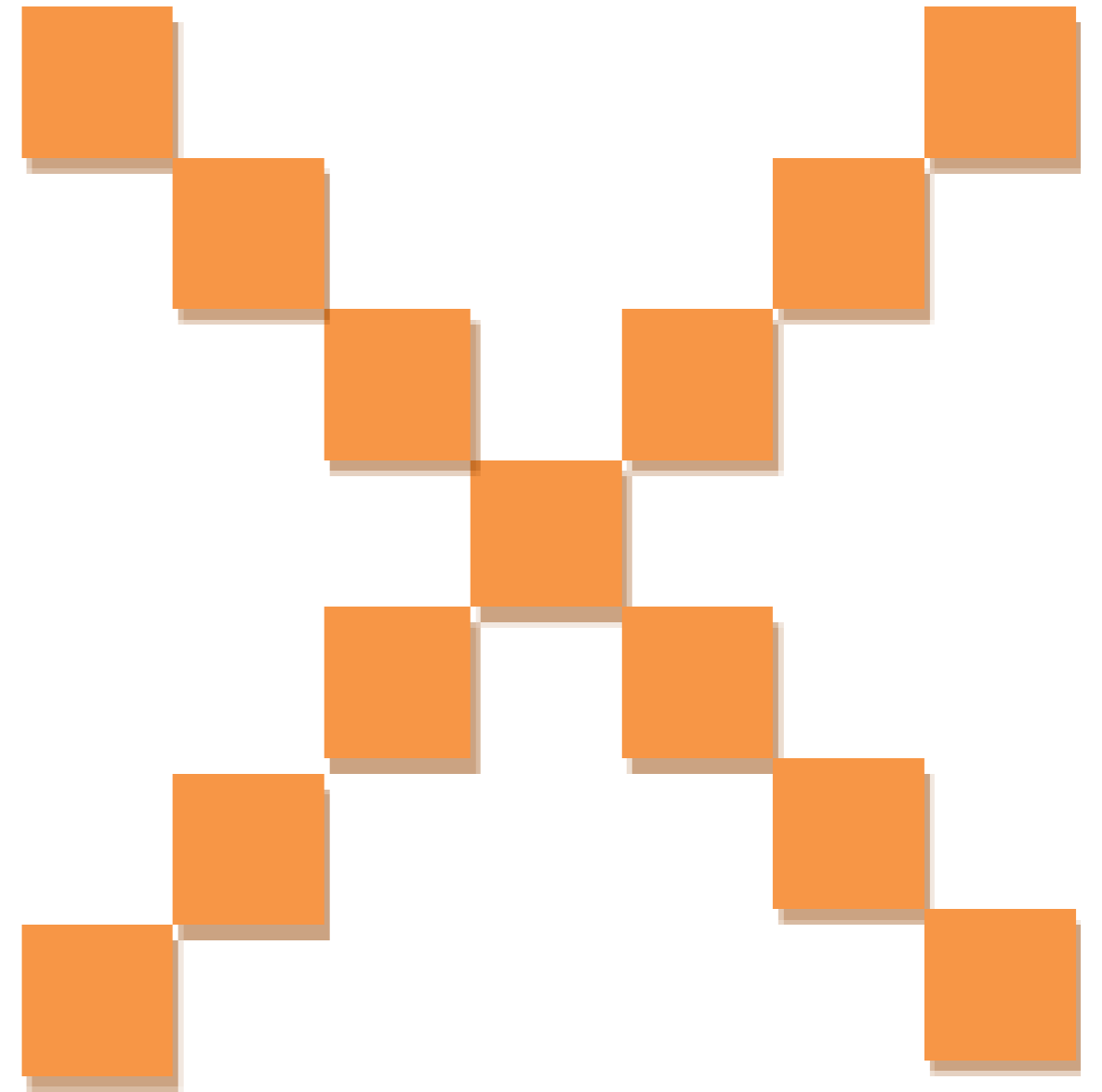
**DAN MEYER**



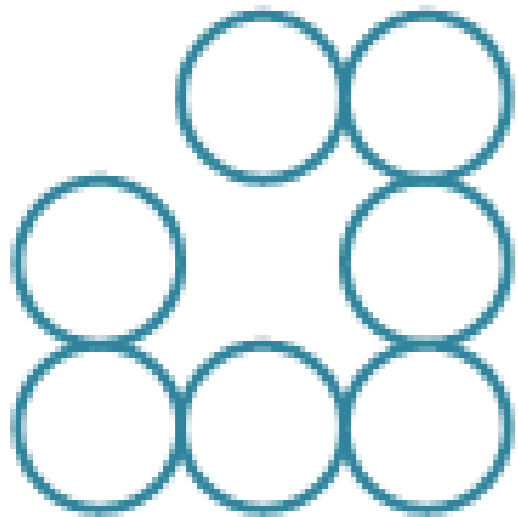
**Step 1**



**Step 2**



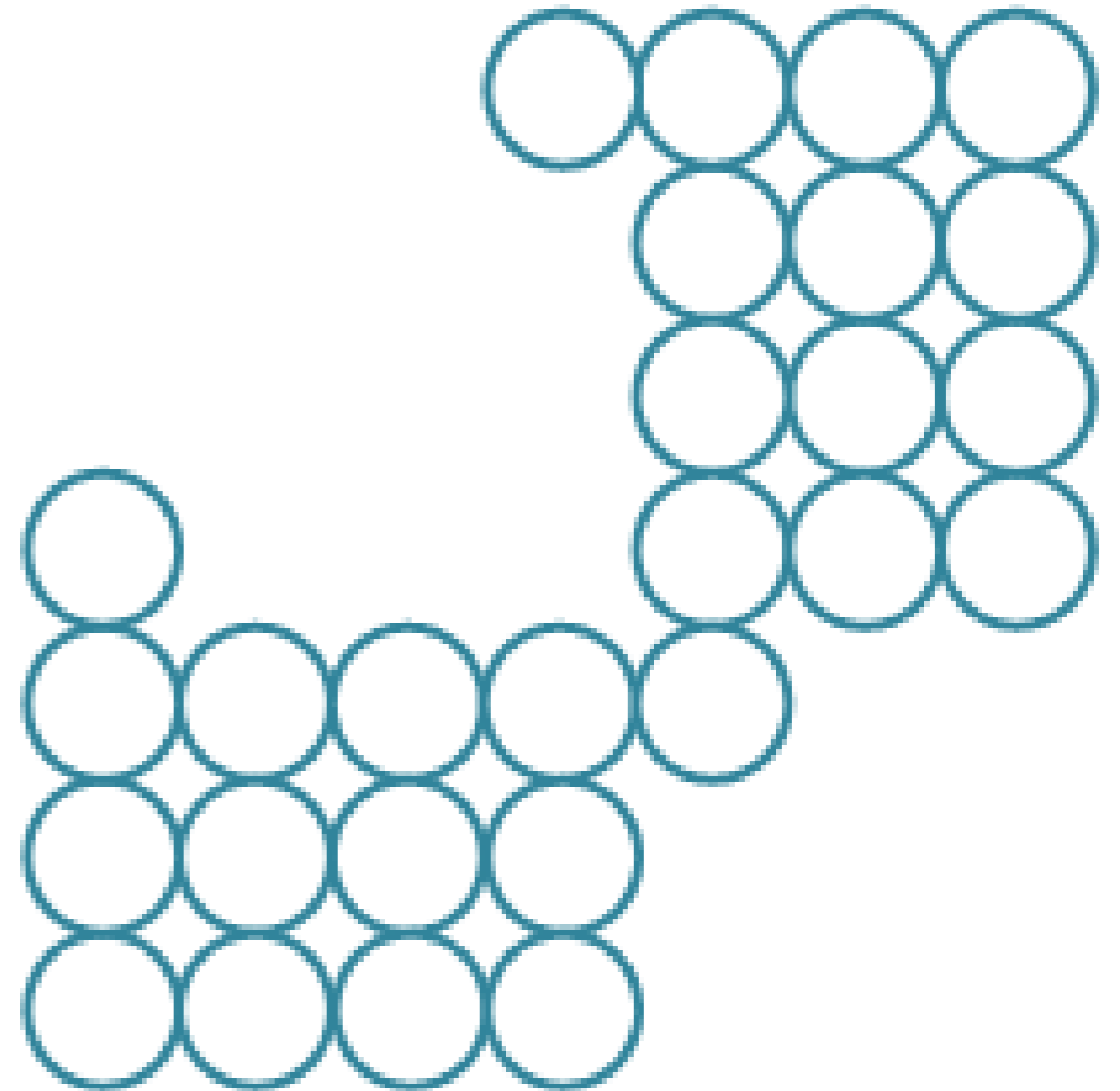
**Step 3**



**Step 1**



**Step 2**



**Step 3**

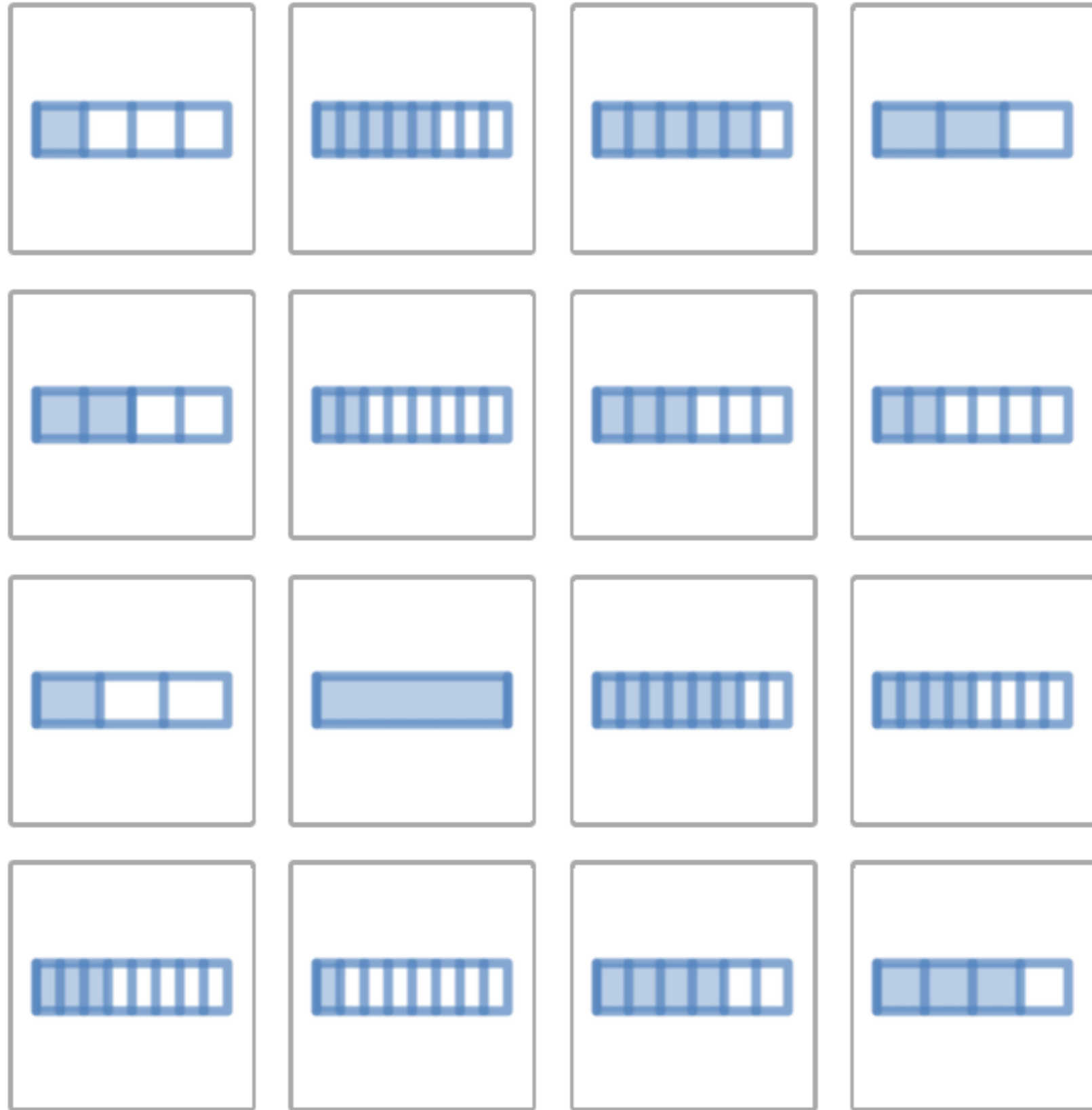


Select a person that's special to you for any reason.

Next

Skip the practice round.





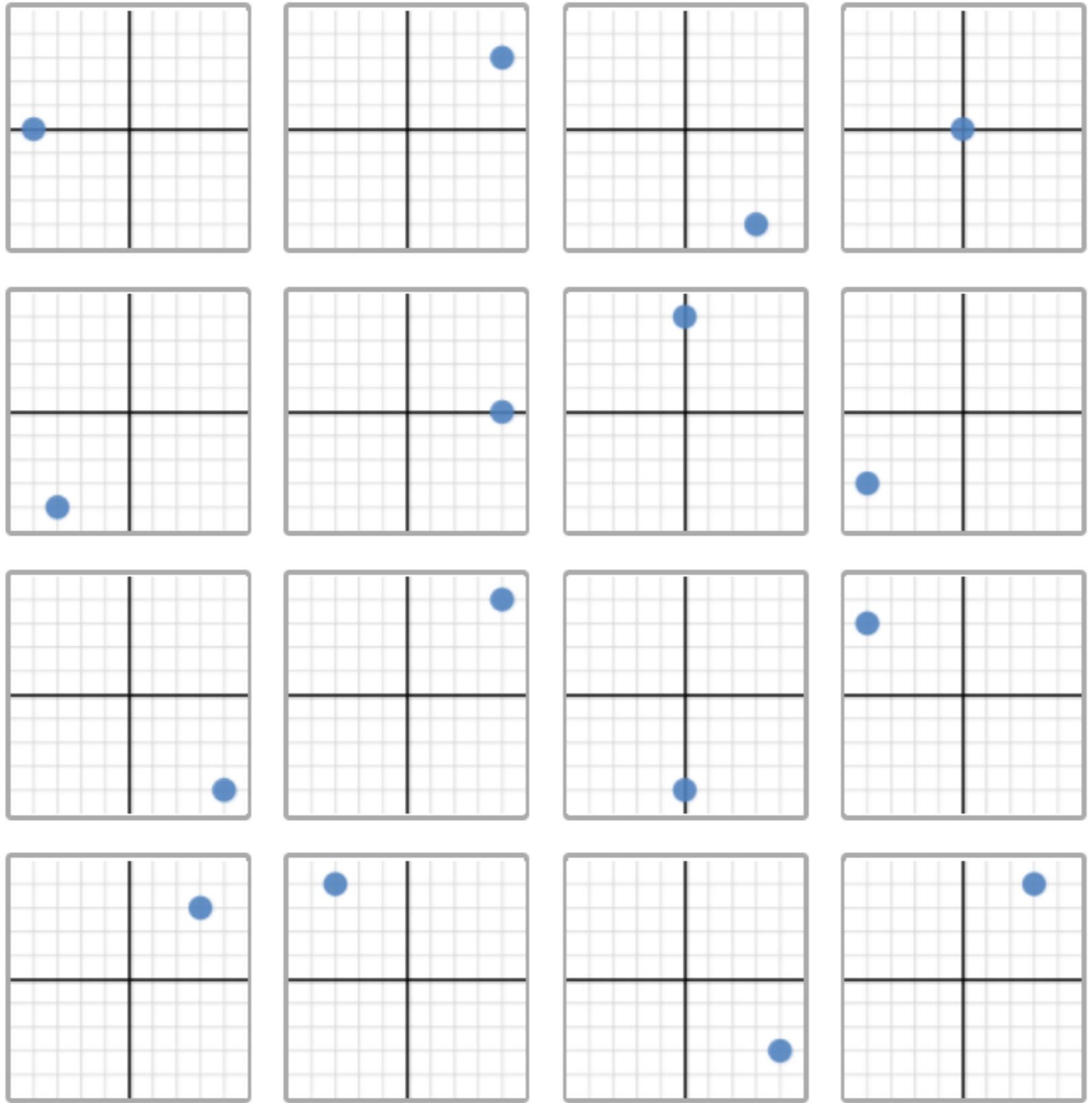
Questions Asked: 0

Your Partner: fghfgh

**Your challenge:** figure out which graph your partner picked. Ask a "yes" or "no" question about the graph.




Send



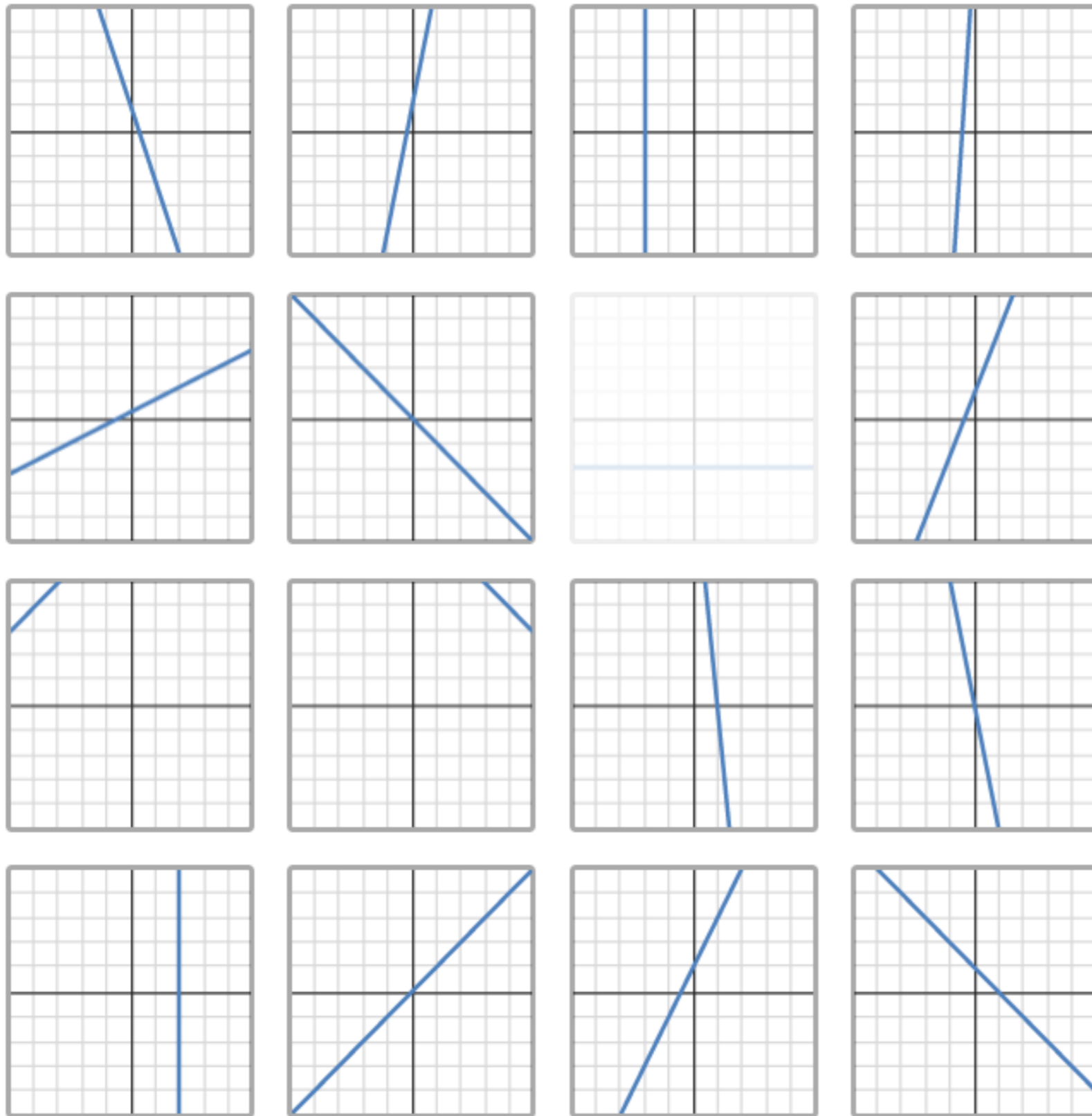
Questions Asked: 0

Your Partner: ghjhj

**Your challenge:** figure out which graph your partner picked. Ask a "yes" or "no" question about the graph.




Send



Questions Asked: 2

Your Partner: Lupita

YOU ASKED

Does your line go up and down?

YOUR PARTNER CHOSE

Yes

YOUR PARTNER ELIMINATED



YOU ASKED

Is your line slanted?

YOUR PARTNER CHOSE

I Don't Know



Select lines to eliminate based on your partner's answer. Then press the button below.

Go on without Eliminating



Questions Asked: 0

Your Partner: Robert Kaplinsky

**Your challenge:** figure out which graph your partner picked. Ask a "yes" or "no" question about the graph.



Send

# STICKY ATTRIBUTES

- SIMPLE
- UNEXPECTED
- CONCRETE
- CREDIBLE
- EMOTIONAL
- STORIES



5% Charged

9:02

Friday, July 11



9:06

10% Charged

9:10

14% Charged

9:14

19% Charged

9:18

24% Charged

9:22

28% Charged

9:26

33% Charged

9:30

38% Charged

9:34

42% Charged



**THINKING TIME**

9:38

47% Charged

9:42

52% Charged

9:46

56% Charged

9:50

61% Charged

9:54

65% Charged

9:58

70% Charged

10:02

74% Charged



10:06

78% Charged

10:10

82% Charged

10:14

84% Charged

10:18

87% Charged

10:22

89% Charged

10:26

90% Charged

10:30

92% Charged

10:34

93% Charged



10:38

94% Charged

10:42

95% Charged

10:46

96% Charged

10:50

97% Charged

10:54

97% Charged

10:58

98% Charged

11:02

98% Charged

11:06

98% Charged



11:10

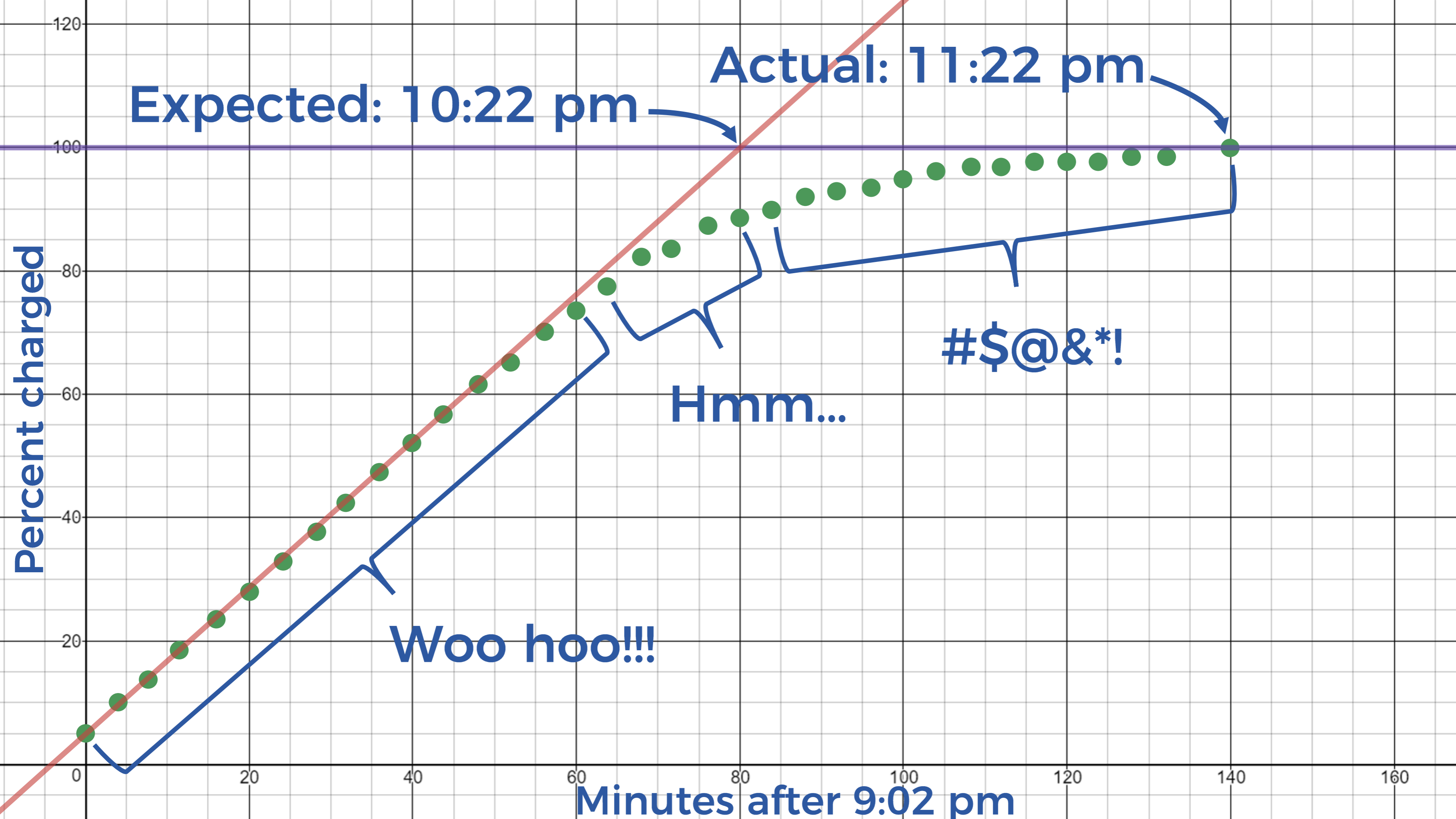
99% Charged

11:14

99% Charged

11:22

100% Charged



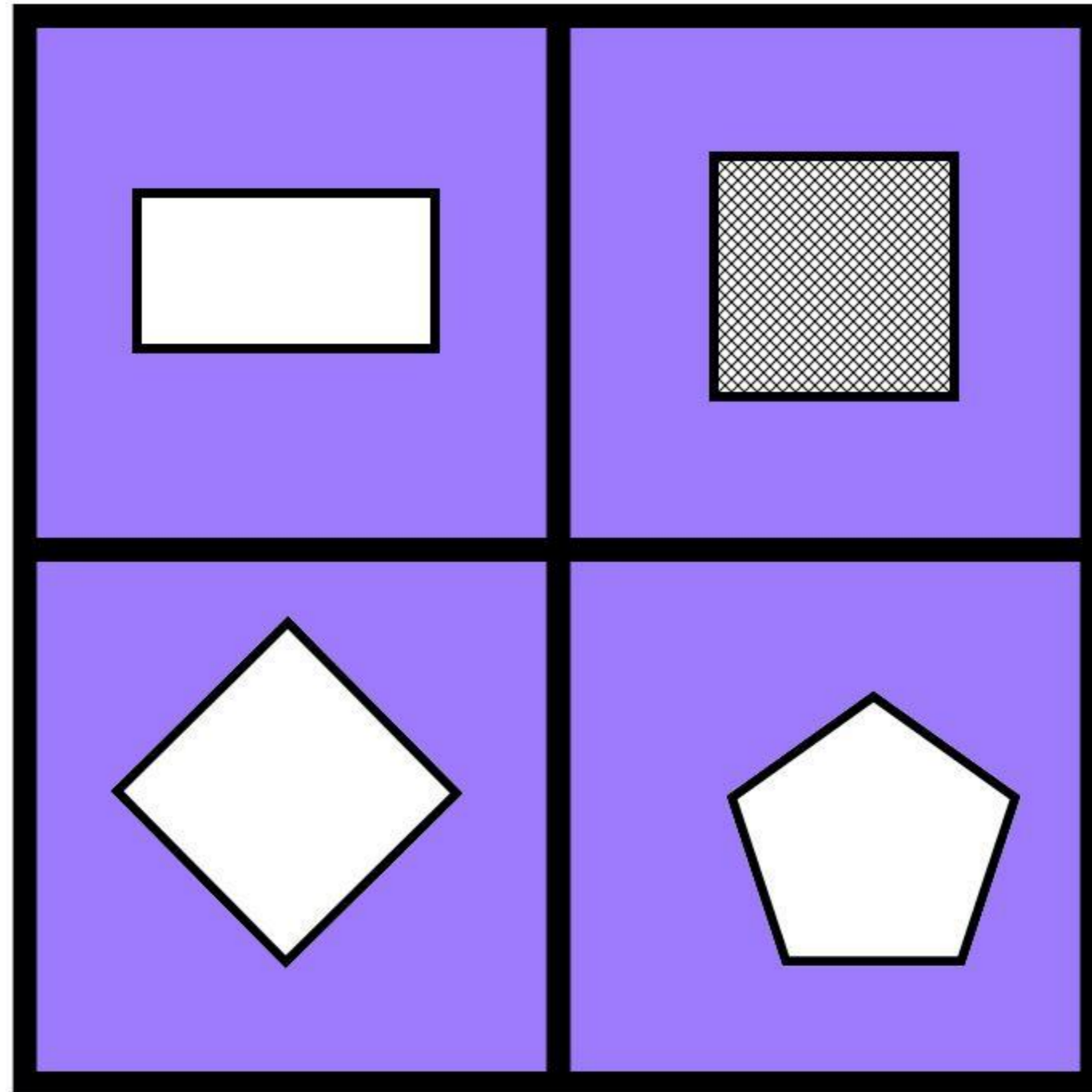
# UNEXPECTED

❑ PATTERN BREAKING

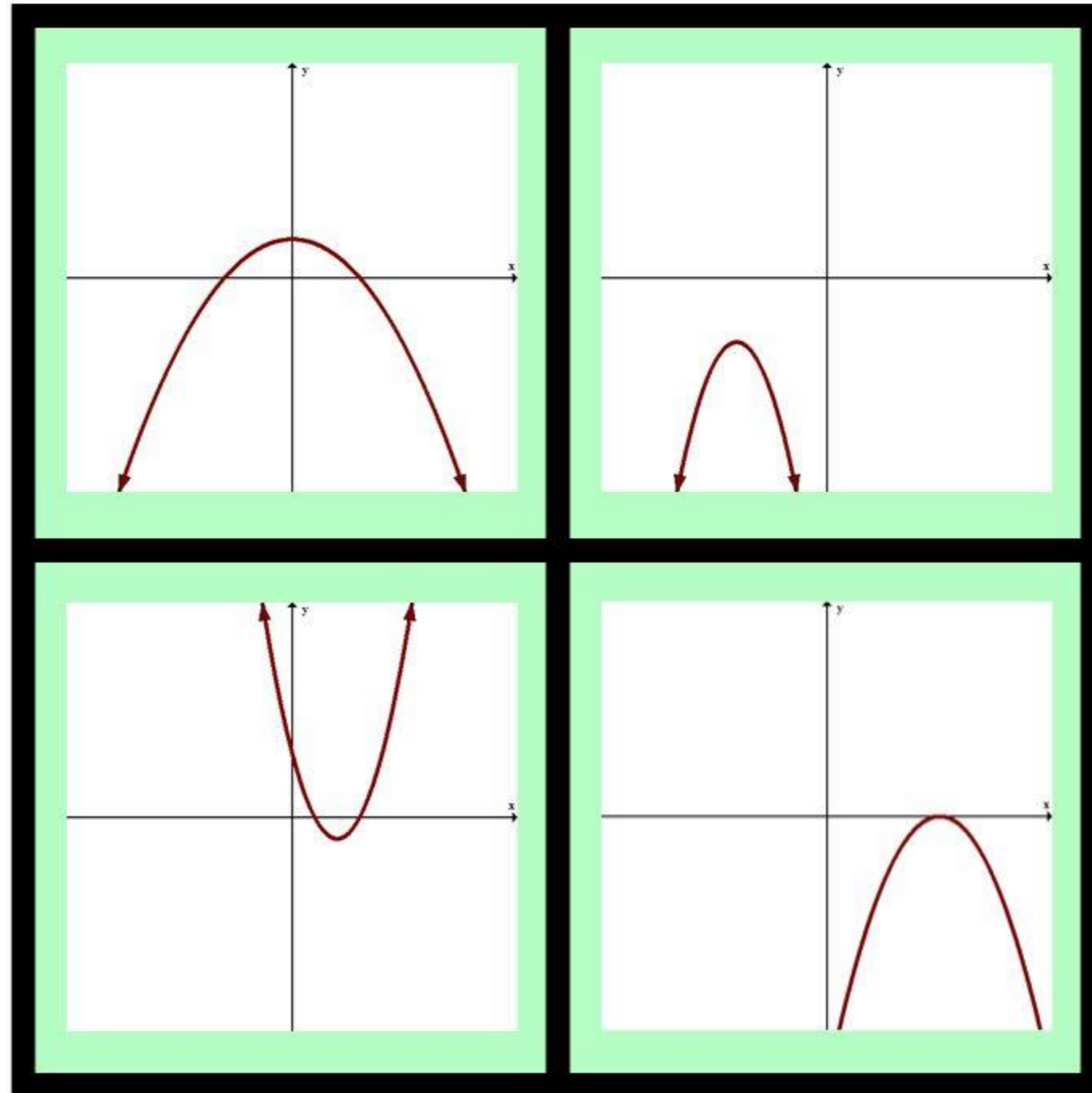
❑ COUNTERINTUITIVE

❑ KNOWLEDGE GAPS

❑ OPEN MIDDLE









# UNEXPECTED


**PATTERN BREAKING**

**COUNTERINTUITIVE**

**KNOWLEDGE GAPS**

**OPEN MIDDLE**

*SURFACE AREA OF A  
SPHERE FORMULA  
DEMONSTRATION*


$$\frac{1}{2} + \frac{1}{4} + \frac{1}{8} + \frac{1}{16} + \frac{1}{32} + \dots$$

$$= 1$$

$$\frac{1}{2}$$

$$\frac{1}{16}$$

$$\frac{1}{8}$$

$$\frac{1}{32}$$

$$\frac{1}{128}$$

$$\frac{1}{64}$$

$$\frac{1}{4}$$



Source: Kyle Pearce - [youtube.com/watch?v=Yr53Ji4SZDg](https://www.youtube.com/watch?v=Yr53Ji4SZDg)

# UNEXPECTED

PATTERN BREAKING

COUNTERINTUITIVE

KNOWLEDGE GAPS

OPEN MIDDLE

Curiosity... arises from the perception of a gap in knowledge or understanding.

**GEORGE LOEWENSTEIN**

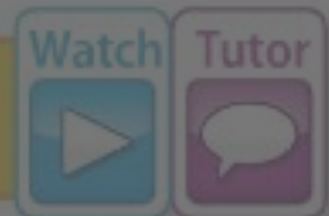




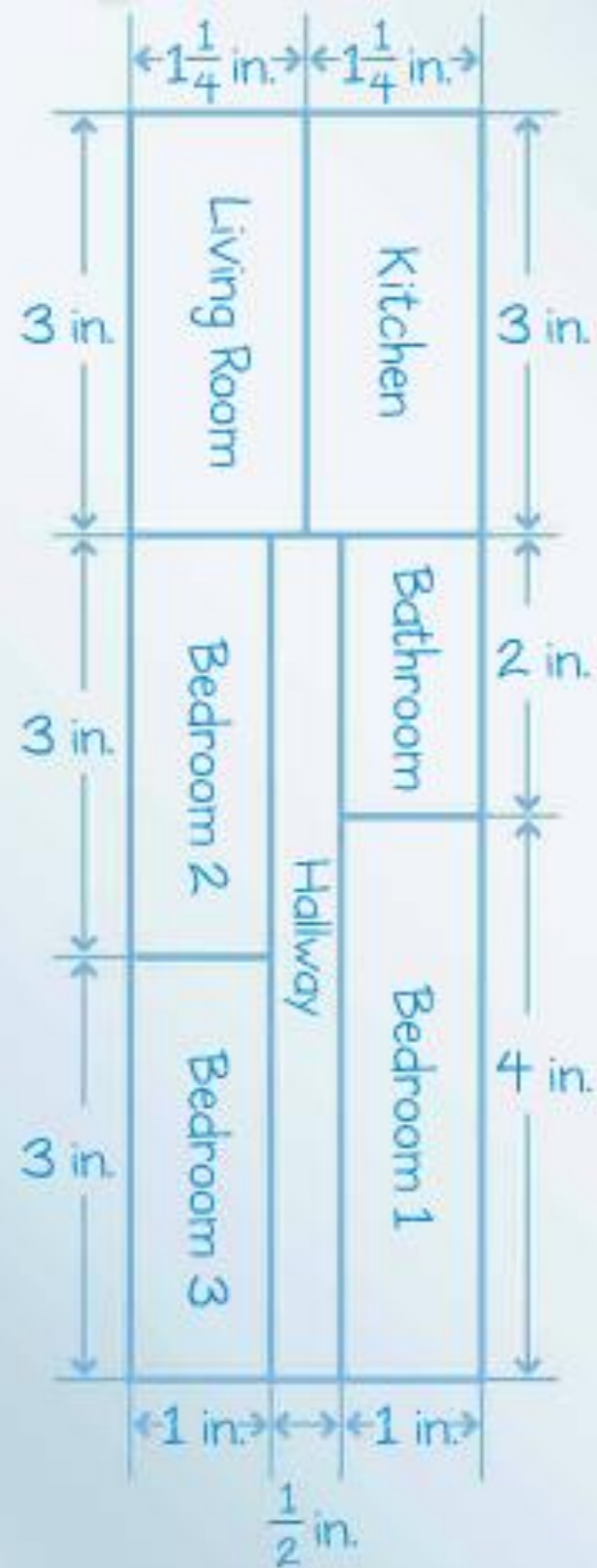
**Source: [robertkaplinsky.com/lessons](http://robertkaplinsky.com/lessons) via Zoolander**



## Example



4. A floor plan for a home is shown at the left where  $\frac{1}{2}$  inch represents 3 feet of the actual home. What is the actual area of bedroom 1?



Length of Bedroom 1.

$$\frac{\frac{1}{2} \text{ in.}}{3 \text{ ft}} = \frac{4 \text{ in.}}{w}$$

← floor plan  
← actual

$$\frac{1}{2}w = 12$$

Find cross products.

$$w = 24$$

Divide each side by  $\frac{1}{2}$ .

Width of Bedroom 1.

$$\frac{\frac{1}{2} \text{ in.}}{3 \text{ ft}} = \frac{1 \text{ in.}}{x}$$

← floor plan  
← actual

$$\frac{1}{2}x = 3$$

Find cross products.

$$x = 6$$

Divide each side by  $\frac{1}{2}$ .

So, the area of bedroom 1 is  $24 \times 6$  or 144 square feet.

**Got It?** Do this problem to find out.



Source: [robertkaplinsky.com/lessons](http://robertkaplinsky.com/lessons)



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Source: [robertkaplinsky.com/lessons](http://robertkaplinsky.com/lessons)



Source: [robertkaplinsky.com/lessons](http://robertkaplinsky.com/lessons)

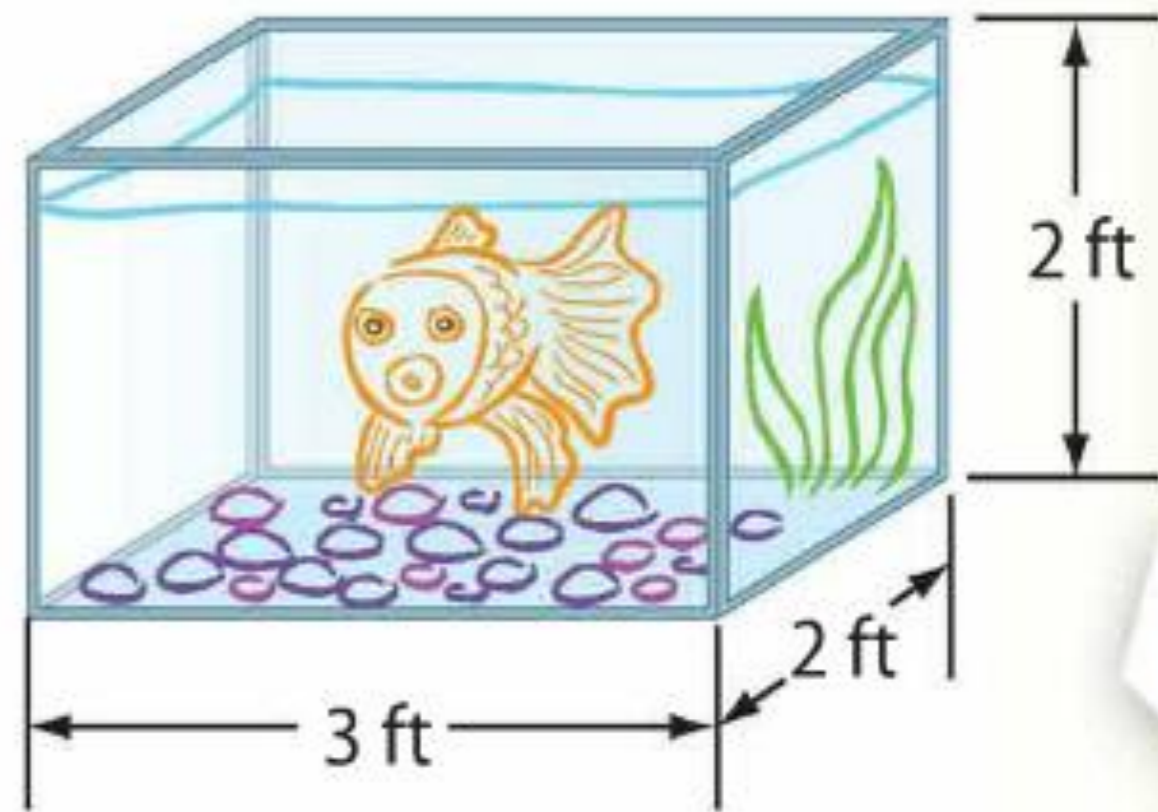


# Real-World Link



**Aquarium** The dimensions of an aquarium are shown.

1. What is the area of the base of the aquarium? \_\_\_\_\_



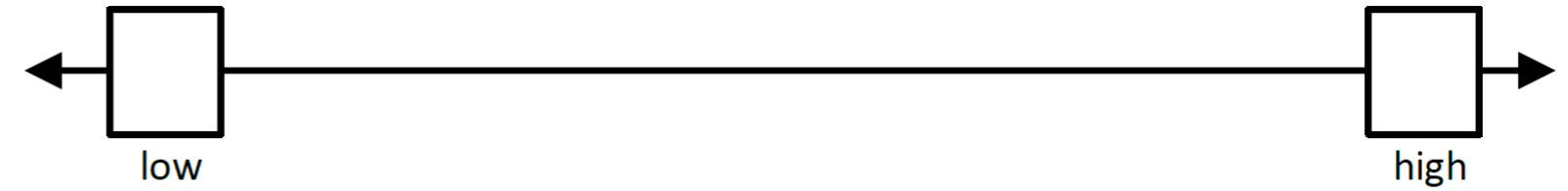
2. What is the height of the aquarium? \_\_\_\_\_

3. Fill in the blanks to find the volume.

$$\underline{\hspace{2cm}} \times \underline{\hspace{2cm}} \times \underline{\hspace{2cm}} = 12 \text{ ft}^3$$

What problem are you trying to figure out?

What estimates do you have?



Place your estimate on the number line.

What info do you already know about the problem?

What info do you need about the problem?

What is your conclusion? How did you reach that conclusion?



# UNEXPECTED

PATTERN BREAKING

COUNTERINTUITIVE

KNOWLEDGE GAPS

OPEN MIDDLE



X





Map data ©2017 Google

500 mi 

My Village

**Treasure Map**

**Google Maps**

**Beginning**

**Closed**

**Closed**

**Middle**

**Open**

**Closed**

**End**

**Closed**


**Closed**



Using the digits 1-9, at most one time each, fill in the boxes to create a fraction that is as close to one as possible.

<hr/>	

Source: Peter Morris on [openmiddle.com](http://openmiddle.com)



	Open Middle	Closed Middle
Beginning	Closed	Closed
Middle	Open	Closed
End	Closed	Closed

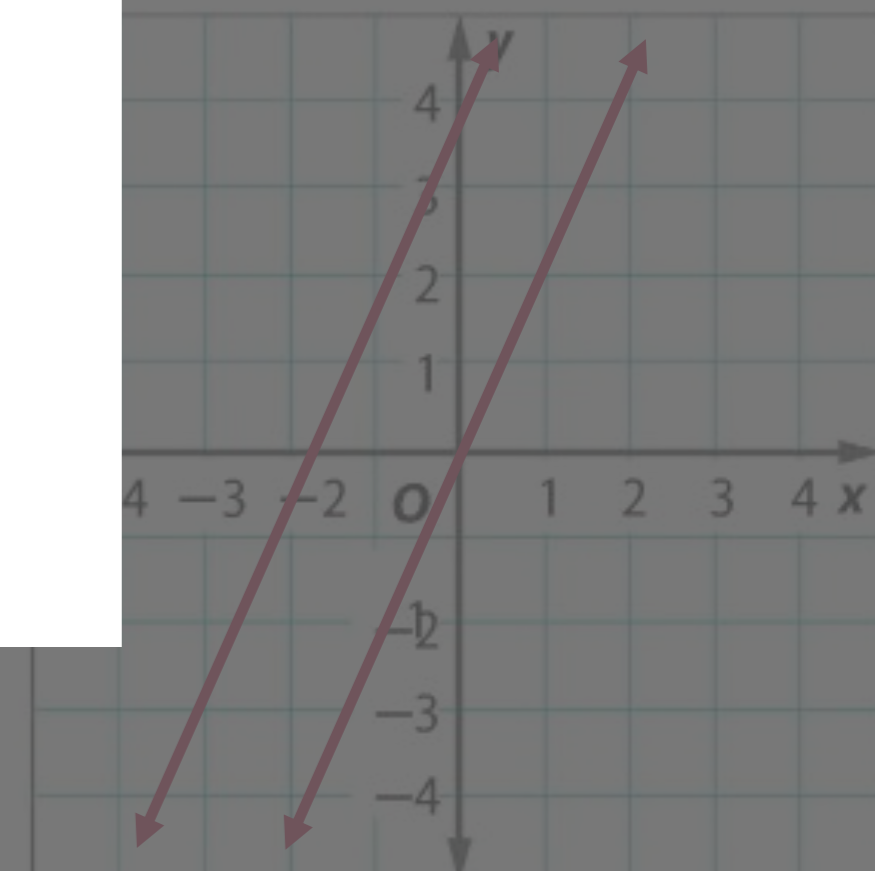
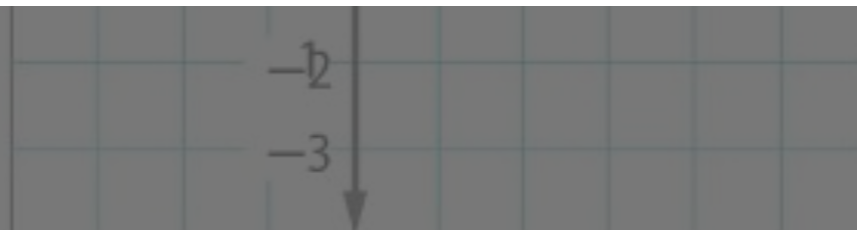
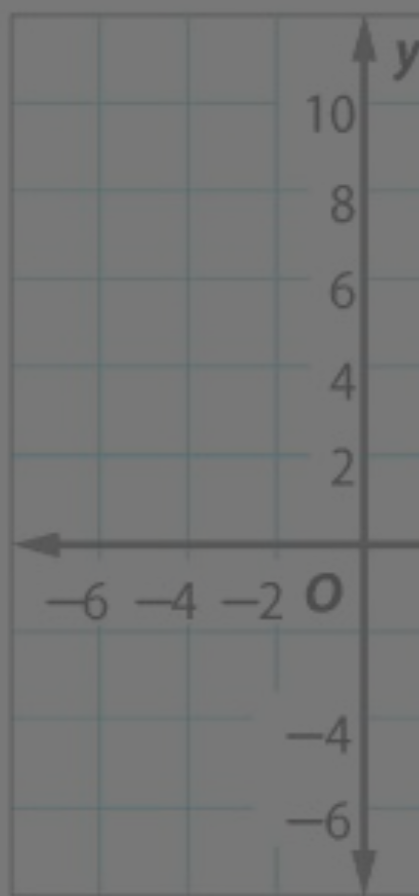
# Independent Practice

Solve each system

1.  $y = x$

$y = 2x - 4$

Show your work.



$$0 \neq 4$$

$$y = 2x$$

$$y - 2x = 4$$

$$y = 2x$$



THIS UNIT NOT LABELED FOR INDIVIDUAL RETAIL SALE

**Ralphs**

grade AA  
**butter**

NET WT. 4 OZ. (113g)

THIS UNIT NOT LABELED FOR INDIVIDUAL RETAIL SALE.

Ingredients: Pasteurized Cream, Salt.

DISTRIBUTED BY: RALPHS GROCERY CO. LOS ANGELES, CALIF. 90054

1 Tbsp.	2 Tbsp.	3 Tbsp.	4 Tbsp.	5 Tbsp.	6 Tbsp.	7 Tbsp.	8 Tbsp.
1/4 cup							

**1 FIRST QUALITY 1**

grade AA

Grade AA  
butter  
Ralphs

THIS UNIT NOT LABELED FOR INDIVIDUAL RETAIL SALE.

Ingredients: Pasteurized Cream, Salt.

DISTRIBUTED BY: RALPHS GROCERY CO. LOS ANGELES, CALIF. 90054

1 Tbsp.	2 Tbsp.	3 Tbsp.	4 Tbsp.	5 Tbsp.	6 Tbsp.	7 Tbsp.	8 Tbsp.
			1/4 cup		1/3 cup		1/2 cup

**1 FIRST QUALITY 1**

Grade AA  
butter  
Ralphs

THIS UNIT NOT LABELED FOR INDIVIDUAL RETAIL SALE.

Ingredients: Pasteurized Cream, Salt.

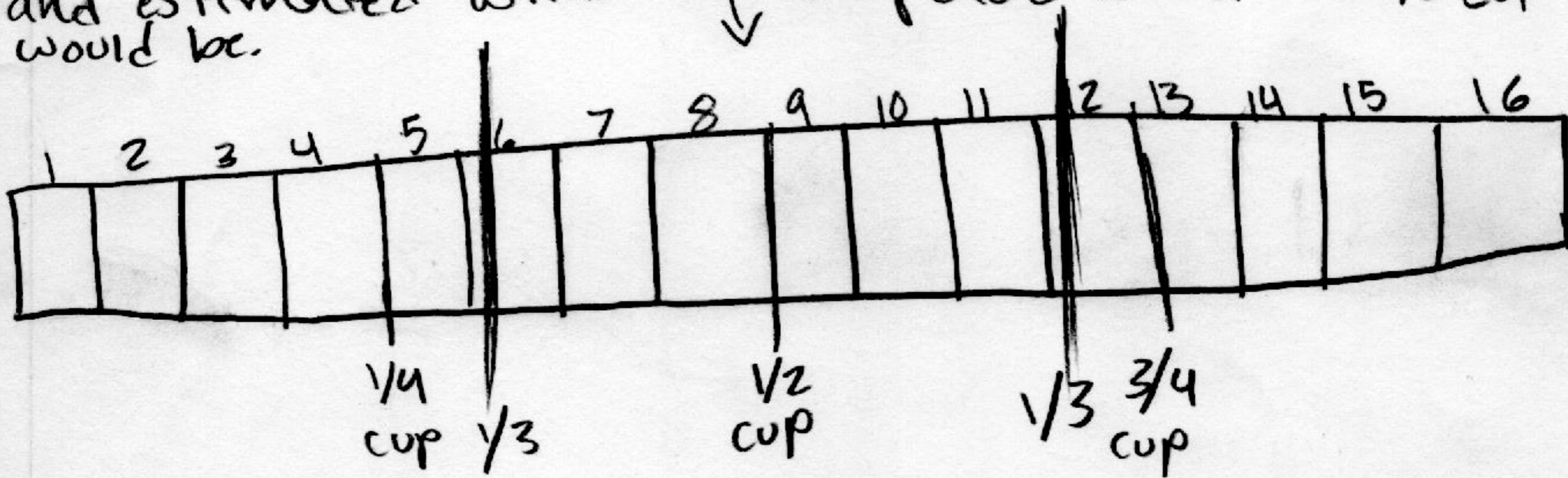
DISTRIBUTED BY: RALPHS GROCERY CO. LOS ANGELES, CALIF. 90054

1 Tbsp.	2 Tbsp.	3 Tbsp.	4 Tbsp.	5 Tbsp.	6 Tbsp.	7 Tbsp.	8 Tbsp.
			1/4 cup		1/3 cup		1/2 cup

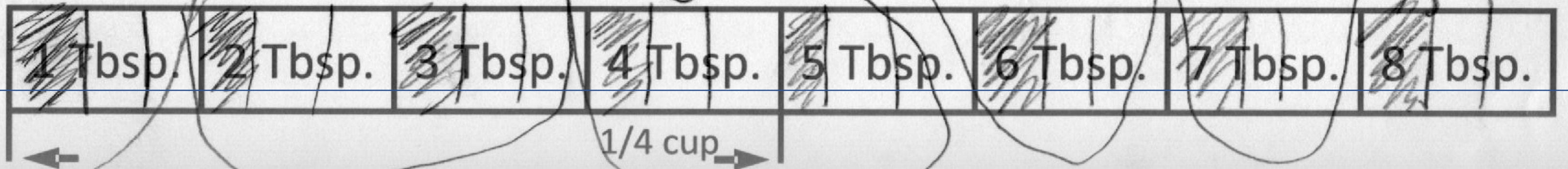
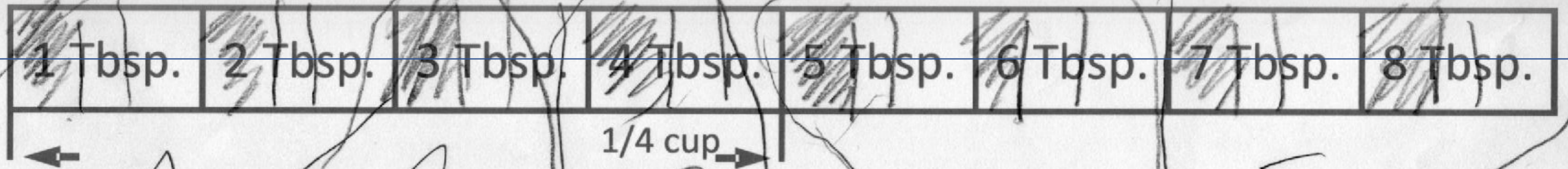
**1 FIRST QUALITY 1**

What is your conclusion? How did you reach that conclusion?

I reached my answer by drawing a picture of 16 flbsp and estimated where on the picture would the  $\frac{1}{3}$  cup would be.



I also divided 16 by 3.  $\rightarrow 3 \overline{)16} \begin{array}{r} 5 \\ \underline{15} \\ 1 \end{array}$



What is your conclusion? How did you reach that conclusion?

First, I got the total amount of tablespoons that equal a cup, which is 16 tbsp. After that, I divided 16 by 3 to find  $\frac{1}{3}$  of a cup. My quotient was 5 with a remainder of 1. So I divided the remainder to all three equal groups. My answer was that  $\frac{1}{3}$  of a cup of butter is 5.33 or  $5\frac{1}{3}$  cups.

To check, I multiplied 5.33 by 3 and my answer was 15.99. If you round that, you get 16.00 as the answer.

# UNEXPECTED

PATTERN BREAKING

COUNTERINTUITIVE

KNOWLEDGE GAPS

OPEN MIDDLE

# STICKY ATTRIBUTES

SIMPLE

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CONCRETE

CREDIBLE

EMOTIONAL

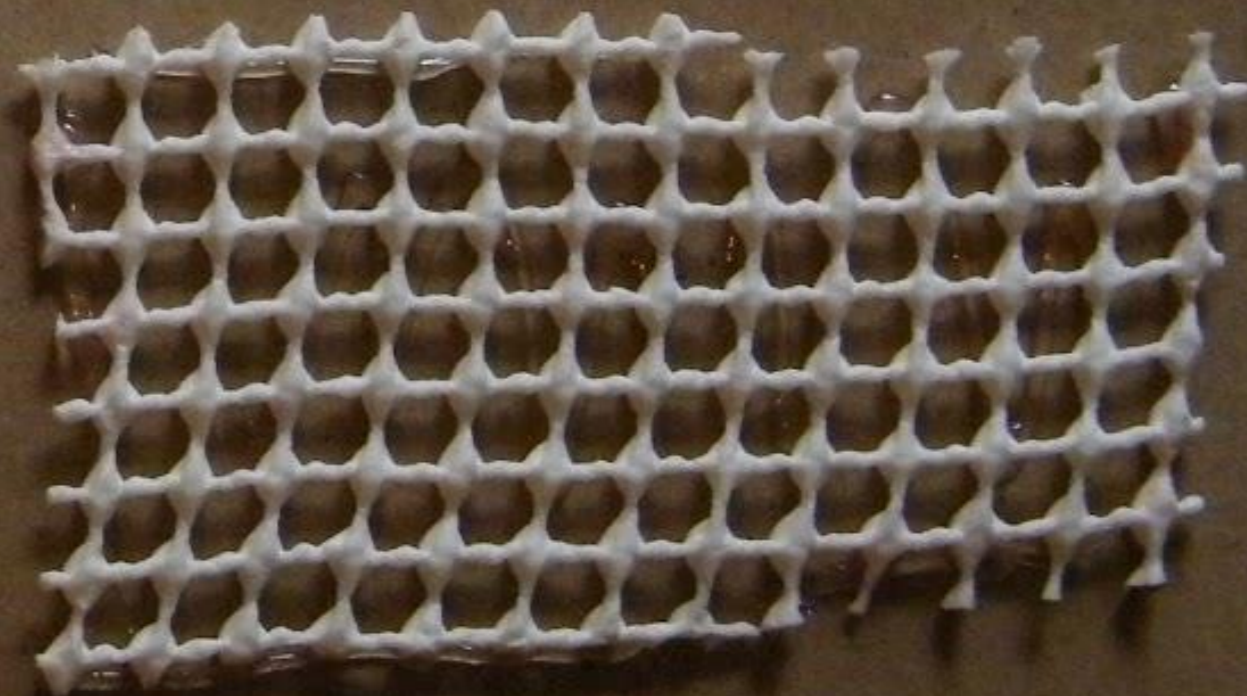
STORIES



Soft



bumpy





Yellow the  
stinky socks,

Yellow  
the fragrant  
flowers,

Source: Color Dog  
Scratch





HunterDouglas

HunterDouglas

WINDOW FASHIONS

Window fashions that express your style

FOOD & PAPER

COMPOST

15553  
PRESIDENT'S  
MINI BRIE  
19.6 OUNCES

5.99

4988  
VALLEY SUN  
SUN-DRIED TOMATOES  
JULIENNE CUT 32 OUNCE

UNIT PRICE PER OUNCE  
234

SELL PRICE  
7.49

VICTORIA

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

PERIOD: \_\_\_\_\_

## Lesson 7 Skills Practice

*Objective: Divide Decimals by Decimals*

Divide.

**1.**  $4.86 \div 0.2$

**7.**  $2.25 \div 0.15$

**13.**  $7.52 \div 0.74$

**2.**  $628.2 \div 34.9$

**8.**  $421.6 \div 0.4$


**14.**  $0.105 \div 0.6$



# Fans stream Nelly to help him pay off \$2.4 million debt

by [Lisa Respers France](#) @CNNMoney

🕒 September 13, 2016: 2:47 PM ET



UNIVERSAL MUSIC GROUP  
NELLYVEVO

- How many \$0.006 are there in \$2,400,000?
- How many 6 are there in 24?

# 9. Canzonett

In moderate time - with sparkle (Key of G minor)

B.M.

V

1 4

mf -or (3)

pizz.



## Stretching, Compressing, and Reflecting Sine and Cosine Graphs

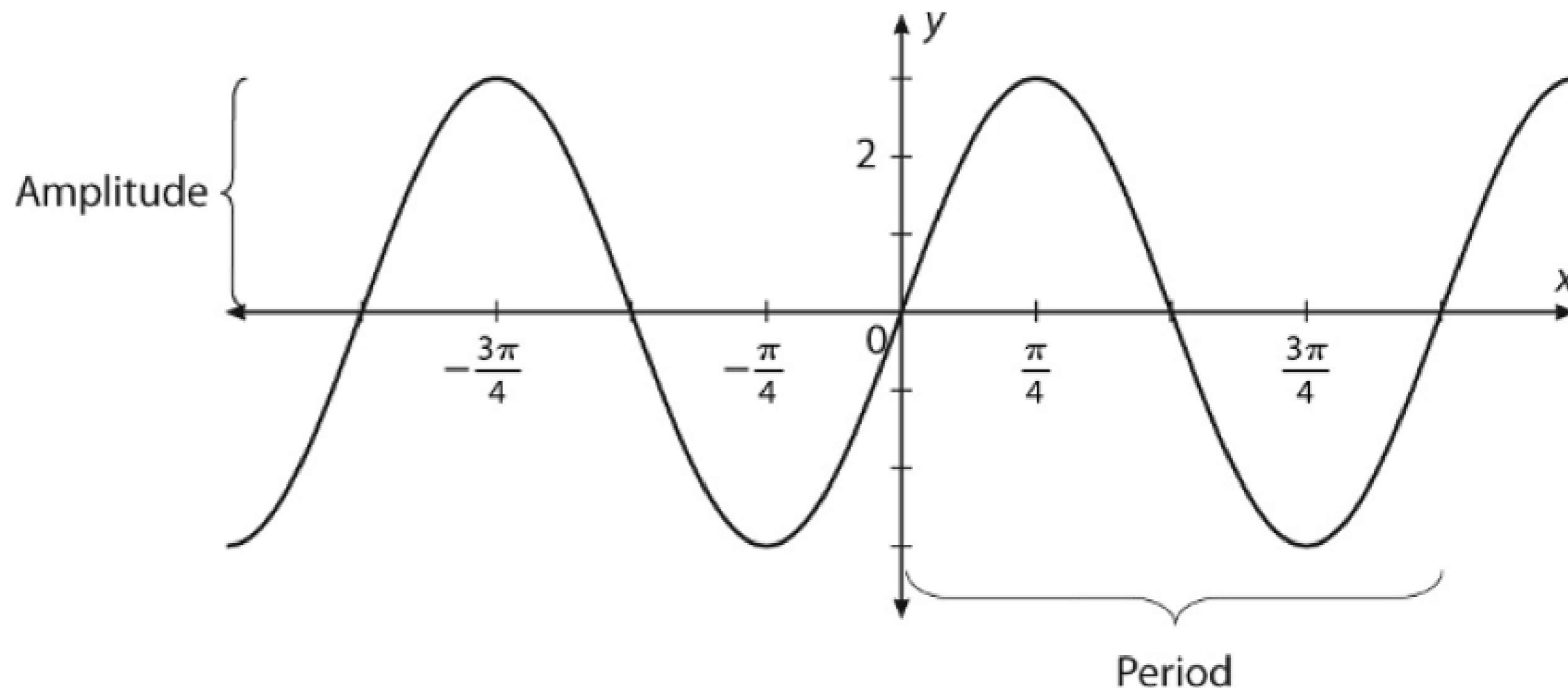
*Reteach*

For a sine function,  $y = a \sin\left(\frac{1}{b}x\right)$ .


$$\text{Amplitude} = |a|$$

$$\text{Period} = 2\pi \cdot b$$

If  $a < 0$ , the graph is reflected across the  $x$ -axis.



**Example** Write the function shown in the graph above.



distance from camera

adam poetzel

Source: [graphingstories.com](http://graphingstories.com)

$$P = 2L + 2R$$

$$A = \pi r^2$$


$$A = \frac{1}{2}bh$$

$$x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$

$$\log_b(x^y) = y \cdot \log_b(x)$$

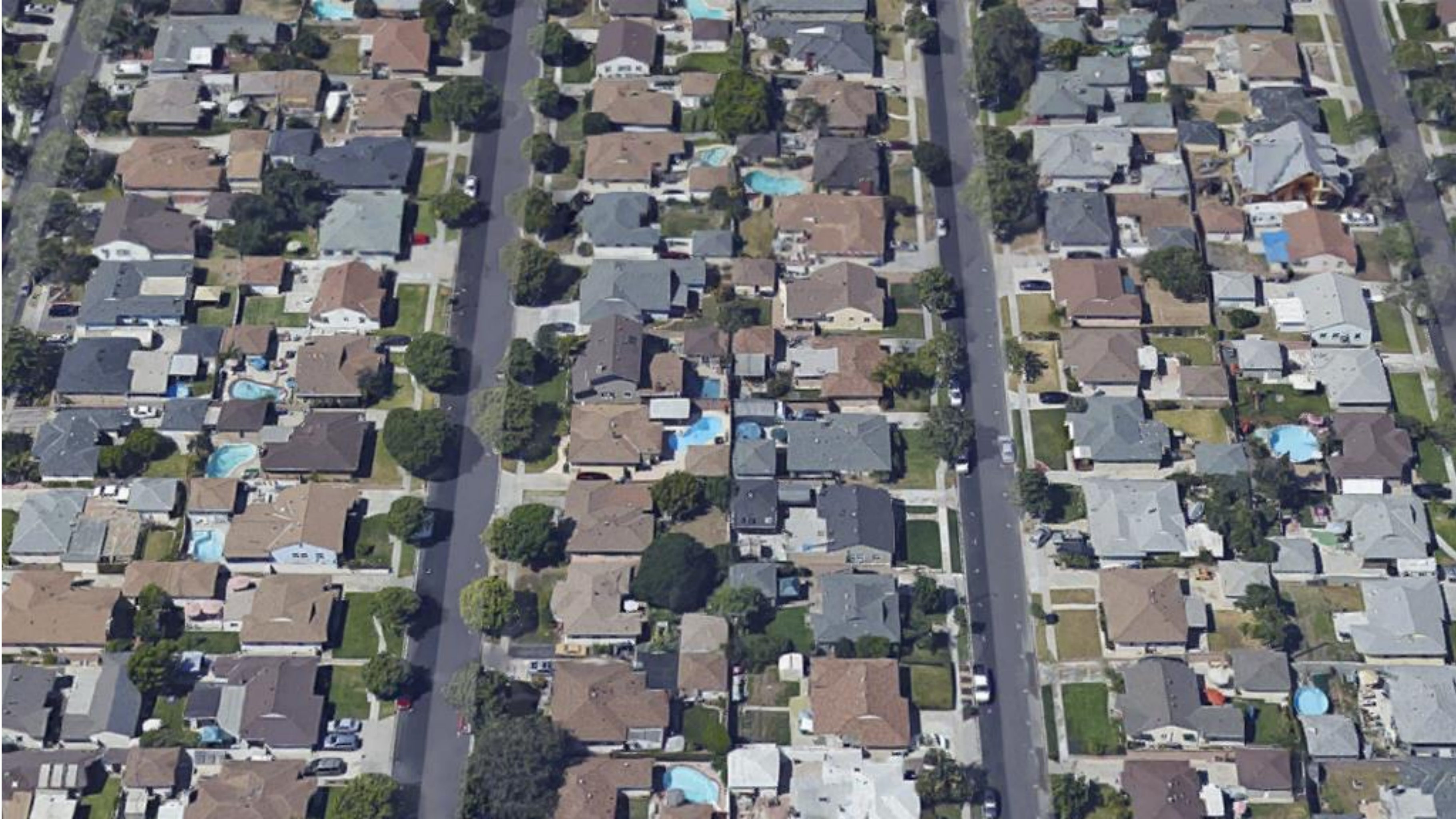
$$e^{i\pi} + 1 = 0$$

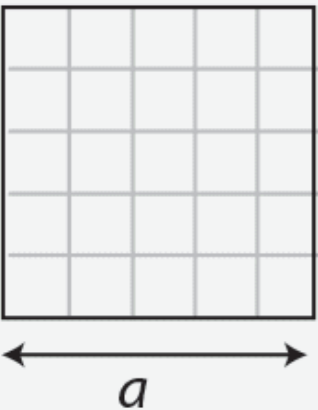
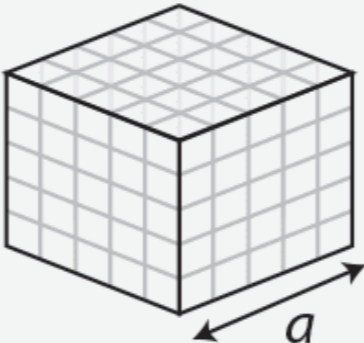
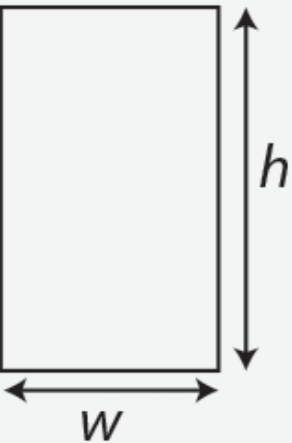
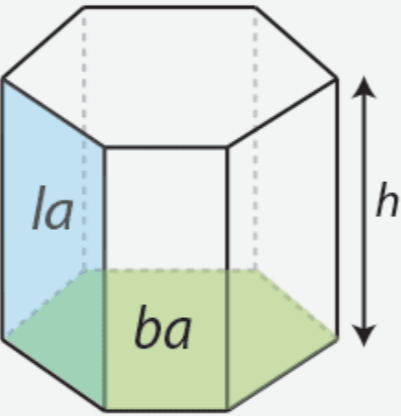
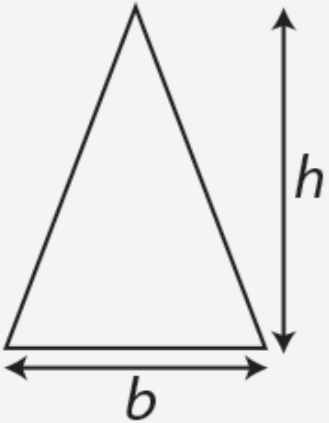
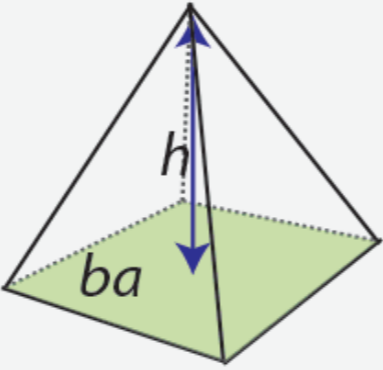




$$a^2 + b^2 = c^2$$

“Wait, was it a negative plus a negative or a negative times a negative that equals a positive.”

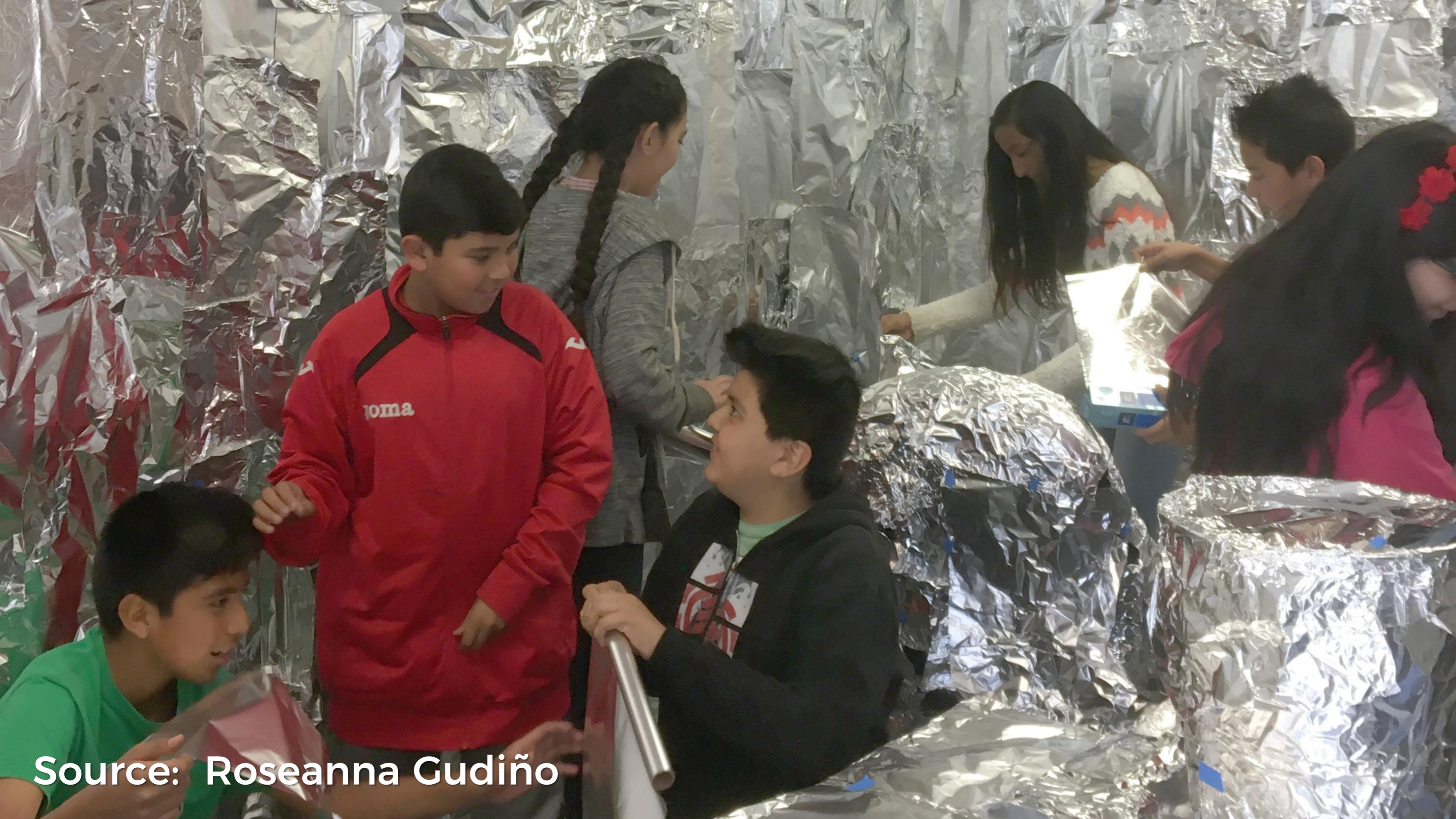
**TOO MANY STUDENTS**



Two-dimensional plane shapes	<b>Area</b> <i>The measure of how many squares will fit into a shape.</i> <b>Units<sup>2</sup></b>	Three-dimensional solid shapes	<b>Surface Area</b> <i>The measure of the area of all outward facing sides.</i> <b>Units<sup>2</sup></b>	<b>Volume</b> <i>The measure of how many cubes will fit into a shape.</i> <b>Units<sup>3</sup></b>
<b>Square</b> 	Area = $a^2$ or $a \times a$ <b>Example:</b> $a = 5\text{cm}$ $\text{Area} = 5^2 = 25\text{cm}^2$	<b>Cube</b> 	Surface Area = $6 \times a^2$ <b>Example:</b> $a = 5\text{cm}$ $\text{Surface Area} = 150\text{cm}^2$	Volume = $a^3$ or $a \times a \times a$ <b>Example:</b> $a = 5\text{cm}$ . $\text{Volume} = 125\text{cm}^3$
<b>Rectangle</b> 	Area = $w \times h$ <b>Example:</b> $w = \text{width} = 10\text{cm}$ $\text{height} = 20\text{cm}$ $\text{Area} = 10 \times 20 = 200\text{cm}^2$	<b>Prism</b> 	Surface Area = $2 \times ba + la$ <b>Example:</b> $ba = \text{base area} = 20\text{cm}^2$ $la = \text{lateral area (all sides)} = 60\text{cm}^2$ $\text{Surface area} = 2 \times 20 + 60 = 100\text{cm}^2$	Volume = $ba \times h$ <b>Example:</b> $ba = \text{base area} = 20\text{cm}^2$ $h = \text{height} = 5\text{cm}$ $\text{Volume} = 20 \times 5 = 100\text{cm}^3$
<b>Triangle</b> 	Area = $b \times h \times 0.5$ <b>Example:</b> $b = \text{base} = 20\text{cm}$ $h = \text{vertical height} = 15\text{cm}$ $\text{Area} = 20 \times 15 \times 0.5 = 150\text{cm}^2$	<b>Pyramid</b> 	Surface Area = $ba + la$ <b>Example:</b> $ba = \text{base area} = 16\text{cm}^2$ $la = \text{lateral area (all sides)} = 60\text{cm}^2$ $\text{Surface area} = 16 + 60 = 76\text{cm}^2$	Volume = $ba \times h \times 1/3$ <b>Example:</b> $ba = \text{base area} = 16\text{cm}^2$ $h = \text{height} = 9\text{cm}$ $\text{Volume} = 16 \times 9 \times 1/3 = 48\text{cm}^3$
<b>n</b> 	Area = $n \times s \times a \times 0.5$	<b>n</b>	Surface Area = $fa \times s$	



**Source: [robertkaplinsky.com/lessons](http://robertkaplinsky.com/lessons)**



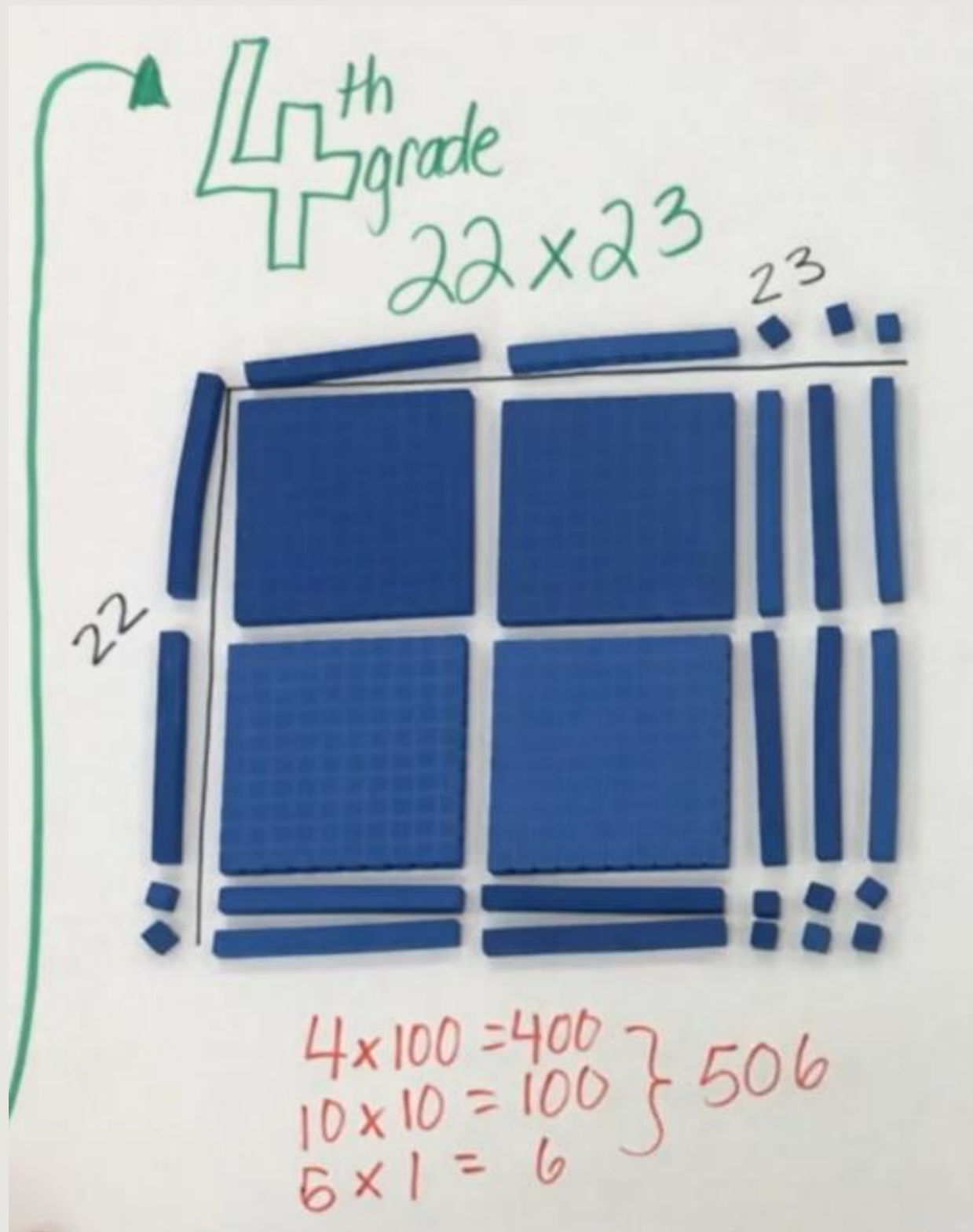
Source: Roseanna Gudiño



The progression of  
multiplication

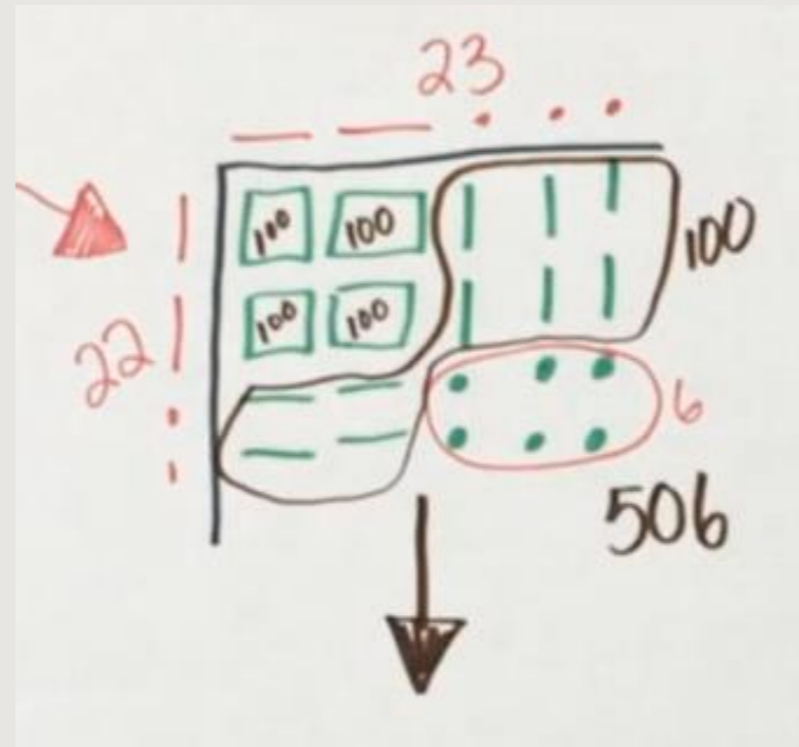




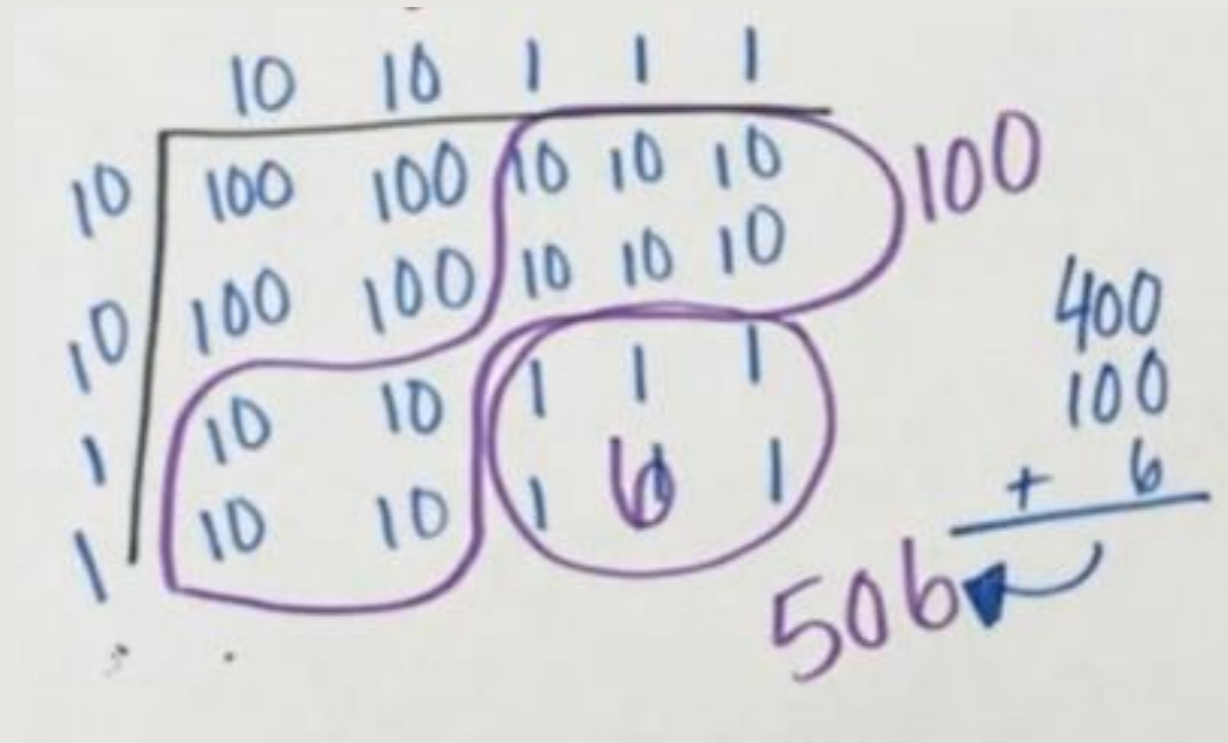


**Concrete**

Source: [gfletchy.com](http://gfletchy.com)




**Representational**



**Abstract**

# MY OLD METHODS

$$4(x + 3)$$


$$4(x) + 4(3)$$

$$(x + 3)(x - 1)$$

**F**  $x(x)$

**O**  $x(-1)$

**I**  $3(x)$

**L**  $3(-1)$

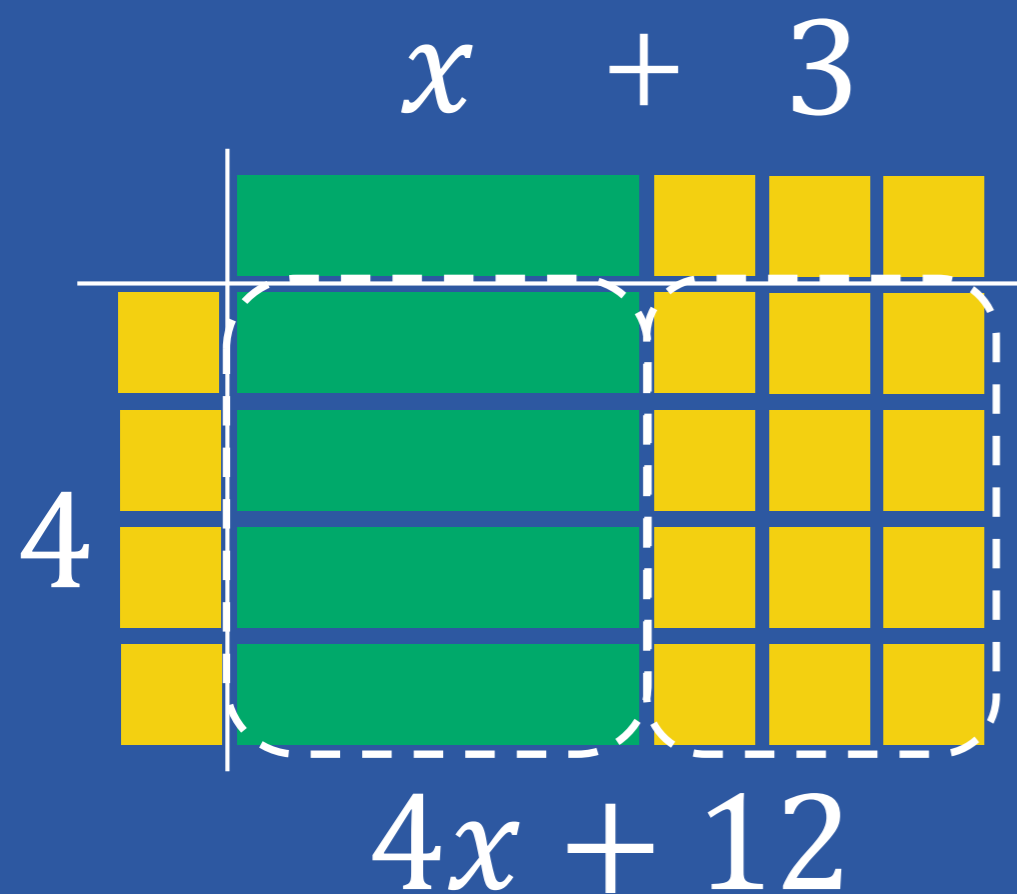
$$= x^2 - x + 3x - 3$$

$$= x^2 + 2x - 3$$

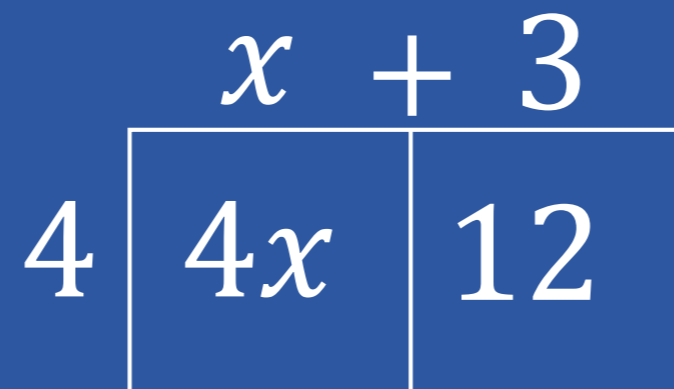
# DISTRIBUTIVE PROPERTY

$$4(x + 3)$$

Concrete



Representational



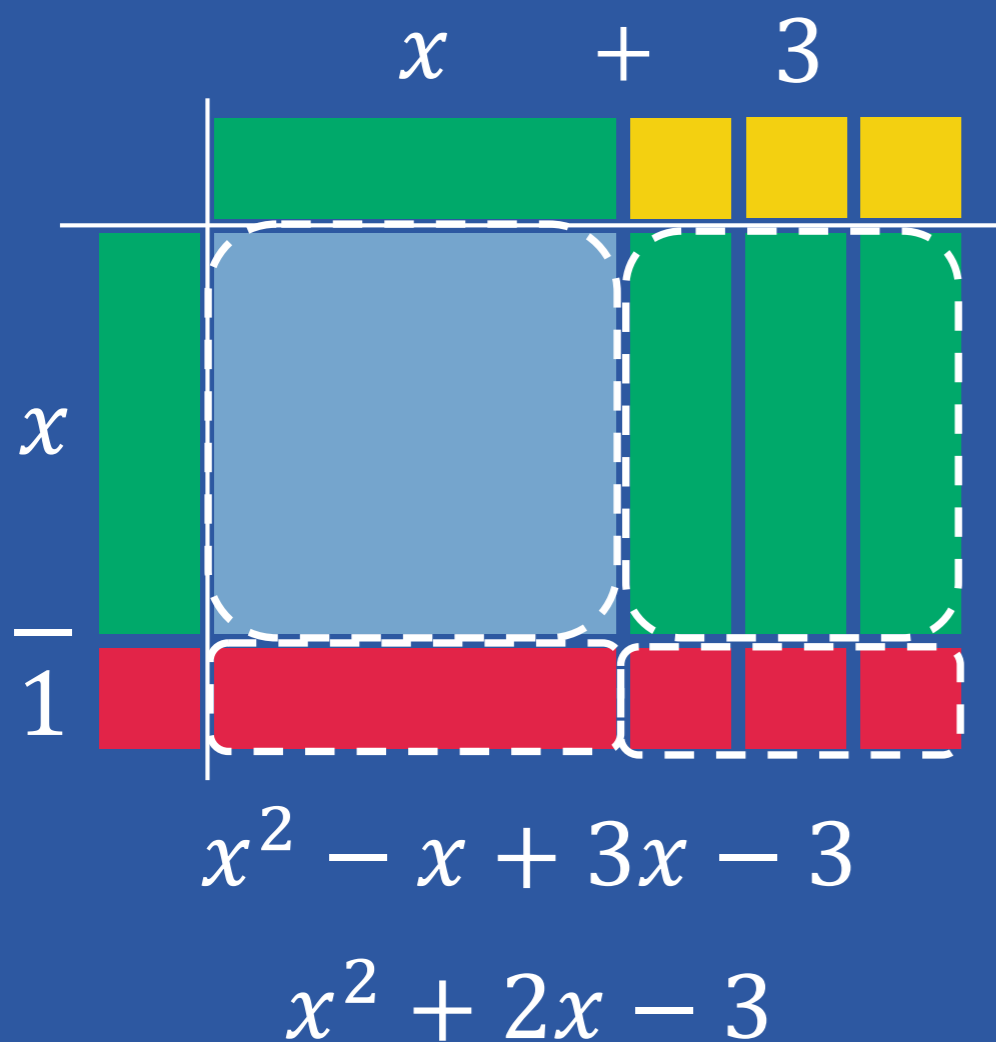
Abstract

$$\begin{aligned} &4(x + 3) \\ &= 4(x) + 4(3) \\ &= 4x + 12 \end{aligned}$$

# BINOMIAL MULTIPLICATION

$$(x + 3)(x - 1)$$

Concrete



Representational

	$x + 3$	
$x$	$x^2$	$3x$
$-1$	$-x$	$-3$

$$x^2 - x + 3x - 3$$

$$x^2 + 2x - 3$$

Abstract

$$\begin{aligned} &(x + 3)(x - 1) \\ &= x^2 - x + 3x - 3 \\ &= x^2 + 2x - 3 \end{aligned}$$

# STICKY ATTRIBUTES

SIMPLE

UNEXPECTED

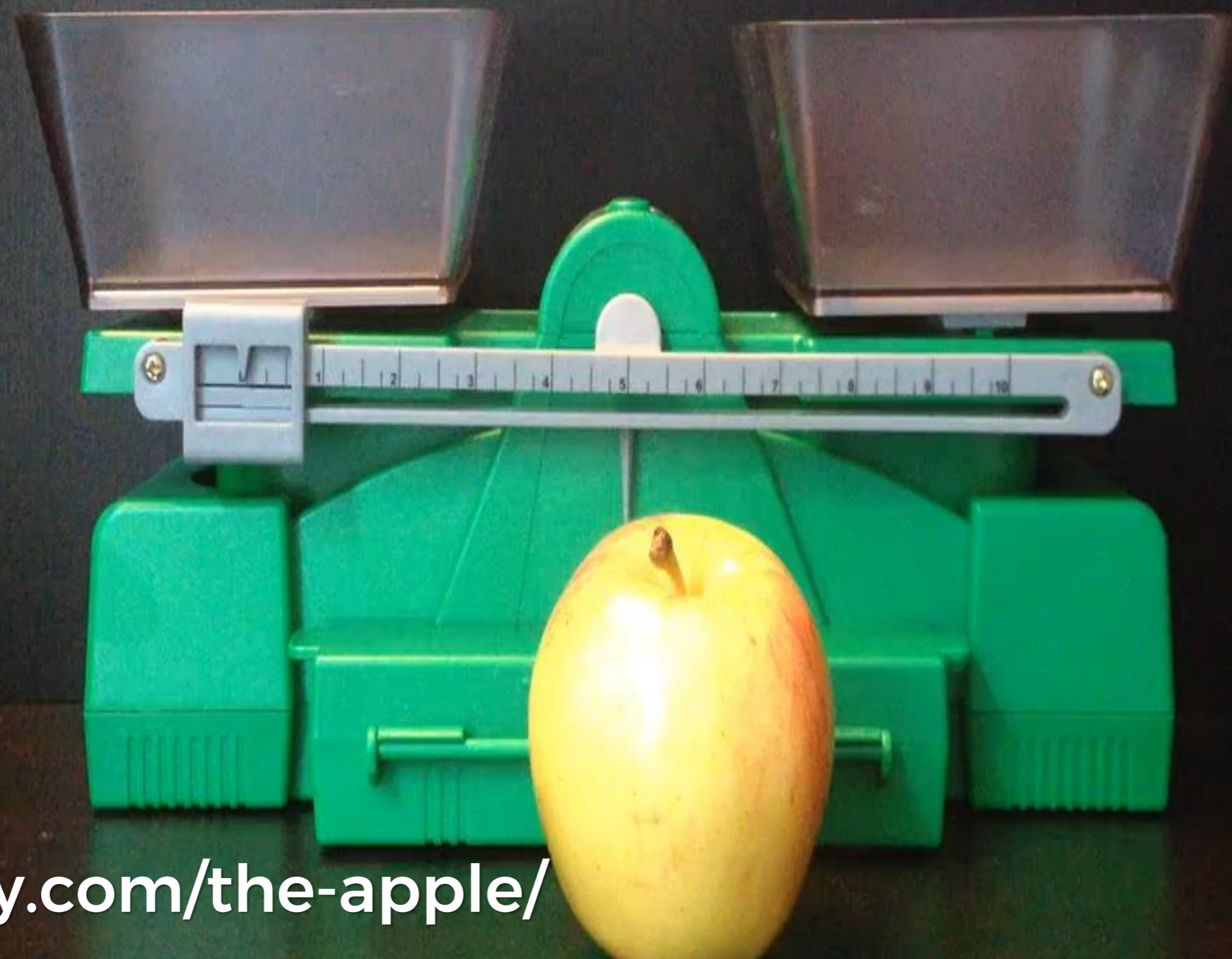
CONCRETE

CREDIBLE

EMOTIONAL

STORIES



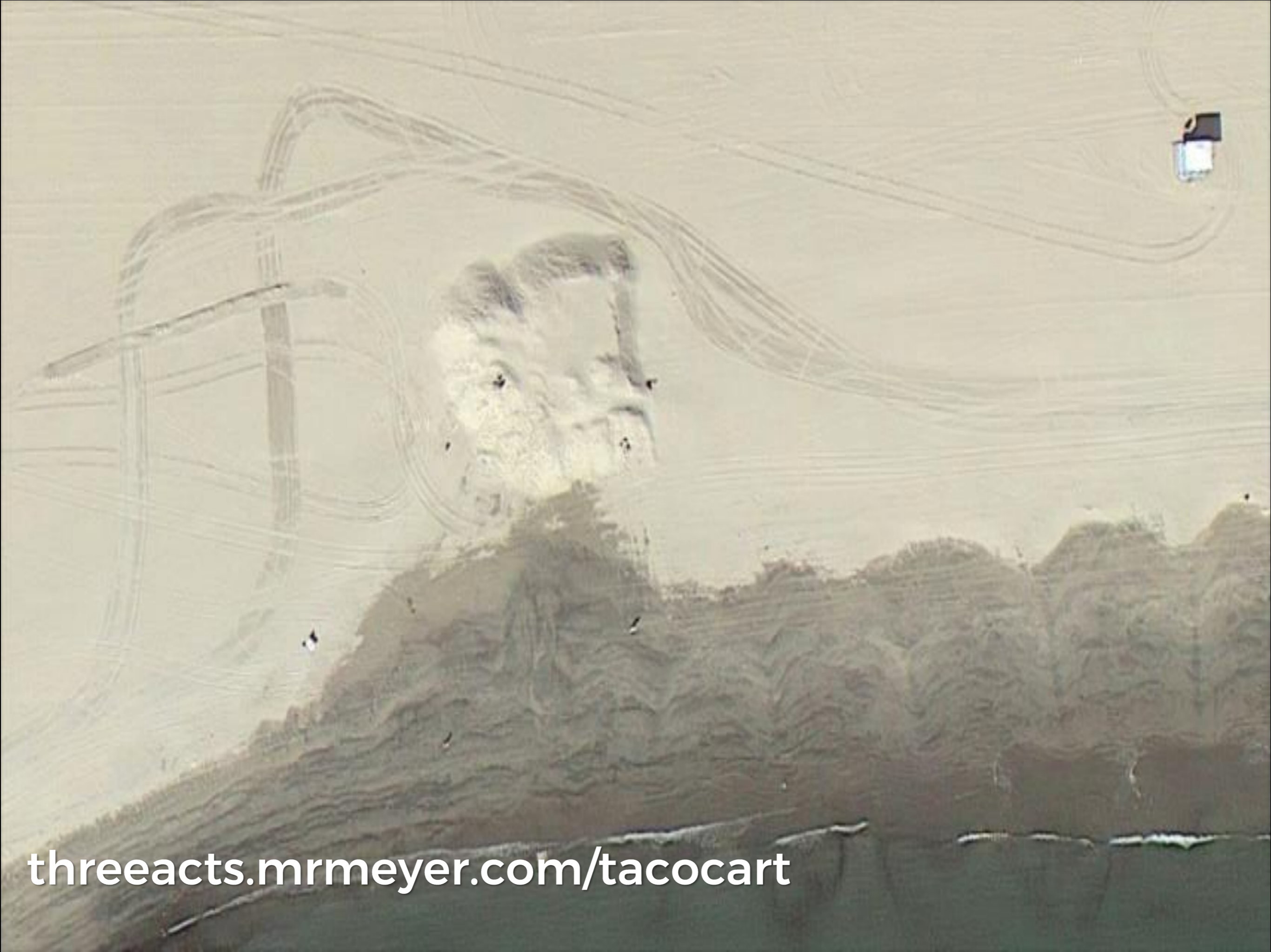


Source: [gfletchy.com/the-apple/](http://gfletchy.com/the-apple/)

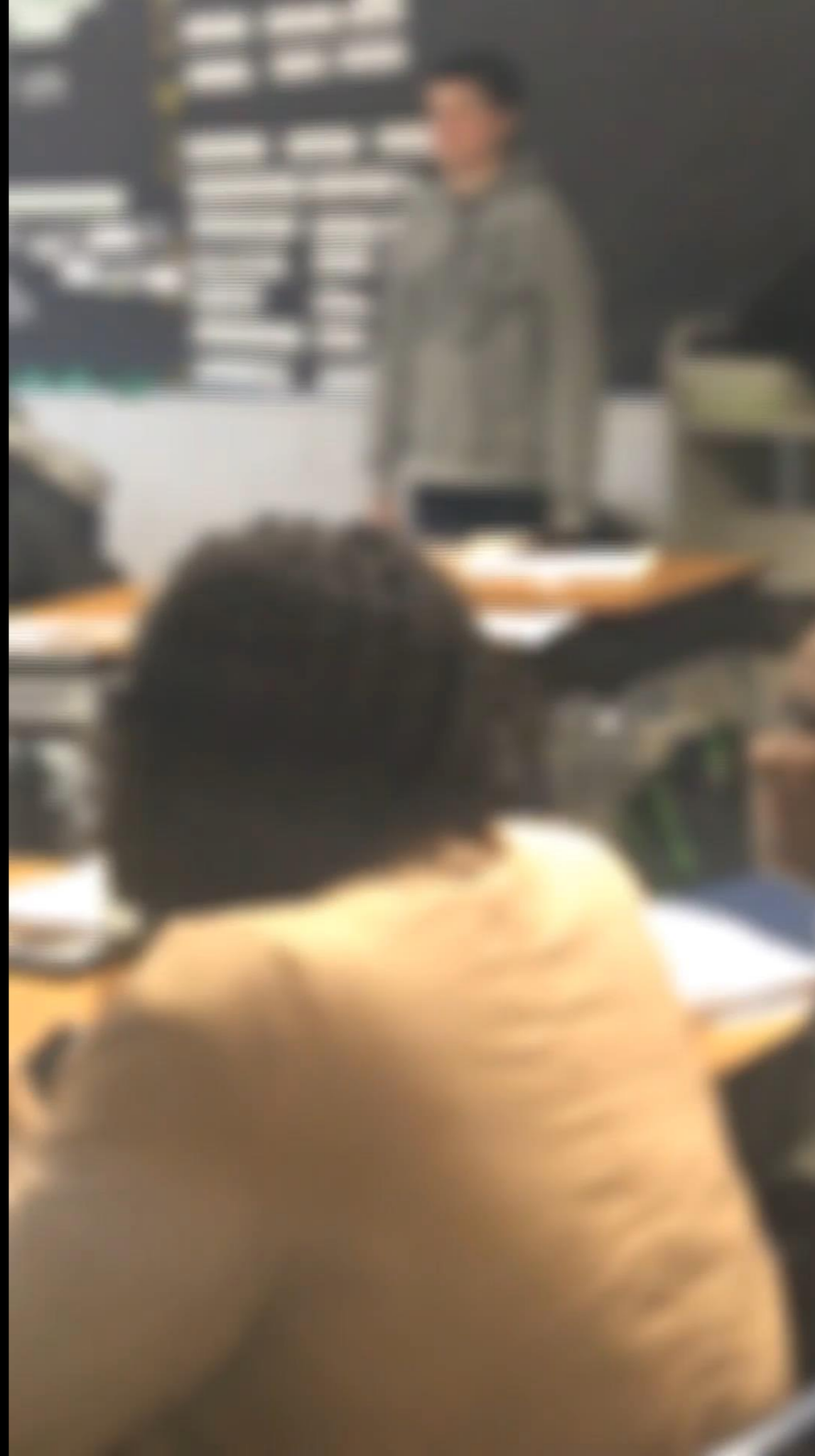


Source: JJ Martinez





Source: [threeacts.mrmeyer.com/tacocart](https://threeacts.mrmeyer.com/tacocart)



**Source:  
Jenise Sexton**



Source: Tom Ward



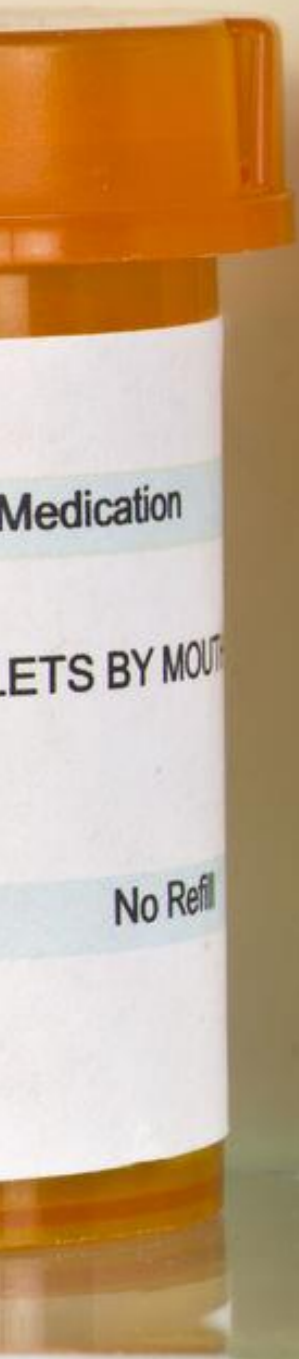
Source: Tom Ward



Source: [fawnnguyen.com/barbie-bungee](http://fawnnguyen.com/barbie-bungee)



**Source:  
Fawn Nguyen**



Medication  
TAKEN BY MOUTH  
No Refill



## Division

Pain Relief    Fever Reduction

**NSAID**

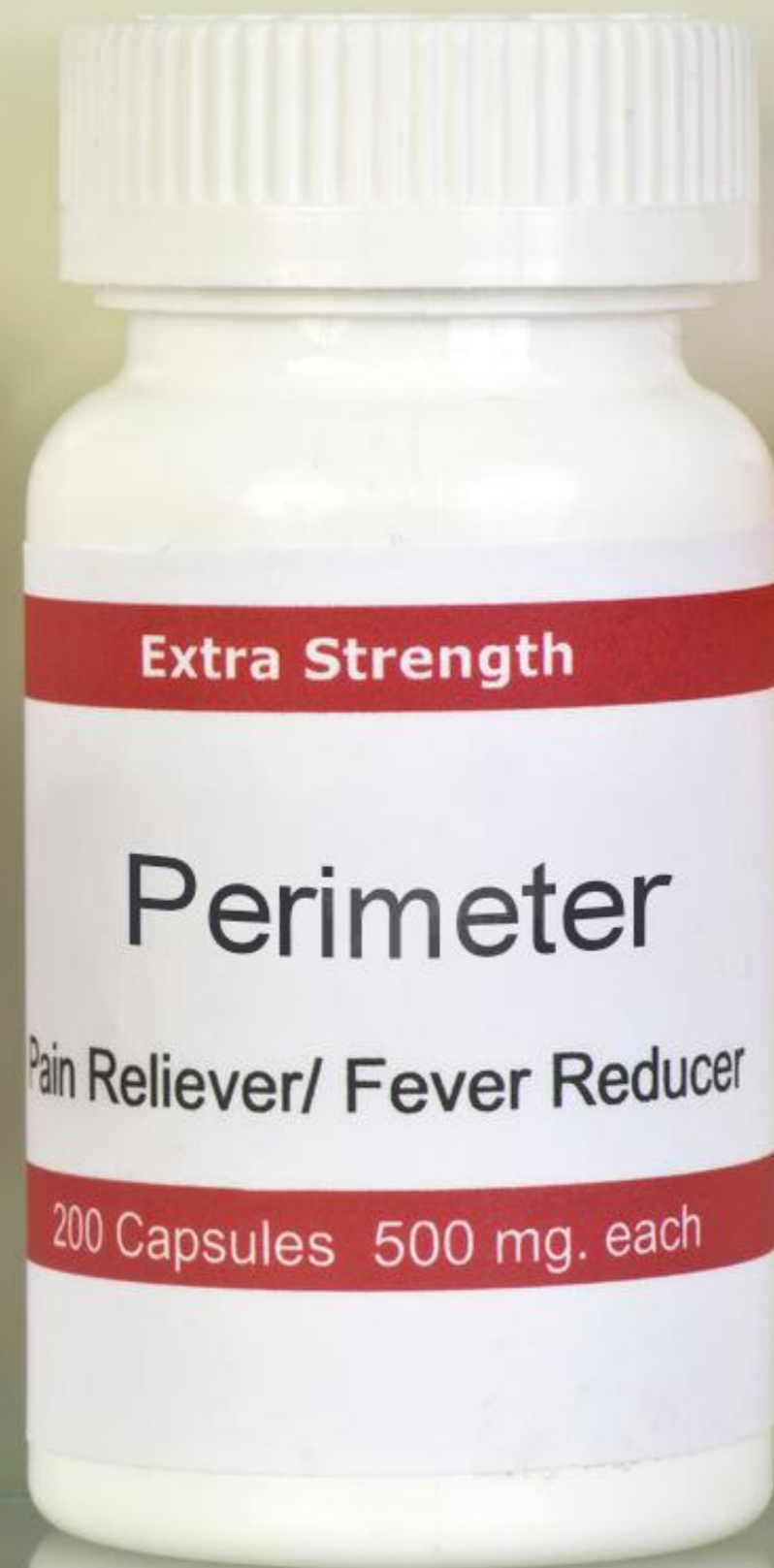
200 Tablets 200 mg



## Functions

Pain Reliever/ Fever Reducer  
Caffeine-Free

200 tablets  
325 mg each

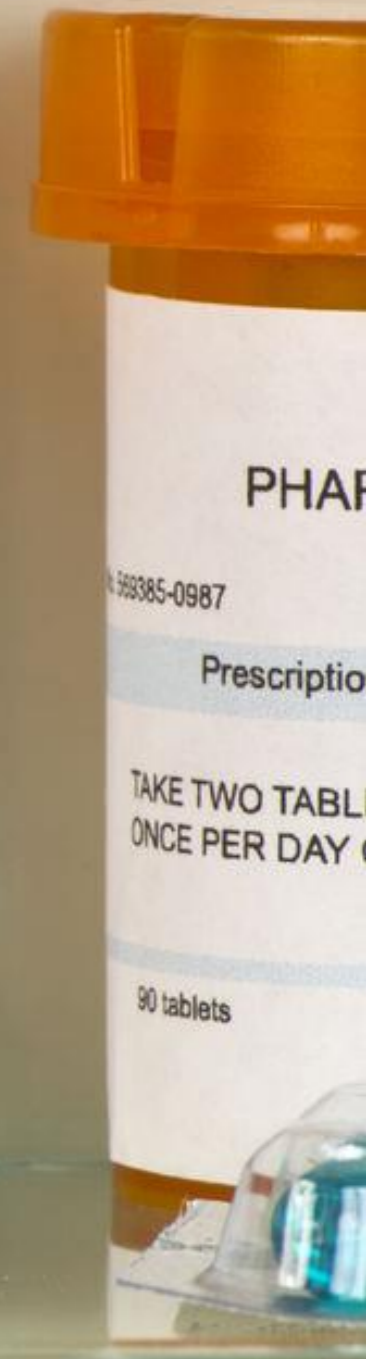


Extra Strength

## Perimeter

Pain Reliever/ Fever Reducer

200 Capsules 500 mg. each



PHAR  
368385-0987  
Prescription  
TAKE TWO TABLETS  
ONCE PER DAY  
90 tablets

**Act 1 Engaging Opener**

**Act 2 Get Info. Solve Problem.**

**Act 3 Big Reveal**



# STICKY ATTRIBUTES

SIMPLE

UNEXPECTED

CONCRETE

CREDIBLE

EMOTIONAL

STORIES







Source: [mrvaudrey.com](http://mrvaudrey.com)

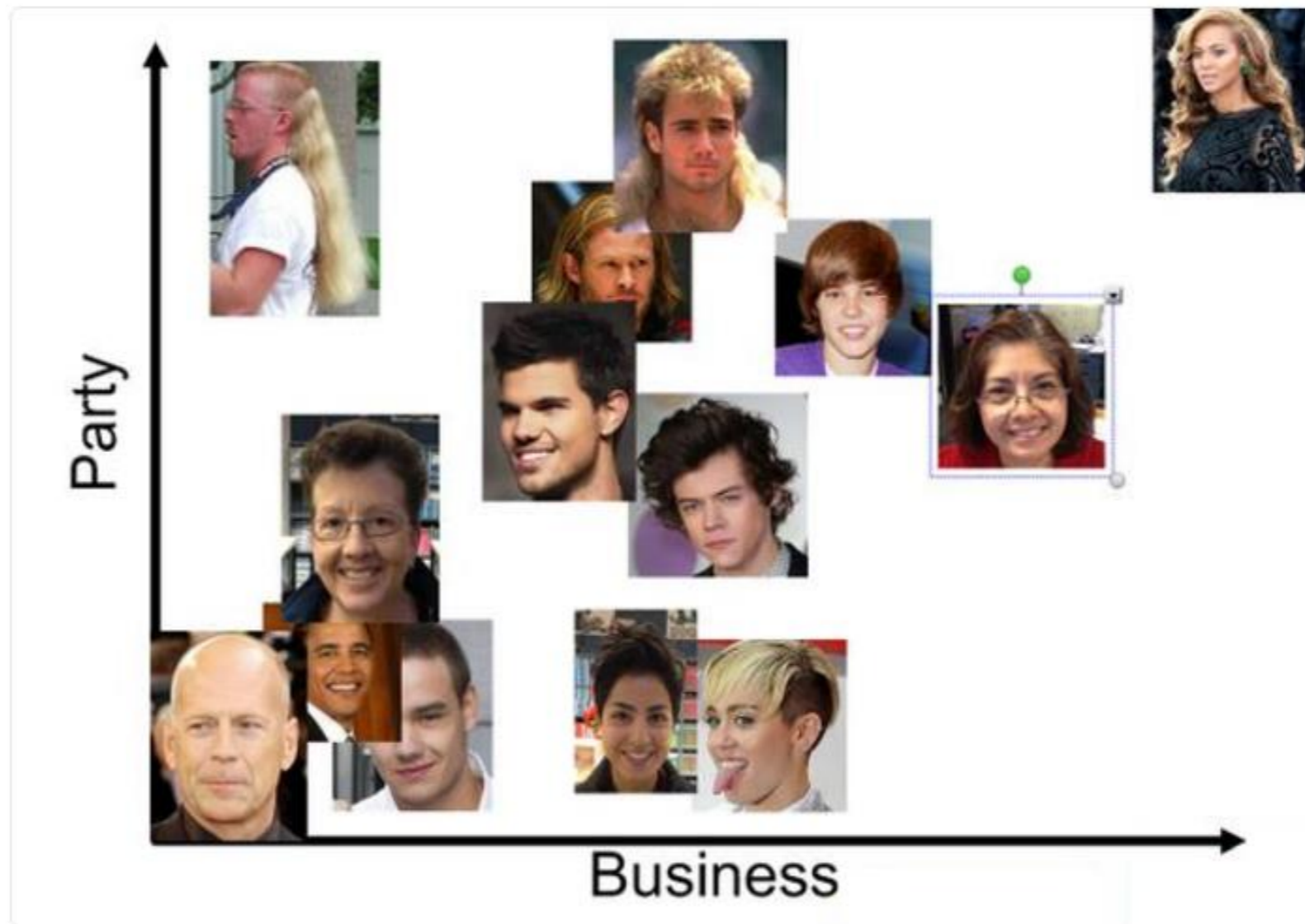


**Matt Vaudrey**  
@MrVaudrey

Following



Things I never thought I'd say: "So you're saying that Thor has less party than Justin Bieber, but more than Obama?"



RETWEETS  
4

LIKES  
7



# GREEN BAY

ARIZONA

	7	6	3	2	1	9	8	5	4	0
2	Vila	ROB S	SHEP	ROB S	SHEP CO.	PAPA	K+R	Vila	ROB S	DB
7	DB	DB	DB	K+R	ROB S	BILL	SHEP CO.	SHEP	SHEP CO.	DB.
8	K+R	ROB S	KB	CHRIS C	PAPA	RICK	ROB S	SHEP CO.	ROB S	KB
3	ROB S	SHEP	ROB S	DB	BILL	CHRIS C	SCHWEITZ LOCK	Vila	SHEP	SHEP CO.
4	SHEP CO.	DB	SHEP	RICK	ROB S	BILL	THE SCHWEITZ	THE SCHWEITZ	THE SCHWEITZ	THE SCHWEITZ
9	PAPA	ROB S	CHRIS C	CHRIS C	CHRIS C	KB	THE SCHWEITZ	DB	BILL	SHEP
0	DB	SHEP CO.	K+R	RICK	DB	ROB S	DB	Vila	RICK	Vila
5	BILL	DB	ROB S	ROB S	Vila	Vila	ROB S	KB	ROB S	K+R
1		ROB S		Vila	ROB S			KB	Vila	SHEP

## • PAYOUTS •

1<sup>ST</sup> QUARTER \$25

HALFTIME \$50

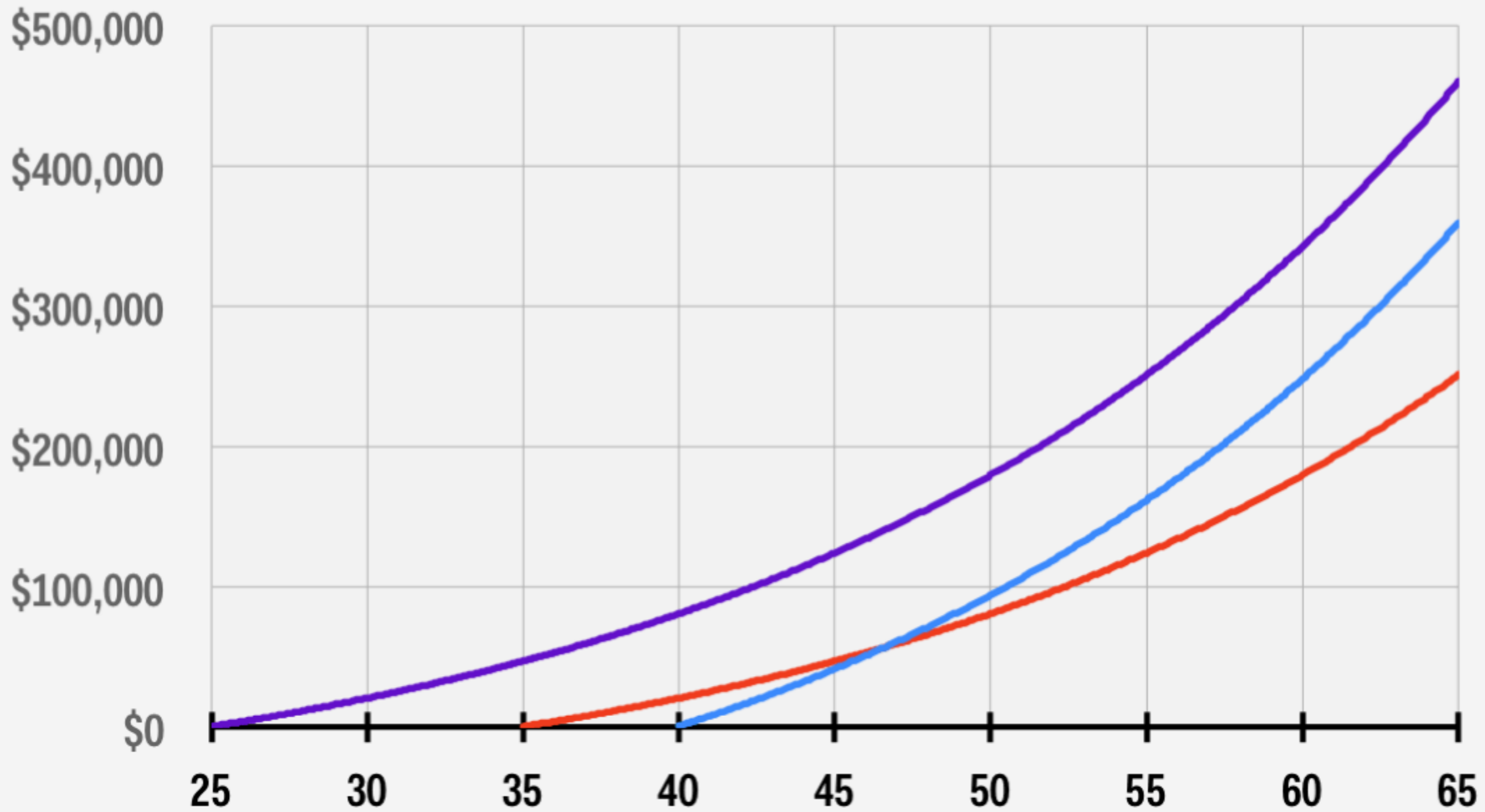
3<sup>RD</sup> QUARTER \$25

FINAL \$100

\$2 SQUARES

# Start saving in your 20s

— Start at 25    — Start at 35    — Start at 40, double savings





Source: [robertkaplinsky.com/lessons](http://robertkaplinsky.com/lessons)



**tangible > magnitude**

# STICKY ATTRIBUTES

SIMPLE

UNEXPECTED

CONCRETE

CREDIBLE

EMOTIONAL

STORIES



Source: [robertkaplinsky.com/lessons](http://robertkaplinsky.com/lessons)

# Patrick Peterson Hasn't 'Gotten Around' to Cashing \$15 Million Bonus Check

KYLE NEWPORT 

AUGUST 25, 2014



Source: [robertkaplinsky.com/lessons](http://robertkaplinsky.com/lessons)

**20. Sports** Cornerback Patrick Peterson did not deposit a \$15,361,000 signing bonus check for 27 days. Assuming a 2% interest rate, how much money did he lose by not cashing the check immediately?



11:35 34°



abc7.com

Source: [robertkaplinsky.com/lessons](http://robertkaplinsky.com/lessons)

If you were as strong as an **ANT**...



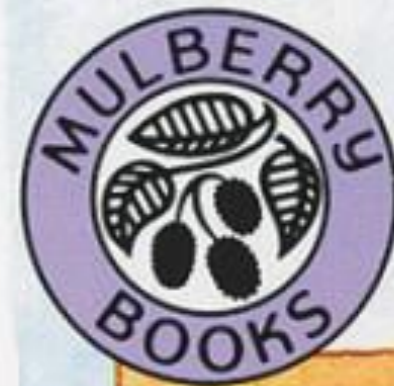
**Source: If You Hopped Like A Frog by David M. Schwartz**

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# The Doorbell Rang

by Pat Hutchins

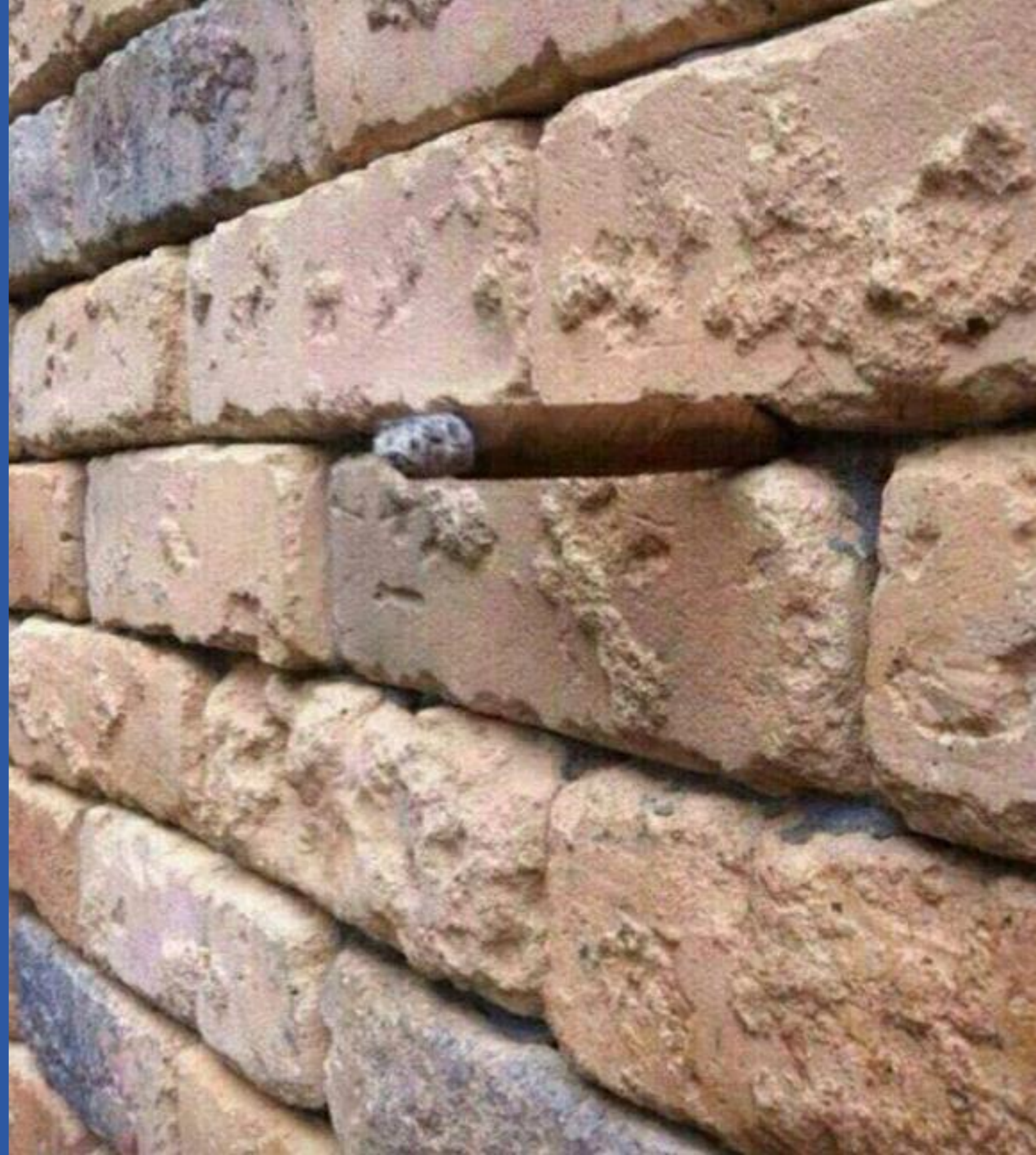
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**DO YOU**

**SEE IT?**



# IMPORTANCE OF CONTEXT

- Play four songs
- Tapped out
- Write down song names
- Share answers with neighbors
- Listen again with song names

# SONG #1

# SONG #2



# SONG #3

# SONG #4

**SONG #1**

# Itsy Bitsy Spider

**SONG #2**

# Wheels On The Bus



**SONG #3**

**Row Row Row  
Your Boat**

# SONG #4

# Take Me Out To The Ballgame




**Robert Kaplinsky**

@robertkaplinsky



Random favor: please listen to me tapping out 4 songs and try to guess the name. Should take < 2 min. It's not easy!

	<p><b>Recognizing Tapped Songs</b></p> <p>Please listen to each of the four songs, type in the name of the song, and the click submit. You may have no clue about what the song is called. If that happens, just write something like, "I don't..."</p> <p><a href="https://docs.google.com">docs.google.com</a></p>
---	--

RETWEET

1



2:47 PM - 13 Jun 2017

# TAKEAWAYS (PART ONE)

- Of 192 people surveyed:
  - Itsy Bitsy Spider: ~41%
  - Wheels on the Bus: ~29%
  - Row Your Boat: ~25%
  - Take Me Out to the Ballgame: ~3%

# TAKEAWAYS (PART TWO)

- Many said, “I’m sorry. I don’t know.”
- Many said, “I’m not good at this.”
- Many said, “I don’t like this.”

# COURSE OF KNOWLEDGE

Context



Dissertation

Executive Summary

Formulas

Abstract

# STICKY ATTRIBUTES

SIMPLE

UNEXPECTED

CONCRETE

CREDIBLE

EMOTIONAL

STORIES

**SIMPLE**

**UNEXPECTED**

**CONCRETE**

**CREDIBLE**

**EMOTIONAL**

**STORIES**





SIMPLE

UNEXPECTED

CONCRETE

CREDIBLE

EMOTIONAL

STORIES

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

## Lesson 12 Skills Practice

*Objective: Write PIN Backwards*

Write backwards.

1. 0461  
1640

2. 3625  
5263

3. 9572  
2759

4. 8713  
3178

7. 6842  
2486

8. 7532  
2357

9. 1549  
9415

13.

14

8109

# 6 SIGNS OF

# UNFORGETTABLE LESSONS

**ROBERT KAPLINSKY**

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[@robertkaplinsky](https://www.instagram.com/robertkaplinsky)

