SKILLSTACK SUITE

E-Learning Course Creation & Design — Cheat Sheet

One page to keep open while you work.

Keep this open while you build. Every line is a decision rule you will need more than once.

Quick reference

Term / step	What it means in practice
Transformation statement	One sentence, present tense, a capability an observer could verify
Non-goal	The thing you deliberately do not teach — your scope defence
Backwards design	Outcome → assessment → required capabilities → modules. Never the reverse
Lesson length	6–12 minutes. Over 15 means it is two lessons
Four-part lesson	Hook · context · demo · practice
Script the edges	Verbatim hook and close, bulleted middle
Audio first	Mic within a hand-span; soft room beats good camera
Workbook test	If it can be completed without the lesson, it is a summary
Drip vs open	Drip lifts beginner completion; frustrates experienced learners
Price driver	Outcome size + support level. Not video count
Beta cohort	Validates, produces testimonials, finds drop-off before ad spend
Key metric	Completion rate per lesson, not per course

Rules of thumb

- If you cannot film the verb in your outcome, rewrite the outcome.
- Anything that does not serve the final assessment gets cut, no exceptions.
- Practice at the end of every lesson, never batched at module end.
- Fix the steepest drop-off first, not the loudest feedback.
- One fix, then re-measure. Never rebuild on one cohort.