YOUR READING MAP

Teach a useful result

A course is a guided route from trying to doing.

Your mission

Choose one learner and one practical outcome. Design a small project, teach the steps and run a pilot. Use learners' work and questions to improve the course before recording a large library.

03–04 Choose who and what
A fictional tutor story and a clear learning outcome.

05–06 Build the learning journey
Align lessons, practice and useful feedback.

07–09 Test, offer and produce
Pilot checklist, offer template and accessible materials.

10–11 Explore 10 business ideas
Course concepts with a practical first test each.

12–14 Put it into action
Seven-day plan, worksheet and further reading.

01 / UNDERSTAND IT

Maya shares her skill

Fictional example: phone photography for small makers.



Start with one result

Maya takes clear photos of handmade products. Makers ask how she does it. Instead of teaching everything about photography, she plans a workshop where each learner creates three clear photos of one product.

A course needs more than information

Maya demonstrates a simple setup, lets learners try it and reviews their pictures. The final task is a small photo set. Learners know what to practise and can see what still needs work. Watching a video alone is not proof of learning.

☺ Maya’s first rule

“Show it, let them try it, then help them improve.” Her first pilot is a small live workshop, not a month of recording.

02 / DEFINE THE OUTCOME

Make the finish line clear

Choose a skill you can teach honestly and demonstrate well.

1

LEARNER

Who is starting, and what can they already do? Name the required tools.

2

RESULT

Use an action: create, compare, repair, write or demonstrate.

3

EVIDENCE

What finished work will show the learner can do the task?

4

BOUNDARY

What will you leave out? A narrow course is easier to practise and review.

Copy this outcome template

“By the end, [learner] will [observable action] using [tools], shown by [finished work] that meets [clear criteria].” Avoid vague goals such as “understand business”.