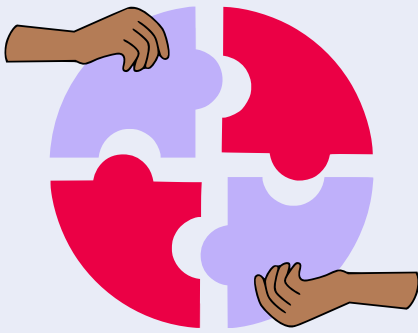


SEVEN RULES THAT DRIVE BEHAVIORAL CHANGE



[Resource: LinkedIn L&D Community](#)

Effective L&D content must solve real performance problems that employees are experiencing today. Based on analysis of high-engagement corporate learning content and validated by current L&D research, here are the **seven principles** that separate training that transforms performance from training that simply informs.



Rule 1 - Solve Real Performance Problems

Bad: "Introduction to effective communication skills".

Good: "What to say when a client meeting goes off the rail?"

Rule 2 - Make Learners Feel Understood

Bad: "Time management tips".

Good: "How to handle 17 'urgent' requests when you're at capacity".



Rule 3 - Use Real Workplace Examples

Bad: "Customer service matters".

Good: "How Sarah turned a 1-star review into a 3-month contract".

Rule 4 - Show Decision-Making Process

Bad: "Our customer success team improved retention by 40%".

Good: "The 3-question framework that helped our CS team identify at-risk accounts before they churned".



Rule 5 - Use Clear, Action-Oriented Language

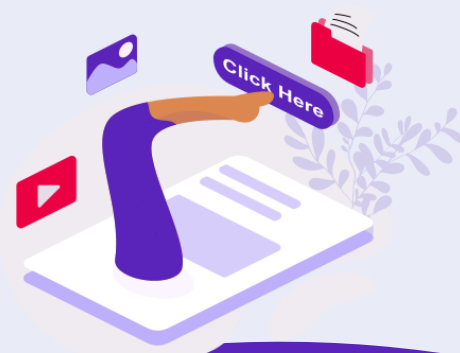
Bad: "Optimizing cross-functional collaboration".

Good: "How to get other departments to respond".

Rule 6 - Teach With Direct Application

Bad: "Leadership lessons from CEOs".

Good: "3 questions I ask before tough team conversations".



Rule 7 - Include Performance Support CTAs

Bad: "Complete this module".

Good: "Use this decision tree when unsure how to escalate".