The L&D Cookbook

by **lastminute.com**

A *behind-the-scenes* tasting menu of how one global team evolved from content delivery to community-driven learning — and scaled it.

HOW TO use this Cookbook

Each recipe represents a real learning format we've tested: from **self-paced programs** with light social garnish to full-bodied, **live cohort** experiences. For each, you'll find:

Best served when	.........>	This refers to the **context** of use.
Ingredients	.........>	The **core elements** of the program.
Method	.........>	The chosen key **delivery approach**.
Flavour ratings	.........>	Based on our experience, we have rated 4 different categories: **Social Connection**, **Scalability**, **Setup Effort** and **Challenge Level**.

RECIPE 1:
Self-Paced & Share Salad

Program Inspiration: *The Leader Within (TLW)*

Best served when learners need flexibility with a dash of community.

Ingredients:
- A cup of **e-learning modules** on leadership traits (15 in our case)
- A sprinkle of **reflection prompts**
- *Optional: a side of asynchronous discussions (forums)*

Method: Let learners digest at their own pace. Forum threads and gamified engagement add a taste of social seasoning.

Flavour ratings:

- **Social Connections** 🎩🎩⚪⚪⚪
- **Scalability** 🎩🎩🎩🎩🎩
- **Setup Effort** 🎩🎩🎩⚪⚪
- **Challenge Level** 🎩🎩⚪⚪⚪

Recipe 2 :
Blended Build Bake

Program Inspiration: *L&D Summer Camp: Introduction to Project Management*

Best served when scaling structured programs with just-in-time connection.

Ingredients:
- Equal parts **e-learning** and **live expert-led sessions** (5 sessions total)
- Individual **practical activities** folded in
- Scalable facilitator guides and templates

Method: Prepare the base asynchronously. Layer in group sessions to support reflection and connection. Bake in real-world practice between touchpoints.

Flavour ratings:
- **Social Connections**   ♙♙♙♗♗
- **Scalability**   ♙♙♙♙♗
- **Setup Effort**   ♙♙♙♗♗
- **Challenge Level**   ♙♙♗♗♗

Recipe 3 :
Skills Lab Stir-Fry

Program Inspiration: *Data Presentations - A Skills Lab*

Best served hot and fast: for deep, applied skill-building.

Ingredients:
- **Learning guides** using curated resources
- Intensive **live cohort sessions** (small group: ~10 people)
- **Real-world tasks** and simulations
- Feedback and iteration loops

Method: Keep the heat high. Combine focused e-learning with peer collaboration and expert coaching. Finish with a final challenge or project presentation.

Flavour ratings:
- **Social Connections**   ♙♙♙♙♗
- **Scalability**   ♙♙♗♗♗
- **Setup Effort**   ♙♙♙♙♙
- **Challenge Level**   ♙♙♙♙♗

Recipe 4:
Connection & Growth Brew

Program Inspiration: *Leadership Edge Network (LEN)*

🍽️ **Best served** slow and steady, over time.

🛒 **Ingredients:**
- Monthly unscripted **peer sessions**
- **Conversation starters** (themes from TLW)
- Stories, vulnerability, and shared wisdom
- No recording, just real talk

🍲 **Method:** Steep relationships in psychological safety. Focus on presence, not perfection. Let the community flavour evolve over time.

🧂 **Flavour ratings:**

- **Social Connections** 👨‍🍳👨‍🍳👨‍🍳👨‍🍳👨‍🍳
- **Scalability** 👨‍🍳👨‍🍳🤍🤍🤍
- **Setup Effort** 👨‍🍳🤍🤍🤍🤍
- **Challenge Level** 👨‍🍳👨‍🍳👨‍🍳🤍🤍

Top Tips
from the Chef

We realised that content wasn't the blocker; **connection** was. Once we **designed for people**, not just knowledge, everything changed.

Ask yourself:

- Which of your programs **needs more community** flavour?
- Could any **existing content be "re-served"** with a new delivery method?
- What's the **right balance** of **effort vs. impact** for your audience?

Recipes for Building Learning That Connects:
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