



10 Tips to Create Learning People Love

LinkedIn  LEARNING

Table of Contents

03	Introduction	18	Tip #7: Care About Being Good At It
05	Tip #1: Good Instruction Requires Clear Communication	20	Tip #8: Have Fun
07	Tip #2: Know Thy Audience	22	Tip #9: Show R-E-S-P-E-C-T
10	Tip #3: Be Miles Ahead—And By Their Side	25	Tip #10: Ask For Feedback—And Use It
12	Tip #4: Drop The Formalities	27	Conclusion
14	Tip #5: Work Backwards From Success	28	Author
16	Tip #6: Set Achievable Learning Goals	30	About LinkedIn Learning

A man in a dark shirt is standing and gesturing with his hands while presenting to a class. In the background, a whiteboard displays a complex diagram. The diagram features a large triangle with internal lines and a curved line. To the right of the triangle, there is a handwritten note that reads "190#2 x". Below the triangle, there is a smaller diagram that looks like a rectangular box with a wavy line underneath it. The entire image has a blue tint.

Introduction

One of the most common questions we get here at LinkedIn Learning is: How do you do what you do? While there's a certain amount of magic that happens on our campus (it's impressive, I'll be honest), a lot of our process boils down to simple instructional design principles for teaching adult learners.

Whether you're teaching a new skill, creating online instruction, or just want to be able to better communicate—the 10 tips in the guide don't disappoint.

[Teaching Adult Learners >>](#)



Good Instruction Requires Clear Communication



TIP #1

Good Instruction Requires Clear Communication

Great teachers take the complex and re-explain it simply, sharing in the excitement of someone new to the topic. They communicate for others to hear—not for themselves.

[Communication Fundamentals >>](#)

[Communication Tips >>](#)

[Effective Listening >>](#)



Know Thy Audience



TIP #2

Know Thy Audience

You can't teach anyone anything until you know who you're teaching, where they're at, what they want to learn, and why they want to know it. Some LinkedIn Learning authors script their courses with one potential student in mind: someone they know who needs to learn what they're teaching.

In instructional design, learning more about your audience is called a needs analysis. You can also rely on project management and business analysis to build more skills for developing project requirements. These are great crossover skills that can help hone your teaching.

[*Instructional Design Essentials - Needs Analysis >>*](#)

[*Developing Project Requirements >>*](#)



Be Miles Ahead— And By Their Side



TIP #3

Be Miles Ahead— And By Their Side

The best teachers master the art of living miles ahead of where they're teaching—yet are able to be right there beside you when you need help. Because they know so much, they can anticipate pitfalls and successes.

Much like a good mentor, good teachers are everywhere (reflected in my decisions and attitudes) and nowhere (not hovering or physically present every time I struggle).

[Anticipating Questions >>](#)

[Mentoring Others >>](#)

A photograph of four people sitting on the floor in a workshop or creative space. They are all smiling and holding up small, black, mustache-shaped props. The image has a strong red color overlay. The text "Drop The Formalities" is written in white, with a small icon of a top hat and bow tie above the word "The".

Drop The Formalities



TIP #4

Drop The Formalities

When I'm learning, I'm vulnerable. Talk to me as a friend. Create a space I can come live and learn in, because when we have that trust and that coziness, we become peers on a journey. That's a lot better than you telling me what to do.

As our communication and leadership author John Ullmen says, “communicate to replicate”—meaning speak to amplify the message you want people to remember, and repeat.

[Communicate To Replicate >>](#)



Work Backwards From Success



TIP #5

Work Backwards From Success

Whether you're teaching me how to program or make a cake, every learning journey has a final goal. Start where you want to finish and then work backwards to break down the skills needed to get there.

Reverse engineering the end result is like the old editing trick of slowly reading every line backwards aloud to catch typos. New perspective comes from half-speed rearview-mirroring.



Set Achievable Learning Goals



TIP #6

Set Achievable Learning Goals

Nothing frustrates people trying something new like finding out they have to be masters right away. No, that's not going to work. Instead, build in small successes I can feel good about right away.

The sooner you hook me on work, reward, and a new challenge, the quicker I get addicted to the self-confidence and excitement of the next task. After all, a goal isn't a goal unless you're going to achieve it.

[Achieving Your Goals >>](#)



Care About Being Good At It



TIP #7

Care About Being Good At It

The secret to most professional endeavours is that you can be good at them if you care about being good at them—whether it's building products, closing sales, or managing people. Practice and care about how you're coming across. If you can't make good graphics for your Microsoft PowerPoint presentations, learn how. If you're afraid of public speaking, devote yourself to getting over that fear.

[*PowerPoint 2013 Essential Training >>*](#)

[*Graphic Design for Business Professionals >>*](#)

[*Overcoming Your Fear of Public Speaking >>*](#)



Have Fun



TIP #8

Have Fun

In my course on working with subject matter experts (SMEs), I introduce the concept that if you're having fun creating the learning presentation, it will show in your final product. This is true whether you're stepping in front of a physical class or delivering it online.

Passion and excitement show through across mediums, so put some into yours.

[Instructional Design Essentials—Working with SMEs >>](#)



Show R-E-S-P-E-C-T



TIP #9

Show R-E-S-P-E-C-T

Our attention spans are shortening every day, so you've got to get to the point quickly. Jokes and stories are terrific, but you have to teach me as you go through them, not after they're over.

I'm not here because I have to be. This isn't school; this is my real life, and I'm letting you into part of it. So respect my need to be informed and entertained.

Jim and Kay Stice do a great job of teaching through stories in their LinkedIn Learning accounting and finance courses. One of my favorite examples is when they discuss transportation in Hong Kong. When you're mindful of my time and attention, I want to give you more of it.

[*Performance Evaluation Example--Stice Boys >>*](#)

[*Jim Stice >>*](#)



Ask For Feedback— And Use It



TIP #10

Ask For Feedback—And Use It

Feedback is a gift often wasted on people who don't want to hear it. Don't be a victim.

When in doubt, survey or ask your learners how they're doing. If you're designing something they're learning from asynchronously, get feedback from potential students as you're developing it. Read comments, respond to questions. Ask how you can improve. After all, the teacher in any one particular setting is often the student in others.



Conclusion

At LinkedIn, all of these strategies significantly influence how we do what we do. I hope you will use them to great success in your own endeavours.

To learn more, I invite you to browse our growing library of [*Instructional Design courses >>*](#)

Author



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Jolie Miller, PMP®, is the director of Business Content for LinkedIn Learning, where she works with an awesome team to build leadership, project management, productivity, marketing, and education courses. Over the past seven years, Jolie has helped over 100 authors translate classroom lectures, keynotes, books, and course ideas into interactive online learning spanning the fields of business, health care, K-12 education, career training, and productivity. Prior to joining LinkedIn Learning, Jolie managed author and content acquisitions at Education To Go, a division of Cengage Learning, where she developed and launched a new product line of K-12 professional development courses in conjunction with Staff Development for Educators. You can follow Jolie on Twitter @joliemiller or on her blog joliemiller.co.

About LinkedIn Learning

LinkedIn Learning is a transformative learning solution that enables individuals and companies to achieve more. Our goal is twofold: to identify the precise skills you and your organization need to excel in their career, and to efficiently deliver relevant, expert-led courses.

The combination of our digital content library of 8,000+ courses and data-driven personalization delivers a powerful learning experience that transforms how learners acquire and hone in-demand skills.

