

ASTD TechKnowledge® Conference & Exposition

WRITE APPLICATION-FOCUSED LEARNING OBJECTIVES

The reason ASTD puts so much emphasis on how you write your learning objectives is to strongly encourage you to think deeply about the session you are proposing. We want these sessions to be top-of-the-line in terms of content, delivery, and applicability for the learner. **Session participants evaluate sessions positively or negatively according to how much they can use the information on the job.** If you follow the tips below for writing your learning objectives and develop your session accordingly, you will have a premier offering! Your learning objectives will be a key factor in evaluating your proposal.

1. Write a **maximum of three** learning objectives from the perspective of the learner (not your lesson objectives). One realistic, clear objective is preferable to three that are so-so!
2. Answer these questions to help you craft your learning objectives:

How will the participants be able to take action on the information from your session back on their job?

What results will they be able to produce because they came to your session?

3. Make learning objectives application-focused. Begin your objective with action words like **apply, analyze, develop, examine, assess,** and **evaluate**. Look for a deeper skill level than **identify, explore, discuss,** or **describe** whenever possible.

For example:

Correct:

Determine what kind and how much e-Learning to use as part of your training program.

Incorrect:

Be able to **describe** the kinds and amount of e-Learning to use as part of a training program.

4. Avoid passive words like **learn, understand,** and **know** and extraneous words like **learn creative techniques to (design)** or **determine how to (analyze)**. Go right to the action word: **Design, Analyze,** etc. for the lead in.

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For example:

Correct:

Create a master template file and navigation structure for a simple project.

Incorrect:

Learn how to create a master template file and navigation structure for a simple project.

5. Use straight text with spaces between objectives; eliminate bullets, numbers, dashes, and other symbols.

Make sure that you can deliver on the objectives you choose! We are expecting you to deliver a deeper level of knowledge/skill to the learners.