Are You Underestimating Ongoing Education? Warns Visual Connect

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The key factor that
separates the successful from the unsuccessful is their dedication to
continuous learning, states Jordan Matthews, Managing Director of Visual Connect, a direct sales and marketing firm in Liverpool.

About Visual Connect: http://www.visualconnect.co.uk/#about

The most successful
people read on average 2-3 hours a day and belong to organisations that
encourage learning the most current information and sharing of ideas. The
ability for an individual to expand their mind and strive for lifelong learning
is critical to success.

Mr Matthews suggests
there are three kinds of education that a person can acquire; maintenance
learning, growth learning and shock learning.

The Managing Director
of Visual Connect expands on each type below.

1. Maintenance Learning

This involves an
individual keeping up to date with current trends and knowledge within their
chosen field or industry. Maintenance learning is essential because it keeps a
person up to date, on track and prevents them from falling behind everyone
else.

2. Growth Leaning

This type of learning
will add knowledge and skills that were not present before. Growth learning
helps to expand the mind, and the newly acquired information means that a
person can do things that they couldn't do previously.

3. Shock Learning

Shock learning will
contradict or reverse a piece of knowledge or understanding that a person
already has. The ‘shock’ will give someone an insight that can enable them to
either take advantage of a significant change or to protect against it. Because
most people are creatures of habit, most unexpected changes are ignored; but
one should never be afraid of change, it should be embraced.

Event marketing
specialists, Visual Connect create face-to-face marketing campaigns that
generate new customer relationships for their wide client base. Located in Liverpool, Visual Connect has
a
diverse marketing team that understands the ever changing demand for unique
marketing ideas. The firm takes a personalised approach, and can relate
first-hand what it is that consumers want, and can adapt to market changes by
analysing results.

The firm is committed
to continued learning to stay at the top of the industry and ahead of the
competition. Visual Connect host regular
workshops and seminars to promote this continued education and the Liverpool firm

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also encourage their contractors to learn through reading and networking opportunities continuously.

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