

The Eight Second Rule

We've all heard of the five second rule. If you drop food on the floor, the theory is you have five seconds to pick it up and eat it before it's 'contaminated' with any germs (admit it, you've tested this concept before). But, have you heard of the eight second rule? Now that's the new trending phrase.

According to a recent study by Microsoft, the human attention span continues to shrink. We now have a shorter attention span than a goldfish at only eight seconds.

What's to blame for our new short attention span? Microsoft believes increased digital lifestyles are to fault, where people front load their attention and have more intermittent bursts of high attention. If you use digital or social media, whether reading the news online or checking your friend's status's through your Facebook feed, you are probably scrolling until something catches your eye, read or watch a little, then continue moving along until you find something else that interests you. You are most likely making that decision if you are attracted to the content or not within eight seconds.

If your staff needs expert training to master the 'eight second rule', develop and deliver a strong elevator pitch, master negotiation skills and other essential business skills, we have solutions for you. Visit our [eLearning portal](#) to purchase interactive, fully narrated online learning modules. The [Advanced Communication and Negotiation Bundle](#) provides several courses for your employees to build the necessary skills to become an expert communicator.

Also included on the portal are courses on Business Communication Fundamentals, Client Management Essentials and dozens of commercial and personal lines coverage basics for new hires. There are even courses for emerging leaders to develop managerial and leadership skills.

For more information, visit <https://iiavstore.mycoursecenter.com/#BuyNowOptions> or contact Carter Lyons at cl Lyons@iiav.com