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The 10 commandments for creating online learning

1 **Focus on content that improves job performance.** Less is more. "Nice-to-know" is irrelevant. Apply the 80/20 rule.

2 **Create small pieces, not big courses.** Make content digestable in minutes, not hours.

3 **Equip people to find things on their own.** People prefer discovery to being told what to do. Avoid long presentations and lectures. People tune them out after 10 minutes.
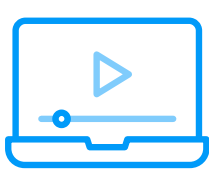
4 **Make it easy for peers to develop new content.** Enlist learners as curators who maintain and expand the base of content over time. Colleagues have more credibility than instructors.

5 **Flip the classroom.** Use people's time together for discussion, not reviewing content. (Do that in advance.) Only 15% of what's taught in traditional workshops shows up as new behavior on the job.

6 **Use web 2.0 design principles.** Tag all content for easy recall. Skin content to make it visually attractive. Provide a way for users to rate content, premitting the cream to rise to the top.

7 **Take advantage of pictures, videos, maps and infographics.** A short video is more effective than a written memo. We humans are sight animals.

8 **Format content for smartphones, tablets, laptops and other devices.** Learning is increasingly mobile. Build once, deploy to many.

9 **Less is more.** Use the content creation process to weed out any obsolete, inappropriate or worthless content from the past.

10 **Start your high impact projects and market your success with them.**