Building and L&D Course:
Use of Collateral

Show the learner how to create documents that support learning as companions to training

If you don't give your people resources, they will find them elsewhere and you've lost control, or they'll lose the new skills or knowledge you need them to have.

20%

Learners forget on average 20%

70%

and up to 70% of new information within 24 hours without reinforcement.

Examples of Collateral

- Pitch sheets
- One-pagers
- Frameworks
- Decision Trees
- Brochures

Collateral Must

- Have a design that makes it effective
- Offer immediate value so it is actually used
- Be readily accessible
- Contain statistics or proofs
- Be hyper-relevant to the user