

Designing & Developing Effective Training Programs



Why Good Design Matters

Not all training programs are created equally. A well-designed training program is rooted in learning theory and starts with measurable learning objectives. Without strong, evaluable objectives training programs are aimless and impossible to assess. CIP should view professional education as part of their broader CIP projects and use it intentionally as a component to support larger project goals.

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Backwards by Design

Follow these steps to develop an effective training:

- (1) **Start at the End:** First get clear on what you want learners to know or be able to do at the end of the training program. Make a list of learning objectives that specifically state the program's learning goals for each learner.
- (2) **Determine the Evidence:** Next, decide how you'll determine whether the learners acquired the knowledge or skills your program intends to teach. What evidence will demonstrate that learners achieved the objectives?
- (3) **Identify Teaching Methods:** Lastly – only after you've done steps (1) and (2) – figure out how you want to actually teach the content. Make sure that all learning activities reflect principles of adult learning theory and use a variety of teaching methods. Try and appeal to all types of learners: visual, auditory, read/write, and kinesthetic.

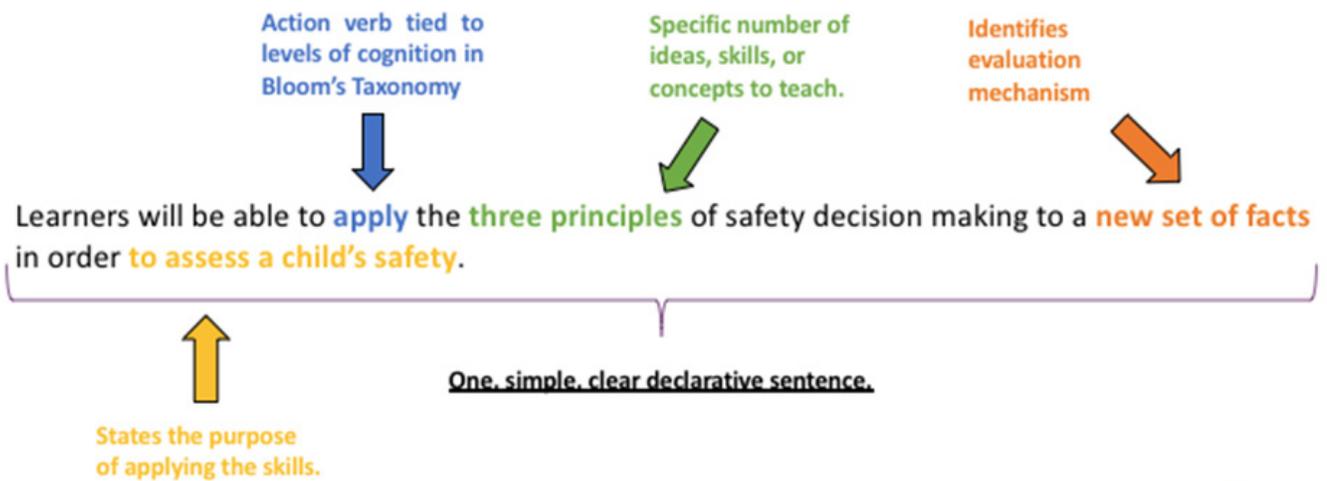
Learning Objectives

How do you create strong learning objectives? Good question. The tried-and-true way is to use **Bloom's Taxonomy** to craft straight-forward, clear sentences that capture your learning goals.

Bloom's What? Bloom's taxonomy is a classification system for levels of cognition. The higher you go "up" the taxonomy the more complex the learning objective. At the lowest level For example, simple objectives that ask the learner to memorize, repeat, or remember facts are quite easy to accomplish. But more challenging tasks like analyzing a problem or evaluating a set of ideas require a lot more thinking. *Strong learning objectives will clearly state the cognition level required to accomplish the objective.*

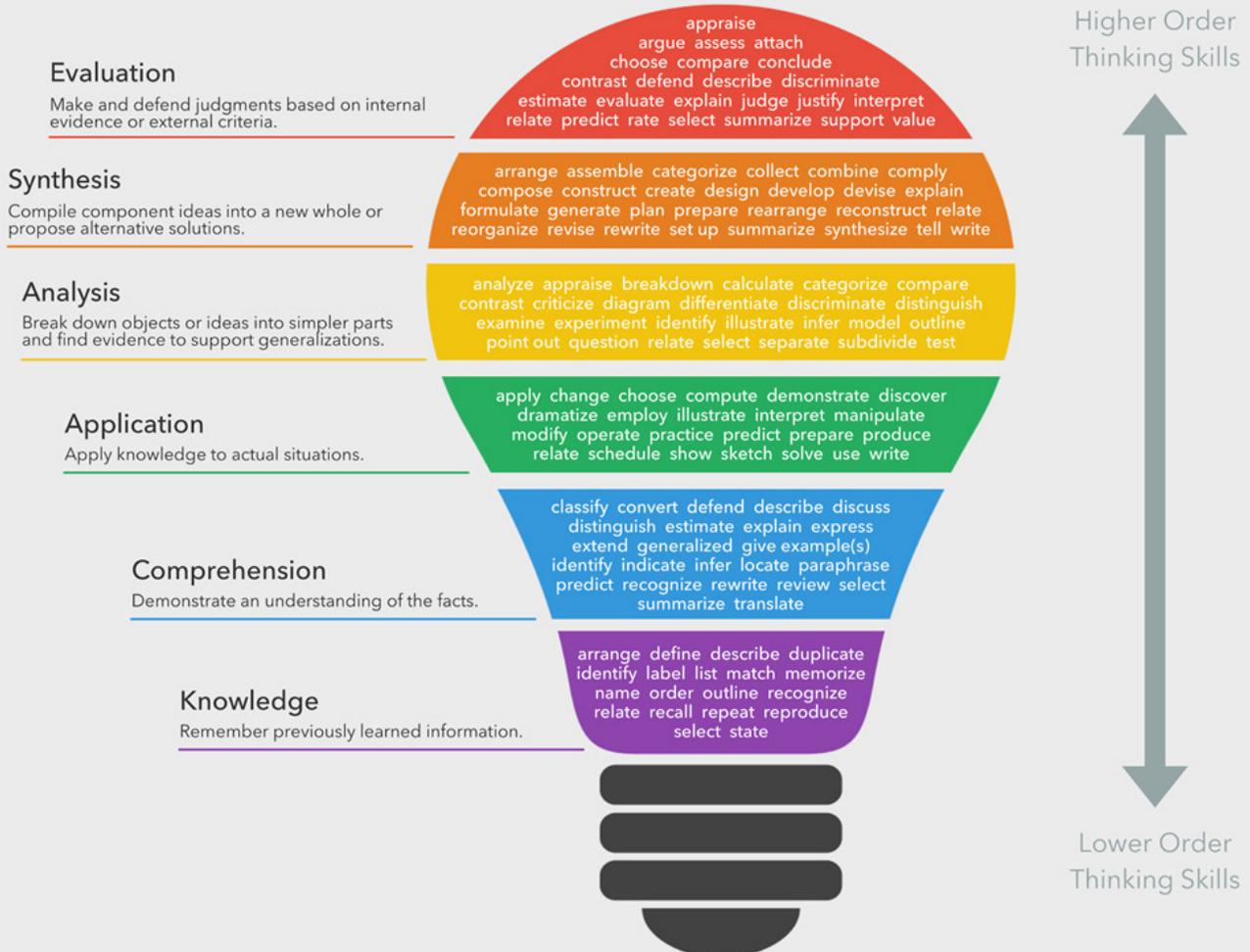
Tip: Lectures aren't bad but they're not the only or even the best way to deliver content. Vary the teaching methods so your training targets a variety of learners. Use problem-solving, demonstrations, simulations, guided questioning, focused conversations, and other tools to bring your training program to life for everyone.

Anatomy of a Learning Objective



Bloom's Taxonomy

Bloom's Taxonomy Verbs



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Tip: Contact CBCC for additional resources and capacity building around this topic.