

# How to Design Your Next Teleclass

**Session 1**

**March 25, 2010**

**5-6 pm Pacific Time**

**Conference Line: 218-339-4600, code 462946**

**Paul Plamondon**

**818-551-0885**

**freemondon@gmail.com**



# Questions

---

**Why do you want to lead teleclasses?**

**What is difficult about leading a teleclass?**



# Notes

---

**The problem(s) with teleclasses:**

**Teleclass formats:**

**The role of design:**



# The 5-D Design Model

1

*Why do you want to offer this program?  
How will your audience benefit? How would you like to benefit?  
How does it fit into your business development strategy?*



2

*Who will want to attend? Who do you want to attract?  
What outcomes do you want to create in your audience's world?  
What is the central point you will want to make?*



3

*What will your audience be able to do, know, and feel by attending?  
How will you engage your audience and fuel their learning?  
How will you organize and sequence the content and activities?*



4

*What printed or electronic materials will you need, if any?  
What will they look like?  
How will you develop them?*



5

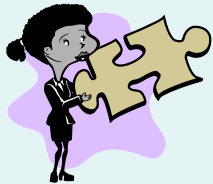
*What date(s) and time will work for your audience?  
What is your pricing?  
What technology(ies) will you use?*



# Four Types of Learners

**1**

The \_\_\_\_\_  
Learner wants



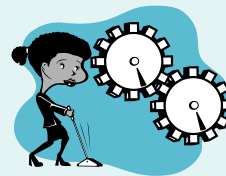
**2**

The \_\_\_\_\_  
Learner wants



**3**

The \_\_\_\_\_  
Learner wants



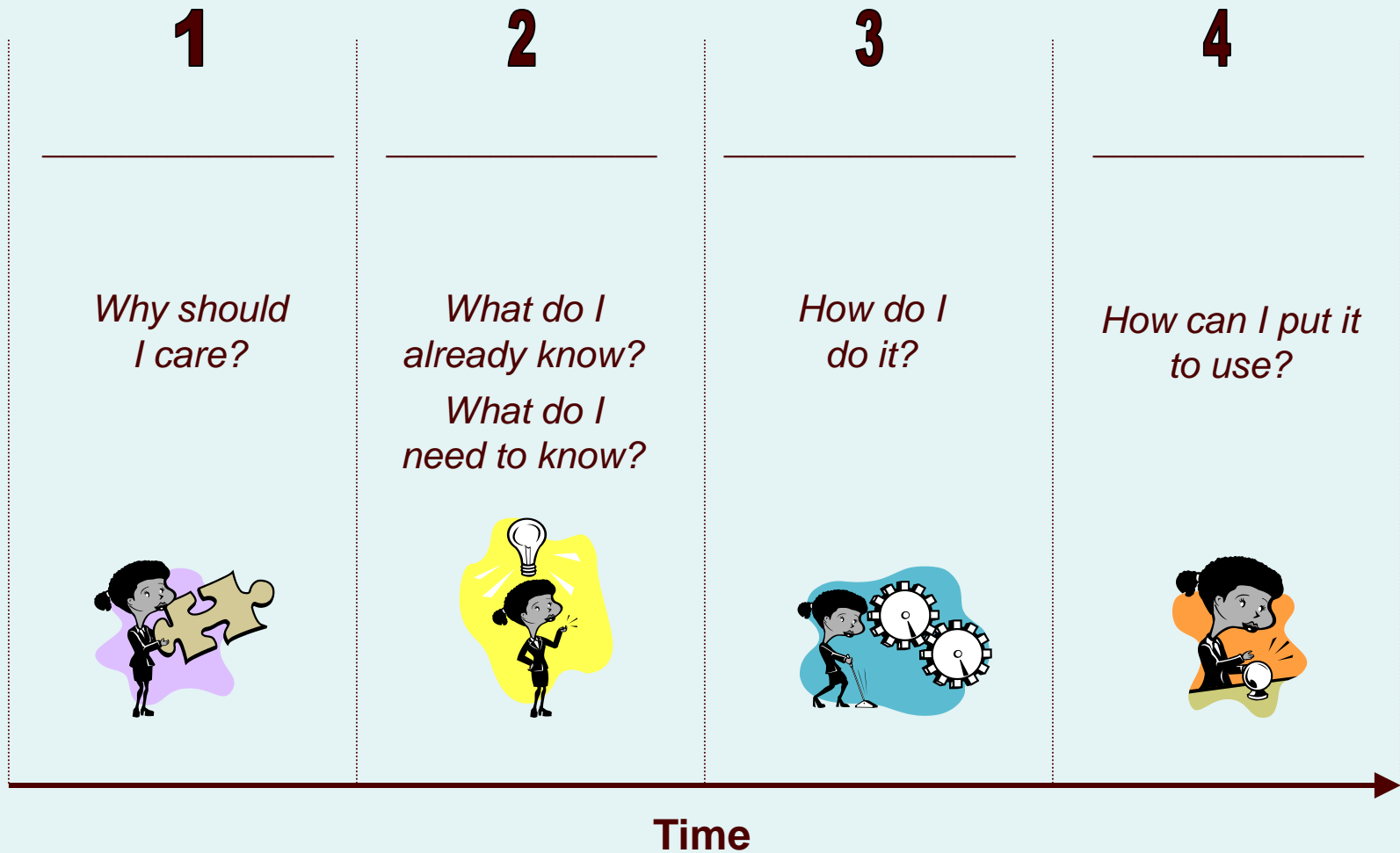
**4**

The \_\_\_\_\_  
Learner wants



Adapted from Bernice McCarthy's *About Learning*

# The Natural Learning Cycle



Adapted from Bernice McCarthy's *About Learning*