Building a L&D Course:
Balancing Practical vs Theory

74%

74% of employees believe they would be more successful if they had access to learning opportunities that were hyper-relevant to their role **- Glassdoor**

37%

more likely to be productive and 58% more likely to offer above-average customer satisfaction **- Indeed**

Learning Styles

Part Myth, Part Reality

VARK
Visual, Auditory, Reading/Writing, & Kinaesthetic

Honey & Mumford
Activist, Reflector, Theorist & Pragmatist

Rule of Thumb 1
Every topic needs at least some theory element, and some practical element.

Rule of Thumb 2
Avoid being too predictable.

Rule of Thumb 3
Knit the theory and practical together as closely as possible.