

RULES FOR ENVELOPE ART USAGE



- ① YOU CAN USE THEM IN MOST ANYWAY YOU PLEASE
- WEB
 - PRINT
 - SOCIAL

② JUST MAKE SURE TO ATTRIBUTE TO DROO HIGGINS.

③ IF YOU CROP OR ALTER THE ART IN ANY WAY, PROVIDE A LINK TO droolearning.com.

④ IF YOU WANT TO SELL A DERIVATIVE PRODUCT, JUST CHECK WITH ME FIRST.



CURRICULUM MAPPING

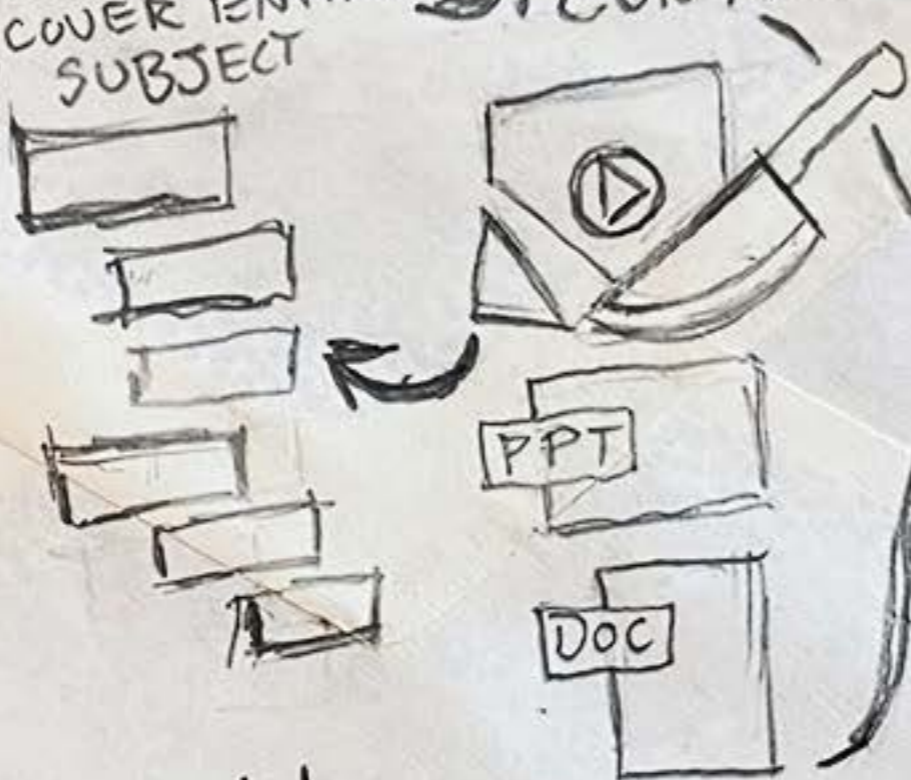
1. INTERVIEW
SMEs



2. CREATE
TOPICS THAT
COVER ENTIRE
SUBJECT



3. SLICE &
DICE EXISTING
CONTENT



4. MATCH SLICES
TO TOPICS

5. BUILD
LEARNING
PATHS



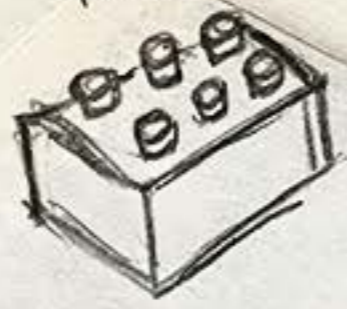
HOW TO MAKE MODULAR TRAINING



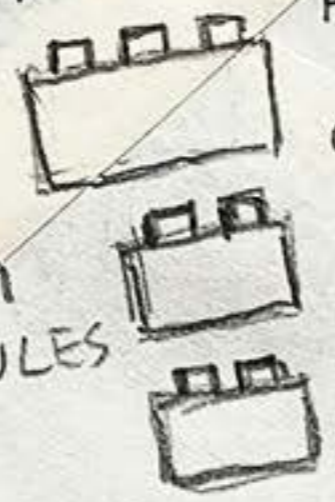
1. START WITH A CURRICULUM MAP



2. MAKE 1 MODULE FOR EACH TOPIC



3. CONSTRUCT LEARNING PATHS, THAT ANYONE CAN VIEW, FROM MODULES



4. CREATE INTERCHANGABLE ADDONS FOR GROUPS



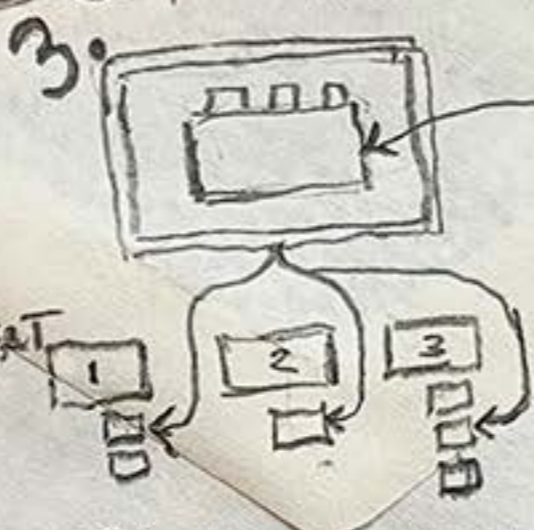
REDUCE CONTENT MAINTENANCE



1.
ESTABLISH A CANNON, WHAT YOU WILL & WON'T MAINTAIN



2.
DON'T REPEAT YOURSELF, MAKE MODULAR CONTENT



3.
BUILD LEARNING PATHS OUT OF REUSABLE COURSE SHELLS



4.
UPDATE OR SWITCH OUT MODULES AS NEEDED

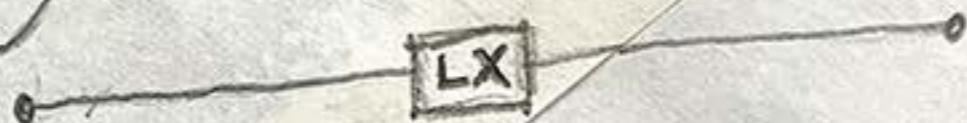


5.
CHANGES CASCADE THROUGH YOUR SYSTEM

DIFFERENCES BETWEEN



UX ∇ LX



LESS THINKING



MORE THINKING



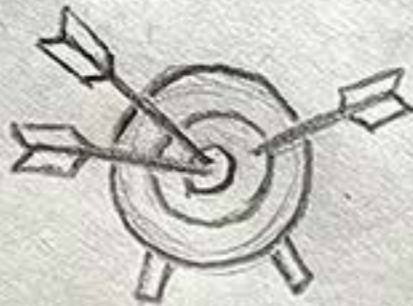
EASE OF USE



REQUIRES
EFFORT



REMOVE
STEPS



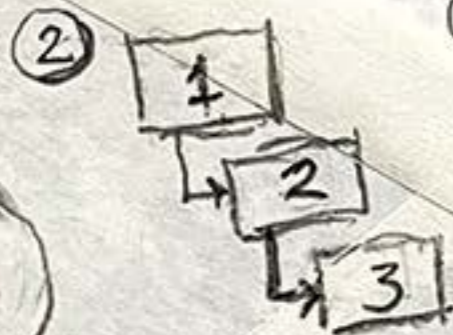
REPETITIVE
PRACTICE

MAKE AN S.O.P.

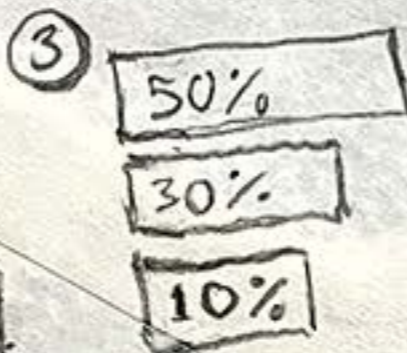
OUT OF ANYTHING!



GATHER ALL STEPS + TECHNIQUES



ARE THERE ANY DEPENDENCIES?



WHICH STEPS GET YOU CLOSEST TO THE FINISH LINE?



WHICH STEPS ELIMINATE OTHERS

ORDER ACCORDING TO STRENGTH

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MUST HAVE



LMS STUFF



- ① GOOD UX
- LOOKS GOOD
 - SEARCHES GOOD
 - EASY REGISTRATION



- ② ORG FEATURES THAT SUPPORT MODULAR TRAINING



- ③ EASY ASSIGNMENTS
- SUPPORTS GROUPS +
 - RULES



- ④ IN-APP CONTENT CREATION
- RELY LESS ON SCORM,
'CUZ IT SUCKS!

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UX FOR eLEARNING

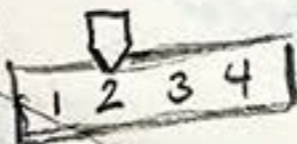


①



USE LONG-SCROLLING PAGES, NOT PPT STYLE.

②



PUT PROGRESS METERS THROUGHOUT THE COURSE.

③



EVERY PIECE OF INFO NEEDS A PICTURE, EVEN IF IT'S JUST EMOTIVE.

④

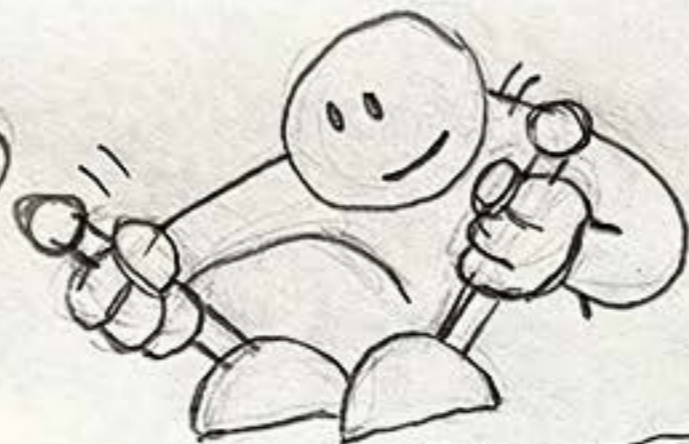


WRITE TO REDUCE COGNITIVE LOAD.

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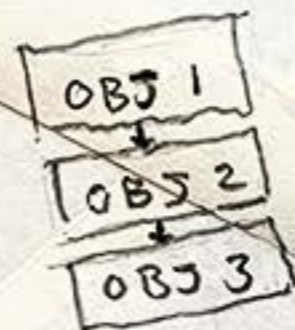
HOW TO MAKE

A SIMULATION



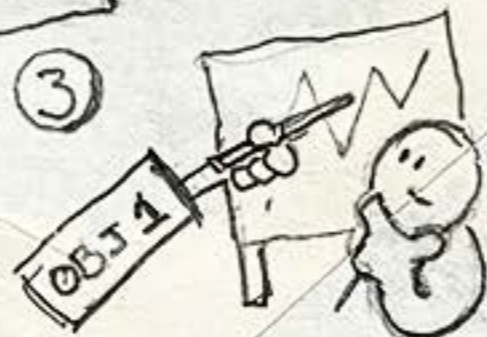
① FIND A REAL WORLD END PRODUCT THAT ENCOMPASSES ALL YOUR OBJECTIVES.

②



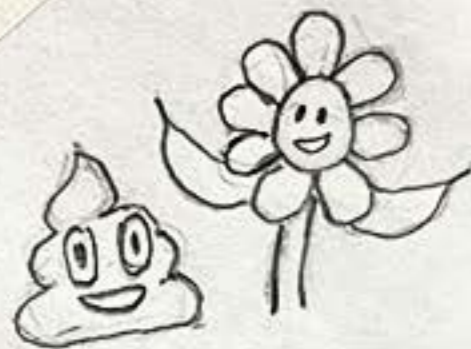
MAKE A SEQUENCE OF ACTIVITIES. 1 FOR EACH OBJECTIVE.

③



EACH ACTIVITY BUILDS, TEACHING YOU HOW TO COMPLETE THE SIMULATION.

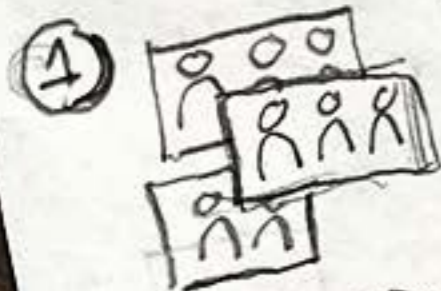
④



OUTPUTS FROM 1 ACTIVITY BECOME INPUTS FOR THE NEXT.

MAKING COURSE

ASSIGNMENT RULES



① CREATE GROUP BY DEPT. + SUBDEPARTMENT
GET THOSE SET UP IN YOUR LMS!!!



② EXCLUDE USERS BY COMPLETION DATE, FOR THOSE WHO TOOK IT.



③ EXCLUDE BY PREREQ. FOR THOSE WHO HAVEN'T TAKEN PREREQUISITES



④ EXCLUDE BY HIREDATE. FOR THOSE ONBOARDING

OPTIONAL



⑤ ADD INDIVIDUAL EXCEPTIONS.

DO THIS LAST!!!

WRITE TO REDUCE

①



ACTION ORIENTED.
EVERY SENTENCE
NEEDS TO POINT
TO A DIRECT
ACTION.

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②



VALUE
PROPOSITION.
HOW WILL THIS
INFO MAKE
MY LIFE
BETTER?

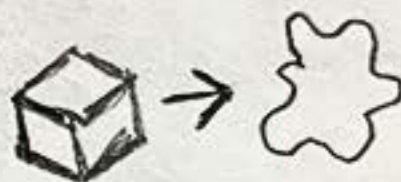
③



CUT THE
BACK STORY.
EXPLANATIONS
THAT DON'T LEAD
TO A DIRECT
ACTION.

COGNITIVE LOAD

④



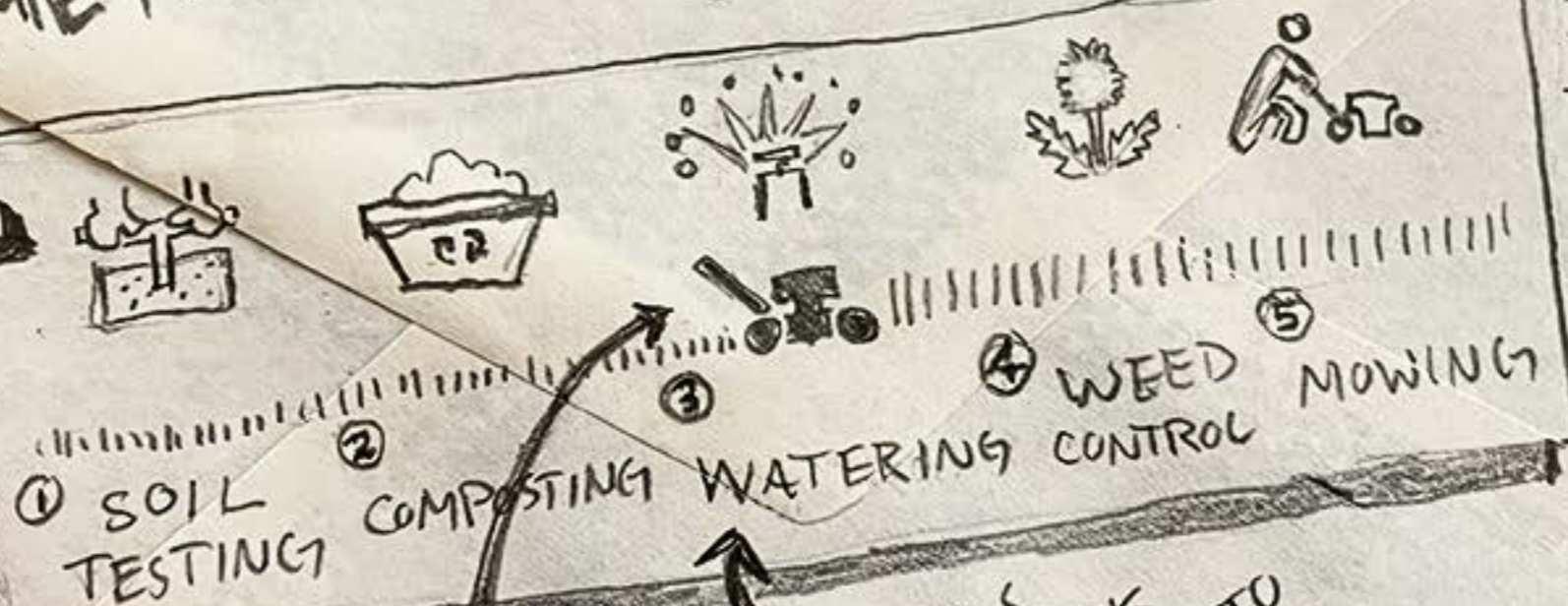
MOVE FROM
CONCRETE
IDEAS TO
ABSTRACT
IDEAS.

PROGRESS METERS



THAT TEACH

FUN
ICONS
ANCHOR
INFORMATION



PROGRESS
INDICATOR KEEPS
W/ THEME

LABELS
MAKE A QUICK TO
REFERENCE TO
THE COURSE
OUTLINE

* POST
THE
PROGRESS
METER
BEFORE
EACH
SECTION

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GET MORE
DISCUSSION



OUT OF YOUR
LIVE SESSIONS

①



ASK A QUESTION
IMMEDIATELY

"WHAT DO YOU THINK
WE'LL TALK ABOUT
TODAY?"

②



LET THEM
DISCUSS IN
PAIRS BEFORE
TALKING IN
FRONT OF THE
GROUP.

③



MAKE SURE YOUR
Qs ARE CLEAR &
CONCRETE

DON'T TRY TO
CLARIFY A Q
WITH MORE Qs.

④



DIGITAL
WHITE BOARDS.
KILL CONVERSATION

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MY ELEARNING



DEVELOPMENT FRAMEWORK

①



USE A MOBILE
READY FORMAT

②



USE A SPIRALING
CURRICULUM FOR
IMPROVED
RETENTION

③



USE QUESTION-
BASED LEARNING
FRAMEWORK

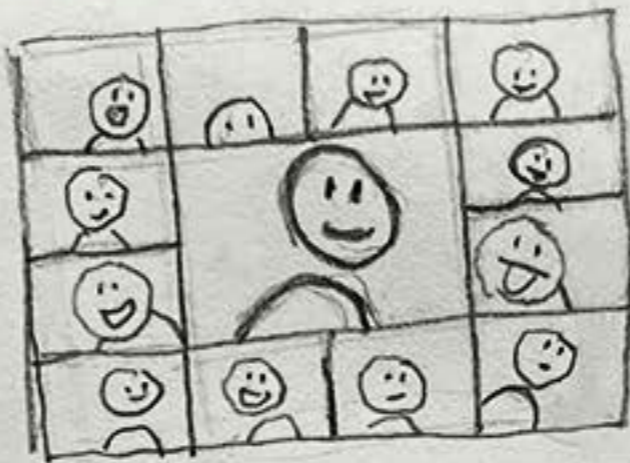
④



ASSEMBLE
THE TEAM

- BASIC WEB PAGES
- VIDEO
- QUICK REF GUIDES
- INTERACTIVE

HOW TO DESIGN

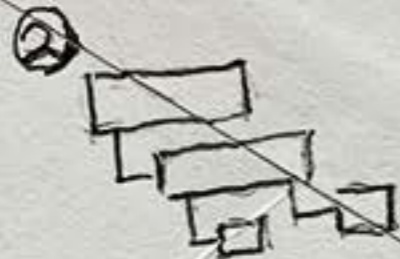


KILLER I.L.T.

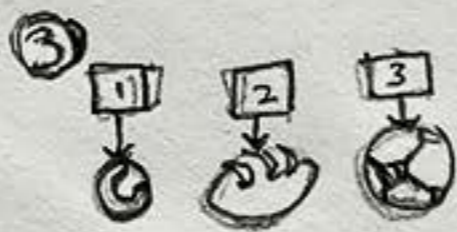


1 MATCH FORMAT TO ENGAGEMENT LEVEL

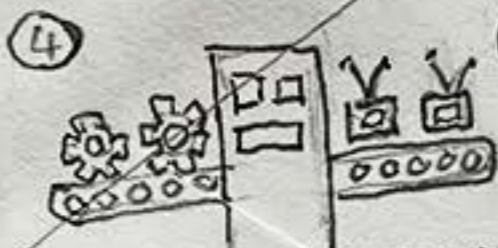
- WEBINAR
- WORKSHOP
- SIMULATION
- HACKATHON



2 USE THE PROJECT-BASED LEARNING FRAMEWORK



3 MAP OBJECTIVES TO ACTIVITIES



4 OUTPUTS FROM 1 ACTIVITY BECOME INPUTS FOR THE NEXT ACTIVITY



5 FINISH WITH A MEANINGFUL END-PRODUCT

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OPTIMIZE



YOUR L.M.S.



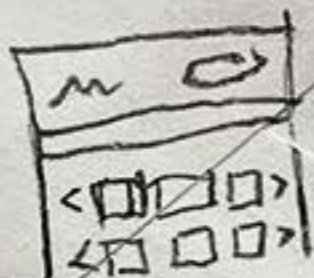
1
CONDUCT A
CONTENT
AUDIT.

2



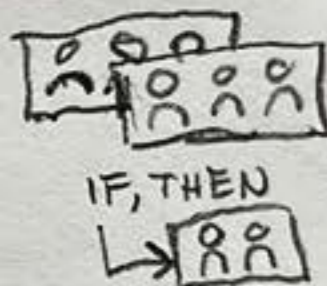
2
OPTIMIZE
COURSES FOR
SEARCH.

3



3
IMPROVE UX
OF HOME +
CUSTOM
PAGES.

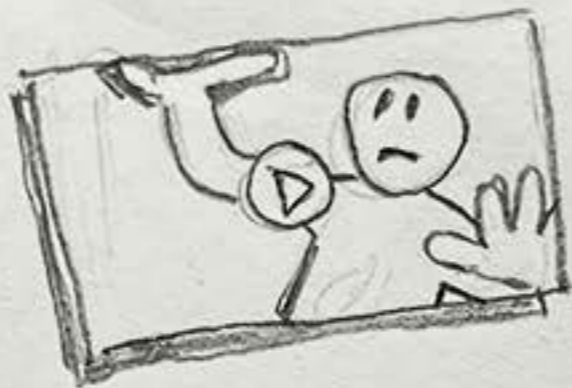
4



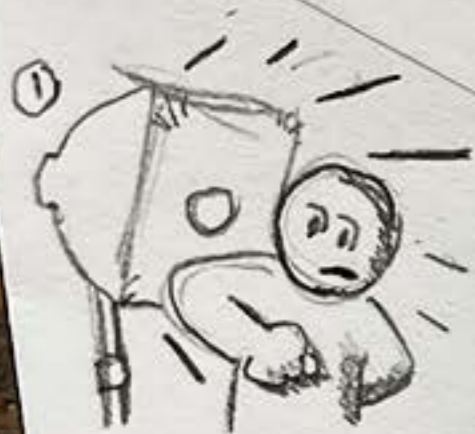
4
SET UP
ASSIGNMENT
GROUPS AND
RULES.

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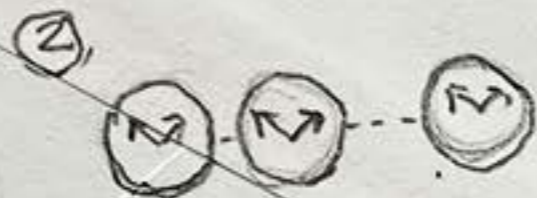
A RULES FOR



VIDEO PRODUCTION



PRODUCTION
VALUE IS NOT
THE GOAL,
ENGAGEMENT
IS!!!



PACING IS
PARAMOUNT



WRITE TO
REDUCE
COGNITIVE
LOAD.



MODULARIZE
YOUR
LIBRARY

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HERO STORY FRAMEWORK FOR E-LEARNING



① THE PROBLEM
WHAT ARE WE TRYING TO SOLVE WITH THIS INFO



② THE HERO
ALWAYS POSITION YOUR INFO AS A SOLUTION TO THE PROBLEM

③



TRIALS
PRACTICE USING INFO AGAINST THE PROBLEM

④



CLIMAX
MAKE A CHALLENGE THAT COMBINES EVERYTHING THEY LEARNED. MAY NOT BE THE ASSESSMENT.

⑤



DENOUEMENT
CELEBRATE VICTORY W/ A REWARD, LIKE A BADGE OR CERT.

WRITE TO LEARN



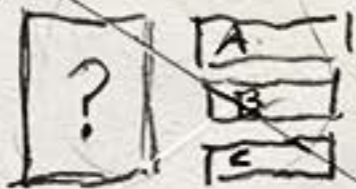
①



STARTER QUESTION

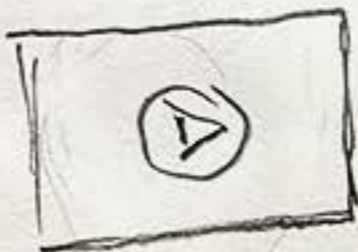
"WHAT TOPICS DO YOU THINK WE'LL COVER IN THIS COURSE?"

②



USE THE QUESTION-BASED LEARNING FRAMEWORK.

③



RECITATION

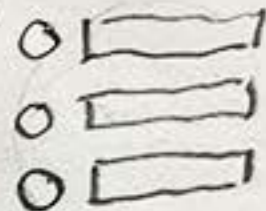
"JOT DOWN AS MANY THINGS AS YOU CAN REMEMBER FROM THIS VID."

④



USE FILL-IN-THE-BLANK FLASH CARDS FOR PRACTICE

⑤



END W/ A SUMMARY
"LIST 3 MOST IMPORTANT THINGS YOU LEARNED"

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CRAFT A LEARNING ENVIRONMENT



①



REGULARLY SCHEDULED EVENTS

- PORTFOLIO REVIEWS
- BOOK CLUBS
- LUNCH N LEARNS
- YEARLY HACKATHONS

②



START AN EDUCATIONAL EMAIL CAMPAIGN

③



CONVERT YOUR ILTS TO SIMULATIONS

④



BUILD OUT A HIGH-QUALITY LMS WITH LOTS OF CONTENT

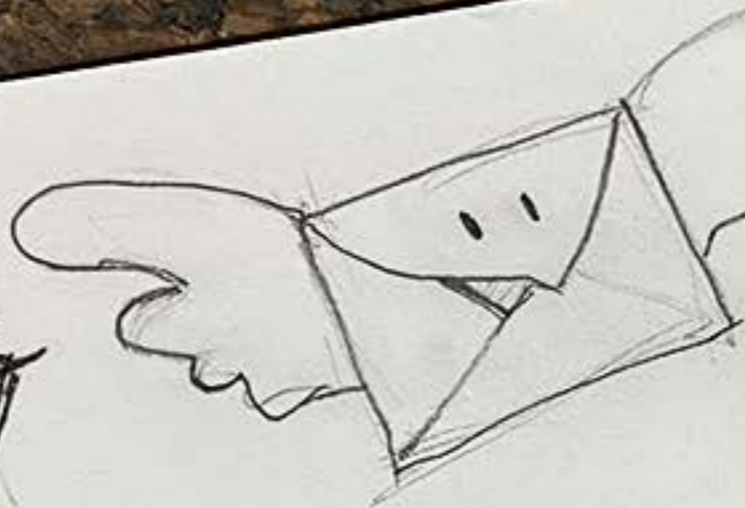
⑤



POST EDUCATIONAL SIGNAGE

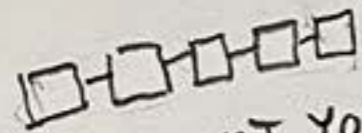
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TEACH BY



EMAIL

①



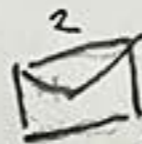
BUILD OUT YOUR CURRICULUM AS A LONG CONTINUOUS CHAIN. IDEALLY NEVER ENDING.

②



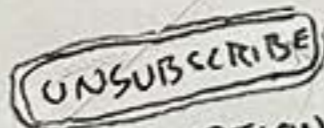
KEEP EACH TO 300 WORDS AND INCLUDE A LINK TO A COURSE IN YOUR LMS.

③



AUTO-SEND YOUR CHAIN X2 PER WEEK, STARTING AFTER ONBOARDING.

④



MAKE OPTIONAL AND EASY TO OPT OUT.

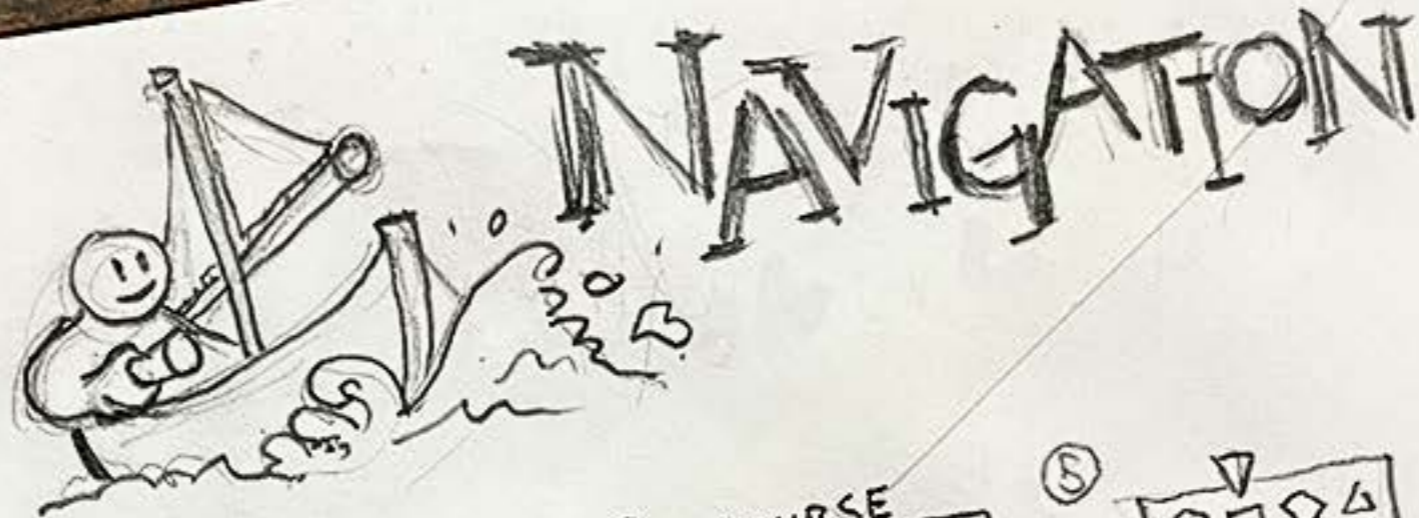
⑤



WRITE W/ ATTITUDE. DIAL UP THE ENTERTAINMENT FACTOR.

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TIPS FOR SMOOTH



MAKE A NETFLIX STYLE LMS HOME PAGE. ORGANIZE BY ROLE + TOPIC

②



CREATE LANDING PAGES FOR LARGE INITIATIVES LIKE CERTS OR ONBOARDING

③



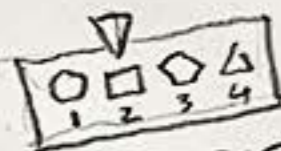
MAKE ENROLLMENT PROCESSES EASY OR NON-EXISTENT

④



DON'T USE MULTI-PAGE SCORMS. SHOW ALL PAGES IN THE LMS. (FOR HTML STYLE)

⑤



USE GRAPHICAL PROGRESS METERS THROUGHOUT THE COURSE.

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DON'T GET LOCKED IN



BY OBJECTIVES



① DON'T START BY DEFINING OBJECTIVES. DISCOVER THEM IN THE DEVELOPMENT PROCESS.



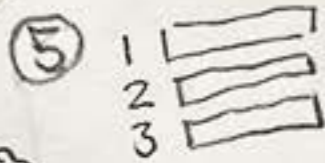
② FOCUS ON EXTRACTING BEST + WORST PRACTICES FROM YOUR SMES.



③ ORGANIZE YOUR BEST PRACTICES INTO S.O.P.'S



④ DIG THROUGH YOUR MATERIAL FOR THE REAL PURPOSE FOR THIS COURSE.



⑤ WHEN YOUR COURSE IS DONE, THEN WRITE YOUR OBJECTIVES

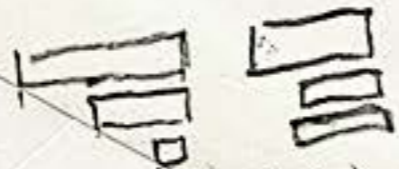
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MAPPING YOUR EXPERTISE



① BOIL DOWN YOUR TOPIC. WHAT IS YOUR VERY SPECIFIC AREA OF EXPERTISE?

②

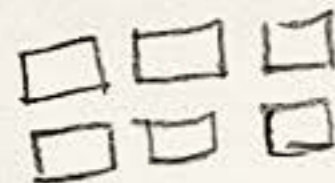


CREATE AN INDUSTRY STANDARD OUTLINE.
CREATE A GENERAL OUTLINE USING...
1. DUMMIES BOOKS
2. CHATGPT
3. TOP 20 BOOKS

③

Signature ④

ADD YOUR PERSONAL TAKE.
EDIT YOUR OUTLINE ADDING YOUR OWN PERSONAL METHODS.



MODULARIZE.
BREAK YOUR OUTLINE INTO MODULES THAT YOU COULD MAKE SHORT VIDEOS OUT OF.

MAKE AN INDUSTRY STANDARD



KNOWLEDGE MAP



①
TARGET
IDENTIFY YOUR
AREA OF
EXPERTISE.

②



DUMMY
STEAL YOUR
STARTER OUTLINE
FROM A DUMMIES
BOOK.
(IF AVAILABLE)

③



CHAT GPT
ASK CHAT FOR
A MORE SPECIFIC
OUTLINE TAILORED
TO YOUR NICHE.
ADD ANY NEW
ITEMS,

④



TOP 20
WATCH YOUTUBE
SUMMARIES
OF TOP 20
BOOKS. ADD
ITEMS THAT
RESONATE
W/ YOU.

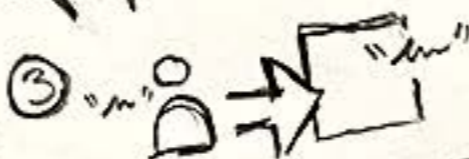
MEMORY TRICKS



① STORYLINE MNEMONIC
VISUALIZE EACH ITEM IN SEQUENCE.
A ITEM DOES SOMETHING TO THE NEXT.
EX. AN APPLE KISSES A BAG OF CHIPS.



② MEMORY PALACE
VISUALIZE EACH ITEM IN A DIFFERENT PLACE IN YOUR HOME.
EX. A CEREAL BOX IN YOUR BED.



③ GRAPHIC MODEL

DRAW A RELATIONAL CONCEPT MAP USING 4 ELEMENTS
1. ICONS
2. PATHS →
3. BOUNDARIES □
4. LABELS "m"



④ NUMBER PICS
TURN NUMBERS INTO IMAGES



⑤ SONGS & RHYMES
IF YOU ARE MUSICALLY INCLINED, UNLIKE ME, KNOCK YOURSELF OUT!

BALANCING
THE ELEMENTS



OF ONLINE
TRAINING

①



INSTRUCTION

ADOPT A CONSULTATIVE
MINDSET, + INCORPORATE
AS MUCH HANDS-ON
PROBLEM SOLVING AS
POSSIBLE,

②



EMOTION

ENGENDER POSITIVE
ACTIVE EMOTIONS TO PULL
THE LEARNER THROUGH
THE COURSE. USE STORIES
HUMOR, + EMOTIVE IMAGERY.

③



PRODUCTION

SIMPLIFY, MODULARIZE, +
STANDARDIZE AS MUCH OF
YOUR PRODUCTION
PROCESS AS POSSIBLE.

USE THE RIGHT TECHNIQUE IN THE RIGHT SPHERE, DON'T CROSS THE STREAMS.

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WHY LEARNERS

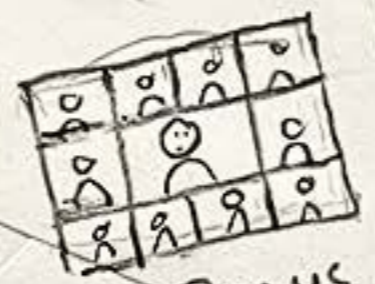


FEEL TRAPPED



① HUMAN ENCLOSURE IS THE PROCESS OF LIMITING A PERSON'S FREE AGENCY FOR THE PURPOSES OF INCREASING PRODUCTIVITY.

②



CLASSROOMS / OFFICE SPACES / VIRTUAL MEETINGS ARE ALL FORMS OF HUMAN ENCLOSURE.

③



TO ALLEVIATE THE FEELING OF ENTRAPMENT, LEARNERS NEED TO FEEL COMFORTABLE LEAVING WHENEVER THEY CHOOSE.

④



FOR IN-PERSON TRAINING INCORPORATE
1. OPEN BREAKS
2. SELF PACED ACTIVITIES
3. PLENTY OF GROUP & INDEPENDENT WORK
4. FREEDOM TO CHOOSE ACTIVITIES

4 FOLD MARKETING



PLAN FOR ONLINE COURSES

①



SEO

START YOUR LONG-TERM SEO PLAN. YOU'LL A FEW 100 PAGES, SO MAP THIS OUT OVER 12 MONTHS.

②



ADS

FOR FASTER SALES, BEGIN TESTING ADS. IT'LL TAKE 1-3 MONTHS TO DIAL IT IN + FIND YOUR IDEAL TARGET DEMOGRAPHIC

③



SOCIAL

CREATE ALL-PURPOSE CONTENT FOR ANY PLATFORM. CAREFULLY POST IN GROUPS FOR EXTRA EXPOSURE.

④




EMAIL

CREATE A LEAD MAGNET FOR YOUR NEWSLETTER. USE STORY-TELLING STYLE MARKETING EMAILS.

FIX DYSLEXIC DISORIENTATION

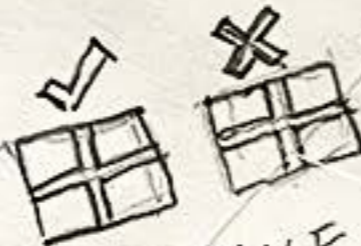


①  ②


IMAGINE YOURSELF IN A ROOM WITH 2 WINDOWS. THE ROOM IS INSIDE YOUR HEAD, THE WINDOWS ARE YOUR EYES.

 ③

IMAGINE YOU ARE INSIDE YOUR HEAD. WALK UP CLOSE TO THE WINDOWS & WALK BACK.

③  ④

NOW, WHILE KEEPING BOTH EYES OPEN, LOOK OUT ONE WINDOW, THEN THE OTHER.

 ④

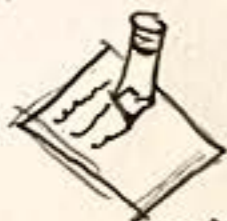
QUICKLY LOOK BACK AND FORTH BETWEEN THE 2 WINDOWS. THIS WILL REORIENT THE LEARNER.

IMPROVE YOUR



MEMORY NATURALLY

①



RECITATION:
READ SOMETHING
FOR 30 SECS, THEN
SPEND 2 MINS.
WRITING DOWN
EVERY THING YOU
CAN REMEMBER.
REPEAT.



DRAWING:
LOOK AT A PAINTING
FOR 1 MIN. THEN
SPEND 5 MINS.
SKETCHING AS
MUCH AS YOU CAN
REMEMBER.
REPEAT.

③



REPLAY:
PICK A PART
OF YOUR DAY,
RELIVE IT IN AS
MUCH DETAIL AS
POSSIBLE.



④



IMAGE STREAM:
THINK OF A RANDOM
IMAGE. IMAGINE
IT IN AS MUCH
DETAIL AS POSS-
IBLE UNTIL IT
MOVES OR MORPHS.
FOLLOW THE RANDOM
STREAM.

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