



Purpose-driven learning

- real knowledge only comes when you understand
WHAT happens? **WHY** does it happen? **HOW** does it happen?

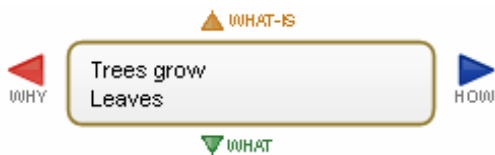
When we **LEARN**, our brains internalise how to achieve a purpose. Learning techniques that do not focus on purpose are therefore ineffective. Knowledge Genes® by contrast is all about purpose-driven learning. Building your own Knowledge Genes® mind map on any subject will force you to learn efficiently and thoroughly. And you can use other people's Knowledge Genes® so that you learn by doing.

1 Build a Knowledge Gene® to help you internalize the **WHAT**, **HOW** and **WHY** - the perfect study aid

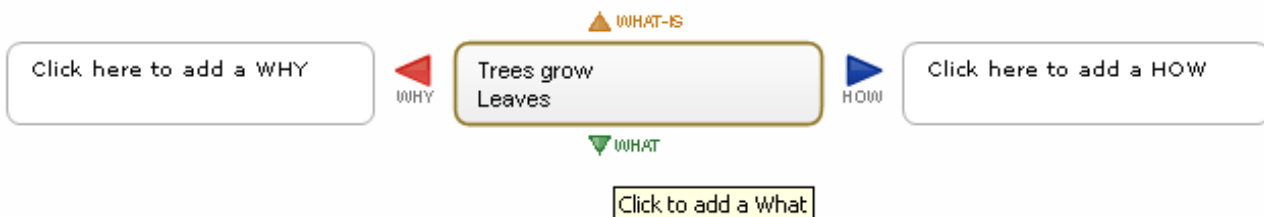
Knowledge is difficult to absorb from conventional text. But building your own mind map around the natural learning questions will cause you to better internalize and learn the material. After all, if you know **WHAT**, **HOW**, **WHY** there's nothing else to know.

Step 1: Open a new Knowledge Gene® by going to www.knowgenes.com/SignInSignUp.aspx?action=CreateNewKg

Step 2: Enter your first Knowde - this is often the name of the subject you are studying. The automated help will guide you if you have any difficulty



Step 3: Add **HOWs**, **WHYs**, **WHATs** as guided by the automated help. YES! It will cause you to think - that's the whole point. But once you've produced your map, you will have forced your brain to learn by doing. And you will have wired your brain around the natural learning questions rather than wired it ineffectively.



Step 4: As you build your mind map, you will notice relevant documents are automatically found for you

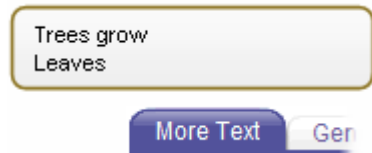
Click the 'Web' tab to show a list of relevant documents:

- These documents will help fill the gaps in your knowledge as you build your mind map.
- And when your map is finished, they will still be there - helping you with further background information.



Similarly, click the 'Genes' tab to show a list of Knowledge Genes[®] other people have published on this subject.

Step 5: Add Notes, Comments, Reminders



At any time you can click the 'More Text' tab to open a conventional text editor and elaborate with text and images.

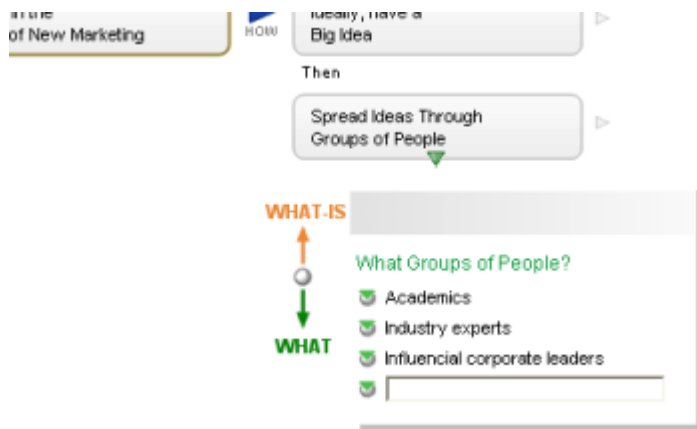
2 Fill out your own WHATs to rehearse your understanding

Test and reinforce your understanding by asking **WHAT** as you step through the **HOWs** and **WHYs** of a Knowledge Gene - applying it to your own specific circumstances to better internalize and learn the material.

Step 1: Use your or somebody else's knowledge (gene) as a roadmap, rehearsing you through **WHAT** to do, **HOW** and **WHY** (reinforcing exactly the right mental associations).

Step 2: Use the WHAT dimension to rehearse the knowledge by entering your own **WHATs**

Click the **WHAT** icon under a Knowde. If you can't enter **WHATs that make sense** as you navigate to each **HOW** and **WHY** then either you do not fully understand the material or the knowledge is flawed (or, at best, ambiguous).



3 And learn by doing - knowledge execution

Any Knowledge Gene can be used in native form for day-to-day execution of light, knowledge intensive applications. In this case, you can actually use (other people's) knowledge without learning it. Of course, as you use it more and more, you'll increasingly *learn by doing*. To learn more about execution, visit www.knowgenes.com/KnowledgeExecutionTemplates.aspx

