

e-Learning Lingo Podcast Defines “Keyhole Strategy”

Waltham, Massachusetts –October 15, 2009

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Announcer: The e-Learning Lingo Podcast.

Mary Kay Lofurno: Hello, this is Mary Kay Lofurno, Marketing Director here at [SyberWorks](#). Welcome to the 111th episode of the [e-Learning Lingo Podcast Series](#). Last week Dave Powell talked about [Intellectual Property](#). This week Dave defines the [Keyhole Strategy](#).

So I ask you, do you know your e-Learning Lingo?

[theme music]

Mary Kay: OK, Dave, tell us about the [keyhole strategy](#).

David Powell: The keyhole strategy is a writing format in which the author begins with the main idea in the introduction and then narrows the idea until the end of the first paragraph. The body of the piece then elaborates on the introduction with well-rounded paragraphs. In the final paragraph, the author builds up to a broad conclusion.

Mary Kay: Dave, why is this called the [keyhole strategy](#)?

Dave: It earned that nickname because when diagrammed, the writing format looks like an old-fashioned keyhole.

Mary Kay: OK, Dave, that’s interesting. Have a great afternoon.

Dave: You too, Mary Kay. Talk to you soon.

Mary Kay: This is Mary Kay Lofurno, Marketing Director at [SyberWorks](#). Thanks for listening to Episode 111 of the [e-Learning Lingo Podcast](#). This week Dave Powell talked about the keyhole strategy. The Episode 111 podcast audio and transcript will be posted on the [e-Learning Lingo Podcast blog](#).

Next time on the [e-Learning Lingo Podcast](#), we’ll talk about a term used in learning theory and e-learning development. Until that time, have a great week.

Announcer: SyberWorks Podcast. Learn any time, any place.

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