

30

Learning Design Tips

The Cheat Sheet No One Gave You



JUSTIN SEELEY

[!\[\]\(d66ff64371a51729ac8c1cdaa685ba6f_img.jpg\) Repost this](#)



Learners forget 90% within a week. Design for spaced repetition, not one-time perfection.



JUSTIN SEELEY

 **Repost this**



Wrong answers teach better
than right ones when you
explain the why.



JUSTIN SEELEY

 **Repost this**



Scenarios beat bullet points
every single time.



JUSTIN SEELEY

 **Repost this**



If learners can't apply it immediately,
they won't remember it tomorrow.



JUSTIN SEELEY

 **Repost this**



Microlearning isn't just short content. It's focused on one specific skill.



JUSTIN SEELEY

 **Repost this**



Subject matter experts are terrible
at estimating learning time...

Always double it.



JUSTIN SEELEY

 **Repost this**



Gamification without clear
learning objectives is just
distraction.



JUSTIN SEELEY

 **Repost this**



Test knowledge before teaching it.
Pre-assessment reveals what
learners actually need.



JUSTIN SEELEY

 **Repost this**



Compliance training fails
because it teaches rules,
not decision-making.



JUSTIN SEELEY

 **Repost this**



Peer-to-peer learning scales
better than expert-led training.



JUSTIN SEELEY

 **Repost this**



Video lectures are the least effective way to transfer skills.



JUSTIN SEELEY

 **Repost this**



Make mistakes safe to explore.
Learning happens in the struggle,
not the success.



JUSTIN SEELEY

 **Repost this**



Learning paths should branch
based on performance, not just
preference.



JUSTIN SEELEY

 **Repost this**



Reflection activities are where
understanding actually happens.



JUSTIN SEELEY

 **Repost this**



Timely knowledge checks help
prevent cognitive overload.



JUSTIN SEELEY

 **Repost this**



Real job aids beat memorization
every time.



JUSTIN SEELEY

 **Repost this**



Learning analytics should
help shape the experience,
not just measure it.



JUSTIN SEELEY

 **Repost this**



Mandatory training with optional practice is backwards design.



JUSTIN SEELEY

 **Repost this**



Context switching kills
learning momentum.
Keep related content together.



JUSTIN SEELEY

 **Repost this**



The best learning feels
like problem-solving,
not information consumption.



JUSTIN SEELEY

 **Repost this**



Feedback timing matters more
than feedback quality.



JUSTIN SEELEY

 **Repost this**



Social proof motivates learners
more than leaderboards.



JUSTIN SEELEY

 **Repost this**



Practice without feedback is just
repetition.



JUSTIN SEELEY

 **Repost this**



Learning objectives should answer
"so what?" not just "what."



JUSTIN SEELEY

 **Repost this**



Mobile learning isn't desktop
learning made smaller.



JUSTIN SEELEY

 **Repost this**



Storytelling works because brains
remember narratives, not facts.



JUSTIN SEELEY

 **Repost this**



Completion rates aren't an
indicator of learning.



JUSTIN SEELEY

 **Repost this**



Just-in-time learning beats
just-in-case training.



JUSTIN SEELEY

 **Repost this**



Learning transfer
happens in the workflow,
not the classroom.



JUSTIN SEELEY

 **Repost this**



Measure behavior change, not
knowledge retention.



JUSTIN SEELEY

 **Repost this**

SHARE
YOUR
TIPS!



JUSTIN SEELEY

 Repost this

Did you find this useful?



Like



Comment



Share



Justin Seeley

+ Follow



For more tips & career insights
for learning designers