

DISTLO

Turn one idea into a week of content.

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SAMPLE PACK

Content Repurposing
Corporate Trainer

CONTENT BRIEF

Topic	Why most corporate training fails to change behaviour after the room empties
Platform	LinkedIn
Niche	Corporate Trainer

This is a demonstration sample created from publicly available content. Not a real client project.

THE SIGNAL FRAMEWORK

Distlo's Proprietary Content Repurposing System

Most frameworks tell you what to post. SIGNAL tells you what is already in what you have already said.

S**Source — One raw input. Any format.**

A voice note recorded between meetings. A paragraph typed at midnight. A webinar recording. A transcript in your downloads folder. SIGNAL starts where your thinking already lives.

Output: [Voice note](#) / [Video](#) / [Webinar](#) / [Paragraph](#) / [Transcript](#)

I**Insight Mining — Extract what actually matters.**

Most raw inputs contain 3-5 genuine insights buried under filler and repetition. The SIGNAL process isolates each insight as a standalone idea — a tension, a contrast, a counterintuitive opinion, a hard-earned lesson. Each insight becomes the seed of one post.

Output: [5 core insights extracted and labelled](#)

G**Gap Identification — Find the white space in your niche conversation.**

Every niche on LinkedIn has an invisible script — the things everyone says, the takes everyone repeats. SIGNAL maps your insights against that script and identifies where your voice fills a gap. This is what makes your content feel original even when your peers post about the same topics.

Output: [Each insight positioned against the niche conversation](#)

N**Narrative Mapping — Match each insight to the right post format.**

Not every insight works as a story. Not every opinion works as a list. SIGNAL assigns each insight to the LinkedIn format that will carry it furthest — story post, list post, opinion post, challenge post, or proof post. Format follows insight, not the other way around.

Output: [5 posts mapped to 5 formats](#)

A**Amplification — Add the layer that makes people stop scrolling.**

Each post gets a hook engineered for your specific audience, a CTA matched to where you are in your business, and one carousel concept that takes your strongest insight and makes it visual. This is the layer most content creators skip — and why most content gets ignored.

Output: [10 hooks](#) / [3 CTAs](#) / [1 Canva carousel concept](#)

L

Launch Ready — Delivered in 3 working days. Nothing left to do but post.

No calls. No briefing sessions. No back-and-forth. You send one raw input. We run it through SIGNAL. You receive 5 ready-to-post LinkedIn posts, 10 hooks, 3 CTAs, and 1 Canva carousel concept — formatted, sequenced, and ready.

Output: Complete content week. 100% async. 100% yours.

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5 READY-TO-POST LINKEDIN POSTS

Post 1 [N: Challenge Post — I: Insight 1 — G: Wrong metric named as root cause]

Post 1

Hook: Most corporate training is not designed to change behaviour. It is designed to be delivered.

There is a difference. And it explains why so much of it does not work.

When success is measured by completion rates and satisfaction scores, the design optimises for those things.

Sessions that score well. Trainers who get good feedback. Participants who leave the room feeling inspired.

None of that tells you whether anything changed three weeks later.

Research using the Kirkpatrick evaluation framework found that only 13% of corporate training reaches Level 3, the point where participants actually apply what they learned on the job.

Only 3% reaches Level 4, where there is a measurable impact on the organisation.

The content is often not the problem. The objective is.

If behaviour change is the goal, it has to be the metric from day one. Not an afterthought measured six months later by someone in HR.

What would your programme look like if you designed it backwards from the behaviour you needed to see 30 days after the room emptied?

Post 2 [N: Insight Post — I: Insight 2 — G: Forgetting curve known — designing for after the session is not]

Post 2

Hook: People forget up to 70% of what they learned in training within 24 hours. Most programmes design nothing for the 25 hours after.

This is not speculation.

It is one of the most replicated findings in cognitive science, the Ebbinghaus Forgetting Curve.

Without active reinforcement, new knowledge fades fast.

Not because participants were not engaged. Not because the facilitator was ineffective.

Because that is how human memory works when learning is not connected to immediate practice.

The trainers who understand this design differently. They treat the session as the starting point, not the deliverable.

They build in what happens after, follow-up conversations, practical application tasks, structured reflection prompts.

Most organisations still treat the training day as the product. Everything before it is preparation. Everything after it is assumed.

That assumption is where the investment disappears.

Post 3 [N: Framework Post — I: Insight 3 — G: Manager briefing as the most consistently ignored lever]

Post 3

Hook: Research consistently identifies the same variable as the strongest predictor of whether training changes behaviour. It is not the content. It is the manager.

Specifically, whether the participant's direct manager was briefed on what was covered, and whether they created conditions to reinforce it afterwards.

When managers do not know what their team members learned, three things happen.

They do not ask about it.

The participant has no prompt to apply it.

The new behaviour competes with established habits, and the established habits win.

When managers are briefed and follow up with even one or two specific questions in the days after a session, application rates improve measurably.

This does not require the manager to become a coach. It requires them to know what was taught and to show it matters.

Most training programmes brief the participants extensively. They brief the managers barely at all.

That is not a resourcing problem. It is a design decision. And it is worth revisiting before the next programme goes out.

Post 4 [N: Opinion Post — I: Insight 5 — G: Resistance reframed as design failure]

Post 4

Hook: When people do not apply what they learned, the word that gets used is resistant. The more accurate word is unsupported.

Resistant puts the problem with the person.

Unsupported puts it with the system. And in most cases, the system is where it belongs.

A participant leaves a communication skills workshop intending to apply what they learned.

They return to a manager who communicates the same way as before.

A team culture where the new approach has no room.

A workload that leaves no space to practise anything deliberately.

Within two weeks, the old patterns are back.

Not because the person did not want to change.

Because nothing around them gave the new behaviour a chance to survive.

This does not mean participants bear no responsibility.

It means that diagnosing resistance without first auditing the system is premature.

Before the next post-training review, ask a different question: not why did they revert, but what in their environment made reverting the path of least resistance?

The answer to that question is usually more useful than any amount of follow-up training.

Post 5 [N: Contrast Post — I: Insight 4 — G: Pre-training environment absent from L&D conversation]

Post 5

Hook: The environment a participant returns to after training matters more than almost anything that happened in the room.

This is uncomfortable to say as a trainer. But the evidence points consistently in this direction.

A well-designed session. Sharp content. A skilled facilitator. High engagement throughout.

And then the participant goes back to a desk where the old behaviour is expected, modelled, and rewarded.

Where no one asks what they learned.

Where the processes in place make the new approach harder, not easier.

Compare that to a participant who returns to a manager who was briefed, a team where others went through the same training, and a workflow that creates at least one opportunity each week to practise the new skill.

Same content. Same facilitator. Very different outcomes.

The question most organisations do not ask before commissioning a training programme: is the environment this person works in ready to support what we are about to teach?

If the answer is no, the training investment starts at a disadvantage that content quality alone cannot overcome.

10 HOOKS

Hook Set [A: Amplification Layer — All 10 hooks engineered for Corporate Trainer audience]

1. Most corporate training is designed to be delivered, not applied.
2. People forget 70% of training content within 24 hours.
3. The strongest predictor of training transfer is not the content. It is the manager.
4. When people do not apply learning, the accurate word is unsupported, not resistant.
5. The environment people return to matters more than what happened in the room.
6. Only 13% of corporate training reaches the point where people apply it.
7. Satisfaction scores measure the day. They do not measure what changed.
8. Most training budgets fund the session. Almost none fund the days after.
9. A manager who was not briefed cannot reinforce what was taught.
10. Not briefing the manager is accepting a lower ceiling before you start.

3 CALL-TO-ACTION OPTIONS

CTA Set [A: Amplification — CTAs matched to engagement and sharing goals]

CTA 1

What is the biggest gap you see between what gets taught in the training room and what actually changes at work? Drop it below.

CTA 2

Save this for the next time you are designing a programme or reviewing one that did not deliver the results you expected.

CTA 3

If you work with L&D teams or commission training in your organisation, this is worth sharing before the next programme brief goes out.

1 CAROUSEL CONCEPT

Carousel [A: Amplification — G: Gap: Training failure mapped as a systems problem, not a people problem]

Title Slide: 5 reasons training fails to change behaviour

- The success metric is completion, not behaviour change, so the design optimises for the wrong outcome from the start
- The Forgetting Curve is ignored, knowledge without reinforcement fades within 24 hours, and most programmes build nothing for after the session
- The manager was not briefed, so there is no reinforcement, no follow-up, and no signal that the learning matters
- The environment was not ready, the systems, habits, and culture the participant returned to made the old behaviour the easier choice
- Resistance was diagnosed instead of the system, the learner carried the blame for a design failure

Final Slide: Behaviour change does not happen in the room. It happens in what is built around the room.

READY TO GET STARTED?

Distlo — AI-Assisted Content Repurposing

Created by: Distlo

Turnaround: 3 working days

Revision: 1 round included

Format: Google Doc + Canva carousel available on request

Payment: 100% upfront

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