

Instructional Design Learning Objectives

- Practical approach to writing measurable learning objectives
- Clear objectives drive business impact and learner success
- Align stakeholders around expected performance outcomes
- Builds on Mager's framework: action, condition, standard
- Session designed for training leads, educators, and course creators



Why Objectives Are the Foundation



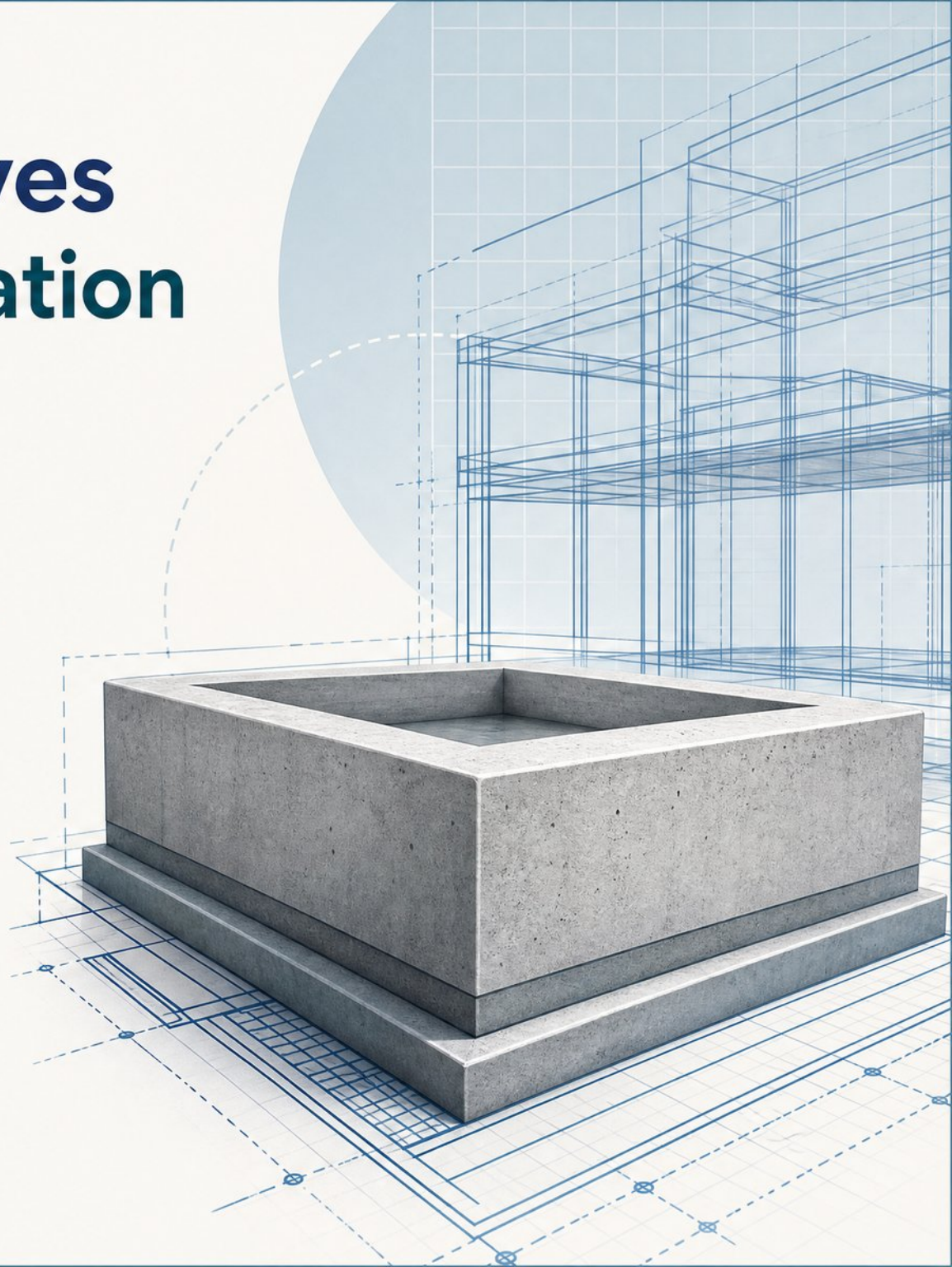
Objectives are a design specification, assessment blueprint, and stakeholder communication tool



Clear objectives shift training from content coverage to observable workplace performance



Poorly defined objectives are a primary reason training fails to transfer skills to the job



Goals, Objectives, and Outcomes



- **Learning goals:** broad intentions



- **Objectives:** specific, observable steps



- **Outcomes:** measurable results



- **Objectives answer:** what, under what conditions, to what standard



- **Key:** objectives describe learner performance, not trainer activity



The Three Core Components



- **Performance:** observable action with a specific verb



- **Condition:** context where performance occurs



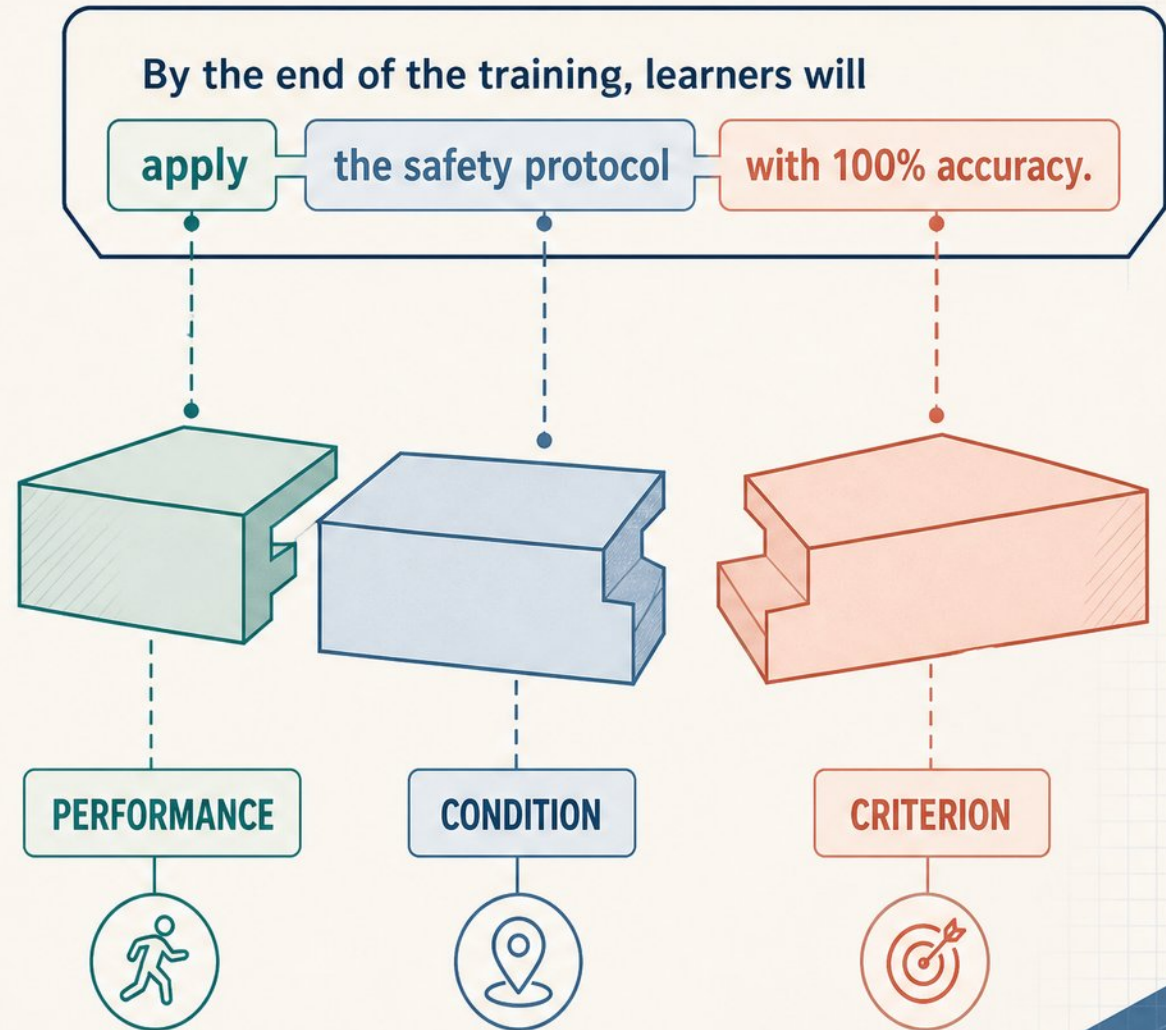
- **Criterion:** standard that defines success



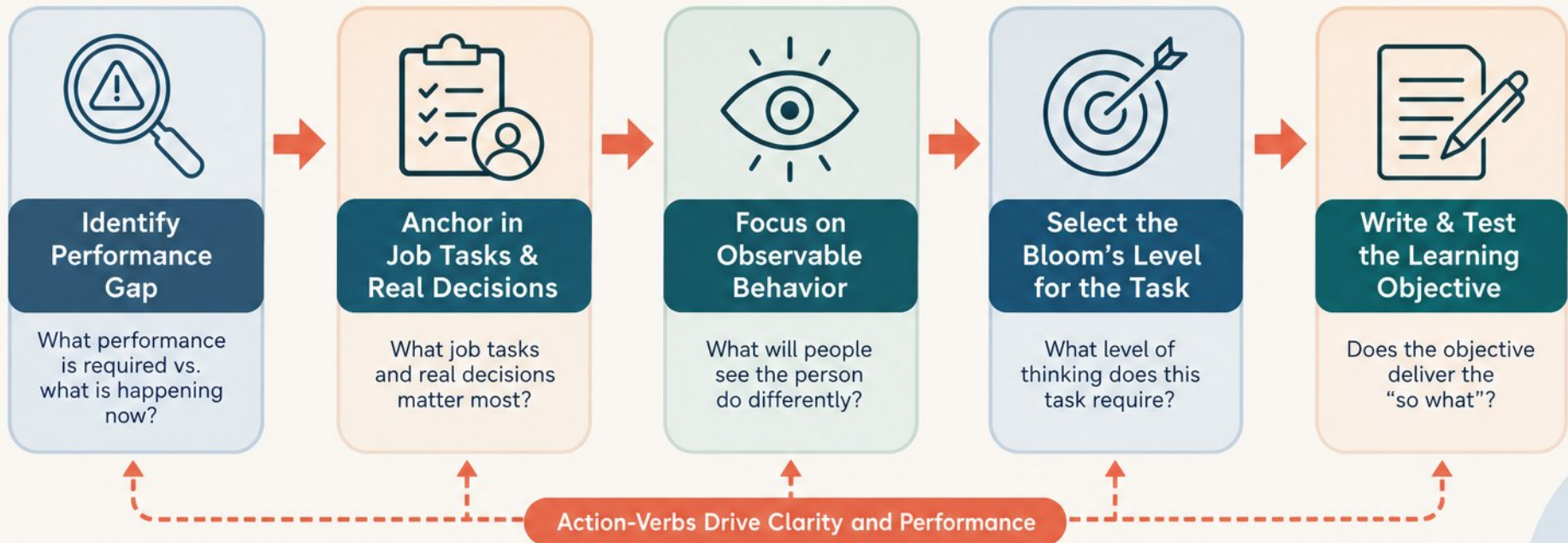
- Avoid vague verbs like 'understand' or 'know'



- Clear components make objectives measurable



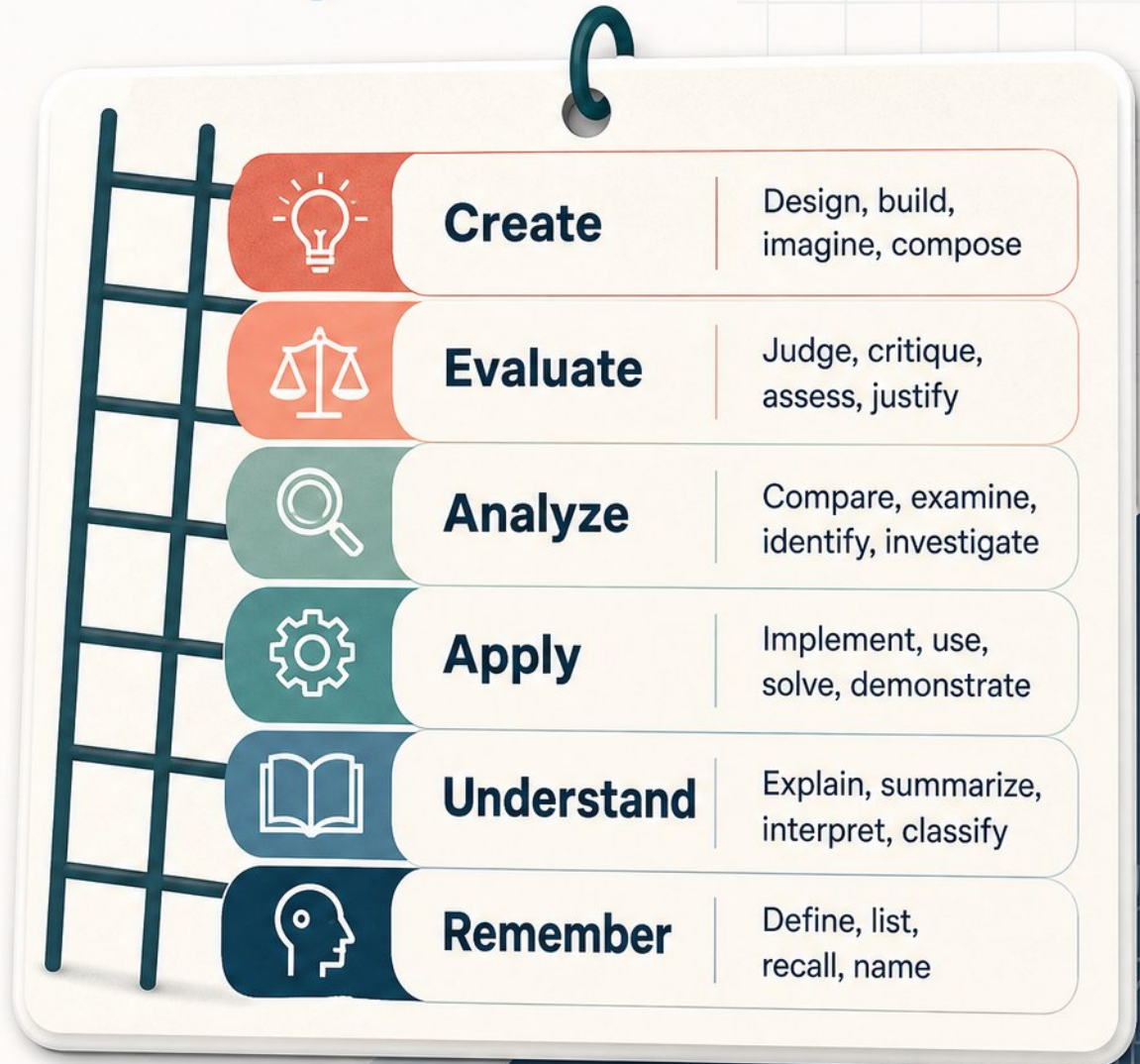
From Content to Performance



- ✓ Shift focus from topics to observable workplace behavior
- ✓ Anchor objectives in job tasks and real decisions
- ✓ Identify gap between current and required performance
- ✓ Choose the correct Bloom's level for the task
- ✓ Write and test the objective against the "so what"

Bloom's Taxonomy in Practice

- - Revised levels: Remember, Understand, Apply, Analyze, Evaluate, Create
- - Match the cognitive level to the role's real performance demands
- - Avoid low-level verbs when the job requires judgment and application
- - Choose verbs that make outcomes observable and measurable



Conditions and Criteria

- Specify when, where, and with what tools performance occurs
- Set realistic quality thresholds, avoid over-engineering
- Weak: "with correct results" — vague and unmeasurable
- Better: "with zero formula errors in Excel" — concrete and assessable



WEAK OBJECTIVE



"with correct results"
— vague and unmeasurable



Not enough detail to know what success looks like.



BETTER OBJECTIVE

“

"with zero formula errors in Excel"
— concrete and assessable



Specific and measurable, enabling clear assessment of performance.

Adapting to Audience and Format

- Adapt objectives: instructor-led, e-learning, blended
- New hires: focus on foundational, observable tasks
- Experienced staff: application and analysis-level objectives
- Leaders: decision-making and evaluation objectives
- Avoid assuming prior knowledge learners lack



Aligning Objectives with Assessments



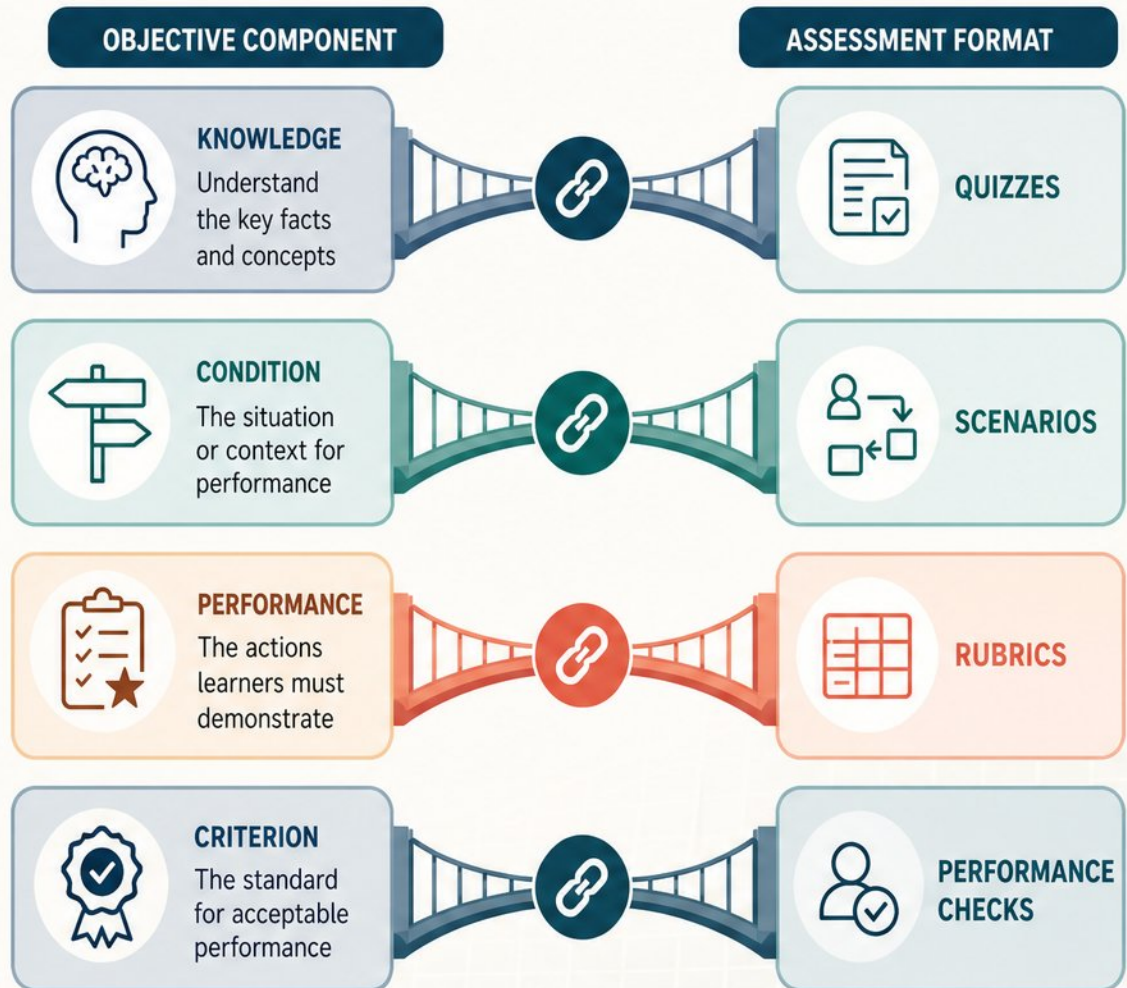
- Use objectives to design quizzes, scenarios, rubrics, and performance checks



- Avoid misalignment: quiz facts vs. simulate application



- Checklist: Does the assessment test performance, condition, and criterion?



Common Pitfalls and Quick Fixes



- **Vague verbs:** understand, know, learn



- Quick fix: edit verb, add condition and standard



- **Compound objectives:**
multiple actions, unclear focus



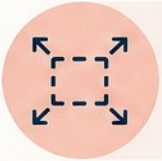
- Quick fix: edit verb, add condition and standard



- **Trainer-centered statements,**
not learner performance



- Quick fix: edit verb, add condition and standard



- **Too broad to guide design**
or too narrow to be useful



- Quick fix: edit verb, add condition and standard



- **Quick fix:** edit verb,
add condition and standard



- Quick fix: edit verb, add condition and standard

Quick Edit Checklist



- ✓ One observable action verb; no "understand" or "know"
- ✓ Describes learner behavior, not teacher activity
- ✓ Includes condition and criterion
- ✓ Clear, jargon-free language
- ✓ Can you see it? Assess it? Does it align with business need?



Practical Workshop

-  - Rewrite weak objectives using the ABCD framework
-  - Peer review with alignment & measurability checklist
-  - Facilitator feedback on real course examples



Putting Objectives to Work



- Apply the objective-writing process to new and existing courses



- Establish a team standard for review and quality



- Use templates and checklists to streamline the workflow



- Access recommended resources and follow-up practice





Key Takeaways and Next Steps



- Clear, measurable objectives are the foundation of effective training design



- Use the ABCD method, Bloom's Taxonomy, and a quick edit checklist to write strong objectives



- Apply the objective-writing process to one real project this week



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