How to run column fast and correctly
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1. Find a solvent system that gives the $R_f = 0.30$ of the desired compound on a TLC plate. (e.g., A% EtOAc/hexanes)

2. Determine the weight of the crude mixture to be purified (y g).

3. Measure 40y-70y mL of SiO₂ and microwave the silica.

4. Set up a column. Pack silica tightly until tapping the column with a cork will not move the top of the silica gel (silica gel should not bounce).

5. Dissolve the compound in 1:2-3 benzene (or toluene):A% EtOAc/hexanes and transfer to the top of silica. The less benzene, the better. Be patient; don’t start flushing when you are loading the crude. Let the material be adsorbed onto silica.

6. Add sea sand (1 cm height)

7. Elution: 0.25A% EtOAc in hexanes (80y-140y mL) → 0.50A% EtOAc in hexanes (80y-140y mL) → 0.75A% EtOAc in hexanes (80y-140y mL) → A% EtOAc in hexanes (>100y mL + more)

8. Flow rate of the solvent in a column = 5 cm/min (see Still's JOC paper): Do not run the column at any slower rate. Slower rates result in diffusion and poor separation, as Still showed. Do not stop flow at any time during chromatography; this results in diffusion.

9. Each fraction must be 15-20y mL.

Transfer all of the fractions containing the desired compound into one large flask and evaporate. Do not use a small flask and evaporate solvents portion-wise. Waste of time!

If you have significant amount of EtOAc, after evaporating half the solvents, remove hexanes from the solvent trap and start evaporation. Too much hexane in the vapor slows down evaporation of EtOAc, especially in large scales.

Transfer the residue to a smaller flask and weigh material. For accuracy, 100 mL flask per gram of the material.

Once you start flushing, the column should be done within 20 minutes. If you are spending more than 20 minutes, ask a senior colleague what you are doing wrong.

Flash column chromatography
https://www.youtube.com/watch?v=fF1gXUvyGb4
https://www.youtube.com/watch?v=ci2uu9Cu5s
This is may be the best:
https://www.youtube.com/watch?v=B_qybG2-VBI