Tools for Sticky Learning

	Unusual or Surprising	Use surprising or unexpected elements to gain attention
	Previous Experience	Use something from learners' previous experience to attract attention
	Interacting With	Learners will allocate attention to elements they can interact with
	Emotional Reaction	Emotional reactions are a cue to learners that something is worth paying attention to
	Meaningful or Relevant	If you know what is meaningful or relevant to your learners, you can use that to make learning easier to pay attention to
	Repetition	Learners will remember elements that are repeated *but* tedious repetition will cause learners to habituate and stop attending
	Learner Input	Encourage learners to bring their own questions or challenges to a learning experience
	Stories	Use stories to engage learners' attention
	Metaphors & Analogies	A familiar metaphor or analogy can attract learners' attention, reduce cognitive load, and make a concept more memorable
	Problem-based Learning	Structuring a learning experience around a problem that the learner needs to solve can help attract and maintain attention
	Disagreements & Dilemmas	Show people disagreeing about a topic or facing a dilemma to give learners an active way to engage with material
	Test, Then Tell	Give learners the assessment problem up front, and then have them use reference materials to answer it
	Accomplishment-based Learning	Structure learning tasks around real-world accomplishments

	Balance of Challenge and Ability	Increase the level of challenge as the learners' levels of ability increase
	Structured Flow of Goals	Structure the learning experience around short-term goals that combine to accomplish medium and long-term goals
	Horizontal Slice	Instead of using a topic-based structure, consider modules that include elements from all the topics e.g. a day in the life
	Varied Practice	Mix different types of practice for skills, like drilling a single skill followed by more of an open practice of varied skills
	Visuals	Use visual cues to direct or attract attention
	Social Cues	Use social cues, such as case studies and testimonials, to signal the importance or significance of a topic
	Dissonance & Curiosity	Lead with questions or problems that create dissonance or curiosity in learners
	Humor	Use humor to attract attention, but ensure that it resonates with learners and does not distract from important content
	Trust	Research learners' real needs and respect their time to help build a relationship based on trust

Tools to Use with Caution:

Use the following tools with care. If these are misapplied, they can have a negative effect on learning:

- Gamification
- Competition
- Rewards
- Elaborate Media