

Step 1

Define what you want your employees to know or do by the end of the training

Try to keep the scope narrow—
3-4 learning goals is plenty.

Example

Employees should know how to sell with solutions by the end of this training.

Employees should	1. _____	by the end of this training.
	2. _____	
	3. _____	
	4. _____	

These words might help
understand, know, differentiate, explain,
identify, recognize, utilize

Step 2

Identify how you want to measure your goal(s)

In pedagogical terms, we measure goals with assessments to make sure learning actually took place. The assessment needs to align with the goals in Step 1 and contain a grading system or feedback loop.

Types of assessment:

- An end-of-unit test covering all learning materials
- Short multiple choice quiz questions
- Performing a new task
- Discussing the learning materials

Is an end-of-training assessment needed? __Yes __No

If yes, would a multiple choice, or traditional knowledge test do the trick? __Yes __No

If no, what is the best way to evaluate the newly acquired skill?
(performing, discussing, practicing, writing, etc)

What is considered a “passing score?”

Do you need to establish clear evaluation criteria? __Yes __No

If yes, what demonstration of skills would prove learners are successful?

Step 3

Plan activities that will help learners pass the assessment of choice

Think of learning moments that could help learners practice the desired skill. Here’s some classic examples we use in our trainings, but feel free to add your own.

- Storytelling scenarios where learners have to make a choice
- Drag and drop activities for matching items
- Polls to gain insight from others
- Writing short responses
- Self-assessed activities for more personal learning
- Practicing a presentation/pitch via video recording
- Peer evaluation via Teams or Zoom meetings



Choose 2 learning activities that would suit your goal and help learners with the assessment.

Example

Our Salespeople would benefit from practicing their new solution-oriented sales pitch with a peer

Assessment 1
Our learners would benefit from _____

Assessment 2
Our learners would benefit from _____