



Building a L&D Course: Structuring Content

Creating courses that produce behavioural change

70%

of learning comes
from **doing the job**

20%

of learning comes
from peer and
mentor interactions

10%

of learning comes
from classroom
training

Unconscious
Competence

Right Intuition

Conscious
Competence

Right Analysis

Conscious
Incompetence

Wrong Analysis

Unconscious
Incompetence

Wrong Intuition

At its core all L&D
is about taking people
from the bottom to
the top of the four
stages of Competency
Pyramid...

The Learning Curve

Illustrates how quickly someone acquires a new skill or knowledge, showing initial rapid progress that gradually slows as proficiency increases. It visualizes the relationship between learning effort and performance improvement over time.

Cognitive Load Theory

Posits that learning is affected by the amount of mental effort required to process information. Sensory memory briefly captures information from the environment, which then moves to short-term memory for immediate use. If processed effectively in working memory, the information is encoded into long-term memory for future retrieval.