



## Is Your LWML Group “Brain-Friendly”?

As we plan LWML activities, we can make our meetings, events, and even our Bible studies more “brain-friendly.” Consider these ideas to update and invigorate your next event:

1. **Be in prayer and in the Word as you plan.** Don’t be too busy to do what is most important.
2. **Plan for interaction and movement.** Try a mixer which requires women to move around, or start your meeting with exercises or stretching. You could even go for a walk and then get in the Word together.
3. **Connections are the key.** Have a theme to which women can connect on a personal level. Be sure all the components of your event follow the theme. People forget 90% of what they hear and learn, usually within hours of hearing it, but emotional context helps them remember. That’s why stories are such an effective way of sharing.
4. **Schedule time where new ideas can be discussed without structure.** The brain recalls information that it shares out loud, and women usually like to talk. For example, discuss different ways you can *serve the Lord with gladness* in your congregation that don’t involve traditional activities such as serving food. Make a list of every idea and choose two to carry out this year.
5. **The brain hates boring and moves on.** You only have 30 seconds to get everyone’s attention and 10 minutes to keep it. Restart the “attention clock” every nine minutes and 59 seconds (or sooner) during long presentations or discussions to keep everyone involved. Take a break and come back to an item if the topic is starting to drag on and on ... that is a much better option than losing your audience.