4C's Design Checklist

Movement trumps Sitting

Talking trumps Listening
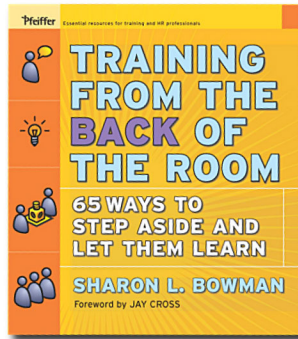
Images trumps Words

Writing trumps Reading

Shorter trumps Longer

Different trumps Same

Beginnings stick: **PRIMACY**

Surprises stick: **JOLT**

Endings stick: **RECENCY**

I remember what I have: **WRITTEN**

Connect it to what I know: **LINKED**

6 Times Six Ways! **REPETITION**

TRAINING FROM THE BACK OF THE ROOM
65 WAYS TO STEP ASIDE AND LET THEM LEARN
SHARON L. BOWMAN
Foreword by JAY CROSS
Pfeiffer — Essential resources for training and HR professionals

inspiredagility

4C's Design Quality Check

1. What does the learner already know about it?

2. What does the learner need to know about it?

3. Can the learner do it or teach it to someone else?

4. How does the learner plan to use it?