

How to Build a **POWERFUL** Training



Quick, draw in the learner!

- A hook to draw in the learner
- Why should they care?
- Keep it brief & engaging (2-3 min)
- A story, video, image, or statement



Unlock learning objectives

- Tell them what they will be learning
- Keep it conversational and simple
- “By the end of this video...”
- “This course will help you to...”



Ignite pre-existing knowledge

- Ask questions to relate back to previous knowledge
- Get brain ready for new info
- “Have you ever...”
- “Remember when you learned...”



Give learner the content

- Present in a logical sequence
- Explain acronyms that are new
- Break complex info down into smaller, bite-size chunks
- Use a blend of media



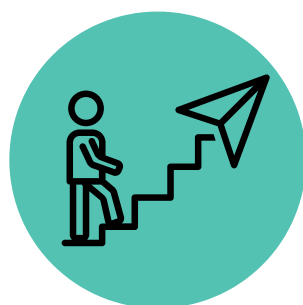
Level up with strategies

- Mnemonic devices
- Supplementary resources, such as job aids, infographics, etc)
- Tips on how to learn the material
- Include scenarios and practice



Enhance Knowledge Transfer

- Knowledge checks with feedback
- Final quiz/assessment
- Low-risk practice opportunities
- Relate content and practice to real-world situations



Yield big results with a recap

- Wrap up your video with a review
- Clear expectations of next steps
- Final energizing call to action
- Remind them of any supplemental resources provided