Walls Crumbing Down Around You?

No, we're not making a social or political statement.

We're making an *instructional design* statement.

If your training programs are not built with *solid instructional objectives* they WILL come tumbling down.

What are instructional objectives?

They are the foundation upon which a training program is built. If you have weak instructional objectives, it's like building a house upon a weak foundation. It will eventually crack and crumble.

Crumbling of a training program could look like the following:
1. Lack of learner engagement or attendance
2. Lack of skills or knowledge being gained and transferred back to the job
3. Learners feeling that their time has been wasted

and the list goes on……

When we ask people to write down an instructional objective, here's an example of what we often get:

At the end of the session, the learners will be able to conduct an employment interview.

This is NOT an example of an *instructional* objective.

It IS an example of a *workshop* objective or a *learner* objective or something you can use to market your training in the organization.

It's NOT an instructional objective because it doesn't meet *all* four criteria of writing an instructional objective which are:

1. Written from the learner's point of view
2. Includes a behavioral verb
3. States a condition under which the action is to be performed (i.e. what is allowed or not allowed for the performance)
4. Includes a means to measure

As you can see, the sample objective does NOT include numbers 3 and 4 of the criteria.

A solidly written instructional objective would look like this:

> *At the end of the session and working with a partner, the learners will be able to conduct an employment interview demonstrating the 10 point criteria for an effective interview.*

WHY is it important to write instructional objectives in this manner?

Instructional objectives drive program design and inform the facilitator about expected outcomes.

The designer can then map the content and best methods to the objectives and the facilitator can determine if the learners have gained the skills and knowledge needed to meet the objectives.

For more information on how to write solid *instructional* objectives, please click below on these awesome resources we have crafted just for you!

Write Realistic Instructional Objectives that Drive Design and Learning
60 minute Training Essential Virtual Mini
Wednesday, February 6, 2019
9 am PT/ Noon ET

Plan Training for Results!
One day workshop
SoCA &DC metro areas, Spring and Fall 2019

Certified Instructional Systems Designer (CISD)
Four, 3-Hour Virtual Sessions
November 6, 8, 12, 14, 2019

Here's to sure footing!

Cheers,
Team M&M
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Managing Partners

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