

So you want to teach online?

Here is what you need to know...

from
Cristina Star

TRU Education - Thinkific
UC Berkeley



Assuming you have a topic



It should be something you are deeply passionate and knowledgeable about.



What do you want to offer?



Type in the Chat box the topic(s) of the classes
you are thinking of sharing.

We Will Cover

1. (re)Defining Success
2. Course Design
3. Timelines & Structure
4. Teaching Strategies
5. Motivating Participation
6. Setting Yourself Apart
7. At Home Production
8. Choosing a Platform
9. **A Focus Session**
10. Further Resources

We Won't Cover

1. Choosing a Topic
2. Content Creation
3. Plug & Play Formulas
4. Presentation Style
5. Specific Platform Details
6. Strategies for children
7. Marketing
8. Monetizing
9. Funnels

Much of this also relates to in-person or mixed programming

Step One

What (EXACTLY) are you going to offer?

There is no one size fits all.

Clarifying your goals clarifies the rest.



Step One

What (EXACTLY) are you going to offer?

Clarify Goals:

- 1) What experience will a participant have?



Step One

What (EXACTLY) are you going to offer?

Clarify Goals:

- 1) What experience will a participant have?
- 2) What experience will you have?



Step One

What (EXACTLY) are you going to offer?

Clarify Goals:

- 1) What experience will a participant have?
- 2) What experience will you have?
- 3) How does it relate to the larger picture?



These Three Pillars Define Success:

- 1) Participant Experience
- 2) Facilitator Experience
- 3) Sphere of Influence



These Three Pillars Define Success:

- 1) Participant Experience
- 2) Facilitator Experience
- 3) Sphere of Influence

Question the Status Quo

Success is NOT
inherently related to

- Dollars
- Numbers
- Funnels

Unless **YOU** define it
that way. Partial
success is still success.

These Three Pillars Define Success:

- 1) Participant Experience
- 2) Facilitator Experience
- 3) Sphere of Influence

Question the Status Quo

Success is MAY be

- One participant learning
- Raising Awareness
- Improving your teaching ability
- Engaging your community
- or anything else

YOU define Success

A vintage brass compass is positioned on an antique map. The compass has a circular face with a grid and a needle. The map is aged and shows various geographical features and text. The word "Questions?" is overlaid in white text on the right side of the compass.

Questions?

Step Two

How deep will we go together?

Depth of Course

1. What magnitude are your goals?
2. How can the Form fit the Function(s)?



Honing In on Depth & Duration

Refer to Three Pillars

1. How much content is involved to create the desired participant experience?
2. How invested am I?
3. What is the Market like?



Depth & Duration

The Spectrum of Formats

1. Workshop (hrs)
2. Intensive / Conference (days)
3. Course (weeks to months)
4. Program (months to years)
5. Community (ongoing)



Depth & Duration

The Spectrum of Formats

1. **Workshop**
2. Intensive / Conference
3. Course
4. Program
5. Community

Workshops

aka

webinar

single class

crash course

1 to 5 hours

Basic Introduction

Simple Goals

Depth & Duration

Spectrum of Formats

1. Workshop
2. **Intensive / Conference**
3. Course
4. Program
5. Community

Intensive

aka

conference

day-long - seminar

weekend course

retreat

6- 100 hours

Less than a week

Mastery of Simple

Topic OR

Thorough Introduction

Multifaceted Goals

Depth & Duration

Spectrum of Formats

1. Workshop
2. Intensive / Conference
3. **Course**
4. Program
5. Community

Course

aka

Class

Webinar Series

6- 100 hours

2-16 weeks

weekly to monthly

content

Intermediate

Multifaceted Goals

Depth & Duration

Spectrum of Formats

1. Workshop
2. Intensive / Conference
3. Course
4. **Program**
5. Community

Program

aka

Immersion

Training

Certification

Degree

100s-1000s of hours

6 months - years

weekly to monthly content

In- depth

Complex Goals

Depth & Duration

Spectrum of Formats

1. Workshop
2. Intensive / Conference
3. Course
4. Program
5. **Community**

Community

aka

Membership- Program

100s-1000s of hours

1 year - ?

New and archived content

Live elements

Participatory

Requires codes of conduct and
conflict management

Choices

1. Depth
2. Duration
3. Pacing

1. Synchronous
2. Asynchronous
3. Live - PreRec

Always relate Back to 3 Pillars

1. Launch Date
 2. Time of Day
 3. Time Zones
 4. Attention Span
-

Questions?



Teaching Strategies

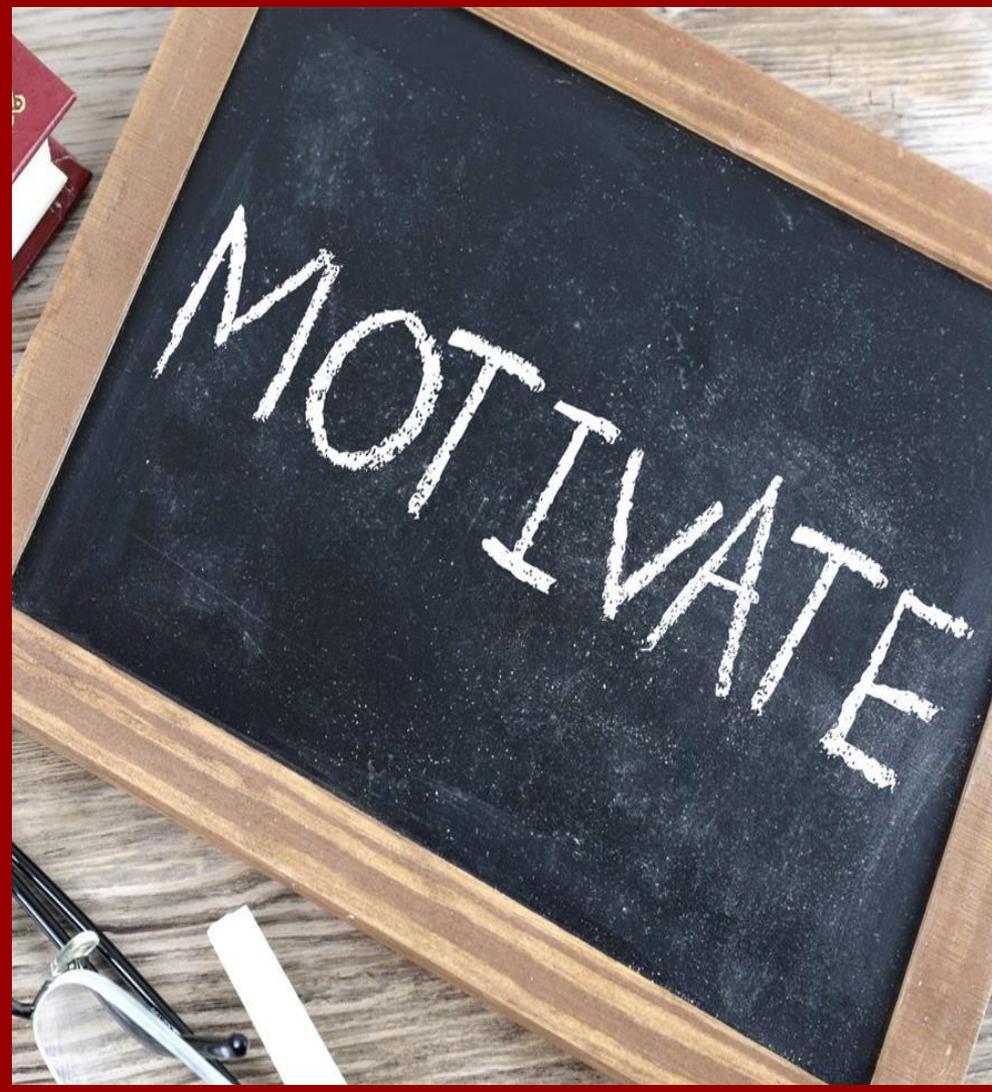
- Practice teaching
- Polish presentations
- Keep learning
- Mimic your favorite teachers
- Connect to the people
- Keep it current
- Sensitive to diversity
- Repetition
- Connectivity - weave content
- Easy to follow clear instructions
- Understand motivation



Motivating Participation

What we like is not actually what we want.

- Reminders of Relevance
- Accountability
- Deadlines
- Investment
- Interaction



Easy ways to set your course apart

- Be authentic
- Remain guided by the pillars
- Synchronous
- Deadlines
- Use multimedia content
- Adapt for learning styles
- Keep the learner in mind
- Minimize email for content



- Group or buddy activities
 - Assignments that require getting out
 - Under promise & over deliver
-

Home Production

Improve your game simply and affordably

1. Webcam
2. Microphone
3. Lighting
4. Background
5. Style
6. Control your environment
7. Practice using program

Optional:

8. Headphones
9. Editing Software
10. Screen Capture Program



Look your best

1. Angle
2. Glasses reflection
3. Look at camera



Choosing a Platform

- Thinkific
- Kajabi
- Udemy
- Teachable
- Canvas
- Ruzuku
- Wordpress plugins
- Zoom & email
- Turing Tech for Corporate Trainings
- WizIQ
- Hangouts
- Learnworlds
- Educadium
- Academy of Mine
- CourseCraft
- LearnDash
- Podia

In examining platforms, hone in by asking:

- 1) Are you connecting personally with the participant?
- 2) Are they learning this skill self paced or is it a priority synchronous training?
- 3) What are your technical skills?
- 4) How much marketing of what type do you need or want to do?
- 5) Is there a similar existing network/community already established on a platform?
- 6) What other elements of your business relate to the offering?
- 7) Is it an Evergreen or synchronous courses?
- 8) Will there be funnels into other future or nested classes?
- 9) What is your budget?
- 10) What curriculum features do you want and need?
- 11) And more...

Quick Summary ~ Curriculum:

broadly defined as the totality of student experiences that occur in the educational process.



Questions?

Participants visible in the grid (from top-left to bottom-right):

- Esther Yoon
- Zoom Webinars
- Walter Pape
- David Flores
- Dani Clean
- Josh Witty
- Heather Virga
- Kathy Bai
- Kristen Klein
- Jane Chang
- Charisse Sare
- Jocelyn Holsager
- Brandon Realmon
- Kari Shafer
- Theresa Gies
- Camilla Marais
- Britney Deacon
- Margo Bernie
- Lindsay Hunt
- Desiree Slagle
- Austin Martin
- Matt Torman
- Ryan Gallagher
- Allison Coleman
- Peter Thelen
- Theresa Brady
- Derek Pando
- Ariana Sole
- Alicia Ramirez
- Julie Broute
- Lizobay Scott
- Gerard Bao
- Francisco Braga
- Varun Sethi
- Jon Bjornn
- Kaitlyn Guzman
- Niel Levonius
- Janina Pelosi
- Alex Swerdlow
- Pam Edwards
- Diyana Ivanova

Targeted Consulting

- liveTRU.org
- Click on **Consulting**
- Schedule a 30 min Free Consult
- Or email me at director@liveTRU.org

Thank you Natasha &
WORK Petaluma



Focus Session



In Loving memory:
Armand Ramirez

