



## I Don't Wanna!

### Writing.

It can be a tedious, time consuming, and downright aggravating activity.

Especially when we need to write training materials!

Tasked with this job most of us want to channel our inner toddler and scream,

**“I Don’t Wanna!”**

**Well, grab that little toddler by the hand because we are here to help!**

Yes, writing can be tedious, time-consuming and aggravating at times. Particularly if you don’t have the right tools to get started.

First, **define your purpose** for writing. Are you writing to inform, direct or persuade?

It **DOES** make a difference!

Next, follow a **process** that will help you progress from where you are now to a finished product. This process includes a series of steps such as:

1. Identify the business need to develop specific training materials.
2. Identify the class -what is the primary focus of the program? Any time limits?
3. Identify the target population – who is attending? How many at a time? Will different levels attend the class at the same time?
4. Write the learning objective: What do you want the learner to be able to do by the end of the session?
5. Decide how you will evaluate whether learning objectives are reached.



6. Identify the delivery medium.

7. Develop learning materials by adapting or modifying existing content or creating content.

This last one is a real eye-opener for most of us because we **always** think we have to start from scratch when many times, these materials exist out there in the organization **somewhere** and in **some form!**

You just need to do a little recognizance. Think of it as a treasure hunt!  
For more information on writing fabulous materials for your learners, click on the resources below that we have crafted especially for you!

Take special note of the little gem coming up on Wednesday the 20th – a brand new 2019 Training Essentials Virtual Mini:

### ***Writing Not Your Thing? 5 Tools to Make Creating Materials Easier***

60-minute Training Essentials Virtual Mini  
Wednesday, March 20  
9 am PT/ Noon ET

### ***How to Create Amazing Learning Materials and Activities***

One Day Public Workshop  
Southern CA and DC Metro areas  
Spring and Fall dates available

### ***Certified Instructional Systems Designer (CISD)***

Four, 4-hour VILT Sessions  
November 6, 8, 12, 14, 2019

So join us and say goodbye to your inner toddler – for now!

Cheers,  
Team M&M  
Maria Chilcote & Melissa Smith  
Managing Partners



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GOOD THING  
YESTERDAY LIVE FOR TODAY HOPE FOR TOMORROW THE IMPORTANT THING IS NOT TO STOP QUESTIONING