7 COURSE DESIGN WINS

AND OTHER COOL LEARNING STRATEGIES

INTRODUCTIONS

GETTING STARTED

When you begin building a course, the blank page that stares back at you can be intimidating. Where do you start? What content should you be using? How much content should you include?

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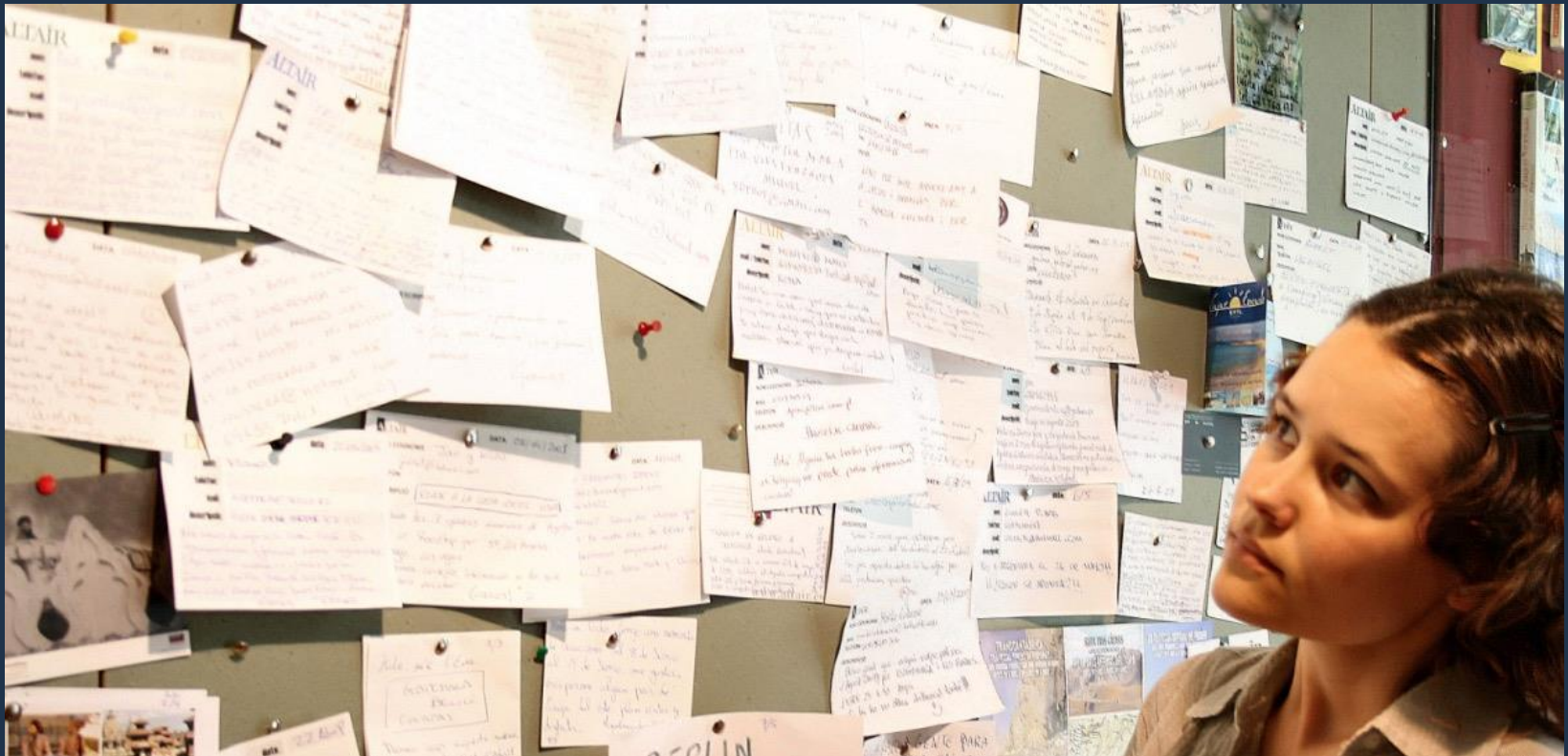**evelopment**

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DESIGN WIN 1: VIDEO IS KING

DESIGN WIN 2: AVOID TOO MUCH TEXT

Give learners just what they need and nothing more!

DESIGN WIN 3: USE IMAGES FOR VISUAL APPEAL

DESIGN WIN 4: DESIGN FOR ADULT LEARNERS

DESIGN WIN 5: USE SCENARIO-BASED QUESTIONS

Give learners real-life problems to solve. According to adult learning theory, adults want to take a task-centered approach to learning.

SCENARIO-BASED QUESTION

You are the director of training and development. The company president, Elaine, has asked you to provide problem-solving skills training for the project manager and team leaders assigned to work on a big project with a new client. She seems eager to get the training done right away, but you know the new project won't begin for another few months. What are the benefits of providing the training right before the start of the project? (Select all that apply.)

❑ Adult learners are more motivated when they know they can use what they've learned right away.

❑ Using new knowledge right away helps learners retain the information.

❑ Because this training will help learners perform better on an important project, they are both intrinsically and extrinsically motivated to learn the information.

DESIGN WIN 6: USE SHORT COURSES

Providing shorter chunks of training makes the training more digestible for learners. They can accomplish one piece of training at a time, as they have time during the work day.

DESIGN WIN 7: BE FLEXIBLE

Understand where learners need help and build on those areas.

SCENARIO-BASED QUESTION

The company president, Elaine, has asked you to provide a new online training for managers about "running effective meetings." The course you created takes about ten or fifteen minutes to complete. In the course, you've added a question that allows learners to self-diagnose their competencies, and you've discovered that 60% of learners think they need to work on facilitating productive conversations in meetings. To adjust to this newly discovered need, you should: (choose one)

o Create a new, short course addressing that specific topic, and make it part of course series called "Skills for Running Effective Meetings." Continue adding new courses to this program as new needs arise.

o Add a section about facilitating conversations to the existing training course so everyone reviews it.

TO SUM UP…

- Keep things brief, but meaningful.
- Don't forget aesthetics.
- Provide scenarios that apply to real life.
- Remember that adults learn differently.

Q&A

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