




Three Categories of Learning

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KNOW	Head 	Inform people so they know our message. What do we want people to understand?	Communicate biblical information.	Something I know or think.	Content What a minister should know.	Changed Mind	When the people heard this,
BE	Heart 	Convince or persuade people to believe the message. Stir the heart. What do we want people to feel?	Change or challenge an attitude. Calls for a change in lifestyle and biblical commitment.	Something I feel, (experience or value).	Character or Conviction What a minister should be.	Changed Heart	They were cut to the heart
DO	Hands 	Motivate people to act upon the message. What do we want people to do?	Change in behavior.	Something I do (action, skills).	Competency What a minister should do.	Changed Behavior	And said to Peter and the other apostles, “Brothers, what shall we do?”

Developed from Bloom’s Taxonomy of Learning