

Before You Take a Seat.

This checklist is designed with an L&D leader or stakeholder in mind. Can you confidently share your training, what it aims to change, and how you'll get there? Use this to up-level your next review meeting.

01

START HERE, EVERY TIME

Pre-Review Foundations

- You're clear on what this training is actually for.**
Not just the topic. The purpose. What's different in the room, on the floor, or in the numbers because this training happened? The clearer you're on that, the more your learners will feel it.
- You've gone beyond just naming your audience.**
Think tenure, role, what they already know, what they're likely to be excited about, and where they might push back. The more specific you get about who's in that room, the better you can design for them.
- The desired behavior or result is specific and real.**
What are people doing differently on Monday morning? The more concrete you can get, the more useful this training becomes. "Greater awareness" is a starting point — push past it.
- You've picked a way to measure success.**
How will you know this worked? Smile sheet, confidence check, pre- and post-assessment, revenue, attrition. There's no wrong answer here as long as you've picked one and can speak to why it fits this training.

THE SEAT CHECK

Run it through The Seat and see what it says.

The Seat lets you see how learners will respond to your content before anyone else does. Every single time, it surfaces something worth paying attention to. What you do with that feedback is the real work.

Come ready to share what you learned in the process and what you disagreed with and why. That tells your leader how you're thinking, what you're being discerning about, and where you're genuinely open to learning. That's a much richer conversation than "it looked fine."

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02

WHAT'S IN THE ROOM

Content Standards

- Your agenda is focused and intentional.**
One line is often enough. "Today we're focusing on X." Or one slide that tells them the single most important thing they're walking out with. Give learners something to hold onto from the very first moment.
 - Learners have room to breathe and see themselves in the content.**
Read through the flow and ask yourself honestly: is there space for learners to sit with an idea and have a real conversation? Sometimes deleting eight slides gives you a better training than adding more content ever could.
- Every 7 minutes** learners need some kind of engagement. That's the standard worth designing toward.
- There's a healthy balance of conversation, show then do, and telling.**
The best training has all three. Is there enough conversation built in? Are learners getting the chance to try something before they're expected to do it on their own? If it's mostly telling right now, that's a great place to start making it better.
 - You've named your SNAGs and you've got a plan.**
A SNAG is that moment in the flow where you feel it. Something gets sticky, awkward, or stops making sense. You probably already know where yours are. Walking into your review with the problem AND a plan for it shows exactly the kind of thinking your leader wants to see.

03

WHAT IT LOOKS LIKE

Design Basics

- Brand guidelines are followed throughout.**
Colors, fonts, logo placement — every slide, every page. Staying on brand shows respect for the organization and makes your content feel credible before anyone reads a word.
- Text is big enough for the whole room.**
The person in the back of the room should be able to read it without leaning forward. If you're shrinking the font to fit everything in, that's a great signal to simplify. Aim for 24pt minimum, 30pt if you can.
- Slides have room to breathe.**
White space isn't wasted space. It's what makes the important stuff stand out. The more decisions you make about what matters most, the cleaner and more confident your slides will feel.
- Images are clean, sharp, and intentional.**
Every image should earn its place on the slide. Fuzzy photos, stretched clip art, and generic AI images that have nothing to do with the content pull learners out of the experience. Choose visuals that actually add something.
- There's a visual color scheme and it runs all the way through.**
A deliberate, consistent visual thread from the first slide to the last one makes your training feel considered and professional. It's one of those things learners might not notice when it's there — but they'll definitely notice when it's not.

ONE LAST THING

If you worked through this list and there are boxes you couldn't check, that's not a failure. That's the list doing its job. Go fix it and come back. When you walk into that review and everything on here is solid, the conversation is going to be completely different. **That's the goal.**