

## Active Learning: A Story-Telling and Story-Making Approach to Embrace Student Learning Style for Classroom Engagement

Individual's orientation toward gathering and processing information during learning explains why some students are energized with classroom interactive activities while some prefer passive listening to lectures. According to Kolb's learning mode, "Active Experimentation" type of students learn best through "Learning by doing". Adopting the LEGO® Serious Play® method, students were provided with a safe and fun learning environment that helped them unleash their imaginary power. The results of 150 final-year business school students showed that using this story-telling approach helped them develop business strategies creatively. On the other hand, a story-telling approach through scenario-based video case-making by teachers induced the "Reflective Observation" type of students who prefer "learning by watching and listening". This paper shared two engagement strategies namely LEGO® Serious Play® methodology and scenario-based video case method to demonstrate how story-telling by students and teachers, followed by contextual discussion and reflection bring value to student learning and critical thinking. Mastering the art of storytelling well can balance their learning needs and embrace the diversity of student learning styles. Students' creativity and engagement levels in these classroom activities will be discussed to bring further insights into enhancing active learning in Higher Education.

Keywords: Creativity, story making, storytelling, learning style, LEGO® Serious Play® methodology, video-case