



Five things that make a course *stick*.

Keep these where you can see them. Each one is a principle that helps someone actually learn, with a way to put it to work.

01

PRESENTATION

More is a tax.

Every element costs learner attention, whether it teaches them anything or not.

USE IT Before adding anything, ask if it helps them do the thing. If not, cut it.

02

PARTICIPATION

Engagement is only a vital sign.

Attention means the learner is awake. It doesn't mean they're learning.

USE IT Measure what they can now do, not whether they enjoyed it.

03

APPLICATION

Doing is the change.

People learn by doing the thing, not by watching it done.

USE IT Put their hands on the task early. Let them try before you explain.

04

FEEDBACK

The answer is the proof.

Feedback is how a learner finds out, on the spot, whether it stuck.

USE IT Give them a chance to attempt, then show the result right away.

05

TRANSFER

The lesson outlives the lesson.

The goal is a learner who can do it on their own, long after the course is gone.

USE IT Before the course ends, have them do the real thing once with no help.