

Finding the Pacing "Sweet Spot"

Think in Time Blocks

In learning campaigns, we want to keep the "chunks" of learning quite small. You're aiming to have the weekly learning load be somewhere between 1-2 hours of required effort. (You can always provide options for more, for your keen beans.)

Think about the Learner

Your campaign blueprint is always a dance between your initial objectives, and the feasibility check of what it will take to get there. You always want to design for reality, which includes the needs and constraints of your learners. You may love to have a six month weekly academy, but your learners might only be able to commit to a six week block. Design for the six weeks - what can you do and how far can you go in that time frame?

Think in Bundles

The more you can "bundle" your content, the less effortful it will feel for your learners and the more you can accomplish. What things fit together? How can you sequence it to maximize the time?

Think about Depth

The further you go along the continuum from simple to complex learning, the more time you will need. (And the more effort your learners have to put in.) This means more time not only in learning activities, but also time *between* to process the learning.