

# Metaphor Magic

Using Symbolism To Make Your  
Learning Points More Powerful

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Laura Arellano  
[www.MetaLogia.com](http://www.MetaLogia.com)

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★ **Activity 1** - Our metaphor:  
It's origin:

### Why Metaphors?

- ☞ Symbolism makes your point more powerfully
- ☞ Reduces resistance
- ☞ Increases retention
- ☞ Addresses difficult things indirectly
- ☞ Powerful motivator
- ☞ Plants seeds, gets ideas into the subconscious
- ☞ More interesting for the brain

### I. TO MAKE A POINT



★ **Activity 2: Similes**

\_\_\_\_\_ is like \_\_\_\_\_ because \_\_\_\_\_

Notes & Examples:

★ **Activity 3: Communication Situation**  
Situation:

Metaphor:

## **II. TO A ELICIT LEARNING STATE**

★ **Activity 4: State Management**  
States helpful in learning:

Metaphor:

★ **Activity 5: Activate the Brain**  
"Goofus" examples:

## References

Loose Cannons, Red Herrings and other Lost Metaphors	Robert Claiborne
Metaphors in Mind	James Lawley & Penny Tompkins
Metaphors We Live By	George Lakoff & Mark Johnson
Tales for Trainers	Margaret Parkin
Tales for Coaches	Margaret Parkin
The Magic of Metaphor	Nick Owen
The Power of Metaphor	Michael Berman & David Brown

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Laura Arellano  
801 815-1992  
Laura@MetaLogia.com  
www.MetaLogia.com

At Meta Logia, workplace groups and teams are assisted in increasing their productivity and morale through Leadership Development and Training.

**Laura Arellano** is a Consultant and Trainer specializing in Leadership Development and Group Dynamics. She works with businesses that demonstrate their commitment to their employees by investing in the growth and development of their people. Using Adult Learning Principles her clients' quality of life is enhanced with professional skill development that is fun and inspiring. Highly interactive, her brain-based style enables participants to be involved in their learning and compelled to apply their improved interpersonal skills.

Please visit the website Resource Center and enjoy the free tools and articles.

The logo for MetaLogia features the word "meta:" in a light grey font on a white background, followed by "logia" in a white font on a dark grey background. A curved line separates the two parts of the logo.

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**Brain-Based Workplace Interpersonal Skill Development**

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