

3-Courses-No-Starter

Wed, 10/21 2:32PM 5:24

SUMMARY KEYWORDS

active, learning, phase, subject matter expert, passive, information, drug, tier, carl, schema, fire hydrant, ongoing assessment, shared vision, smart, lynda, online marketing, next phase, split, remind, distinct



00:06

I'm your founder, I'm your instructional designer. I'm also your subject matter experts,



00:15

Yes, it's S.M.E.



00:25

it's my job to explain our decisions. It's my job to manage your expectations. So first things, first.



00:33

This is not 3 distinct courses. This is one course split into three parts.



00:42

Founded to find a viable alternative to smart drugs .



00:46

FYI - There's not one smart drug that you take, if you want to be good at English, there's not one smart drug you need to be good at math



00:51

There are just smart drug period .



00:53

This is one course split into three distinct tiers .



00:55

The 3 phases are engagement, you're in it right now, the passive phase and the active.



01:05

During engagement, you want to capture people's interest, you want to fire up their imagination, show and tell , show what might be possible.



01:19

Convention dicates using video or if you are targeting mobiles then mp3 is acceptable and you always back this up with transcripts .



01:38

That's a familiar schema. a winning forumla



01:41

The next phase is the passive phase.



01:51

The reason we don't have one consistent format is because well, it's for this reason, let's

say you are taking a course on online marketing.



02:02

When I took a course about online marketing through Linda [now Linked In Learning] and don't get me wrong, I love Lynda it's a fantastic resource. Sometimes just sometimes , it's as if the subject matter expert [S.M.E] is trying to beat you into unconsciousness with a encyclopaedia britannica .



02:21

if I was already doing the job of an online marketer that would be okay, I could just sit back and wait for lightning to strike. But much of the information was new to me. So, I felt a bit overwhelmed, a bit like trying to drink water out of a fire hydrant . #



02:45

When the information is new, when it's a new schema, when it's not familiar, it's best to strip out all the distractions.



02:58

If I'm talking at you then I am crowding out your inner monologue.



03:01

if it's written down you can slow it down.



03:09

Now, the role of a passive course ,



03:13

if this was In Person learning this would be the foundation or priming tier . This is where the heavy lifting takes place , the act of absorbing information prior to being taught.



03:34

This would naturally lead on to active learning based around group discussion, which is pioneered and championed by a man called Carl Wyman



03:46

I recommend you look this up, we've got a dedicated section in our publishing guidelines on active learning. You can also look up the short 7 minute animated video on Active Learning that Nobel Carl Wieman and Sprouts collaborated on .



04:07

I believe in one form or another active learning is the future for teaching and training. professions .



04:14

However, this isn't In Person training.



04:15

This is online training where we do things a little differently.



04:20

The Active Phase is where you put theory into practice.



04:28

Resources include , exercises , profiling tools, ongoing assessment , gamification .



04:35

This is where you learn by seeing and doing.



04:42

I'm gonna wrap it up here, before that I'd like to remind you .



04:48

If you want to register for the next phase, phase two, the passive phase. this is still open for registration. currently it's still free .



05:00

Now I don't know , I am not sure how long we will be able to keep that course open and free .



05:04

I'd also like to remind you this isn't about us.



05:08

This is very much about you. About a shared vision .



05:12

This is about you taking back control . This is about maximising the chances of your hard work paying off .