

Reach a design proposal in 5 steps

With thorough analysis and impact measurement

1

1. The organisational problem

Find the problem at organisational level. If we don't train, what happens? Do people leave, can they no longer do the work, does the organisation lose money? Or is training not the solution?

2

2. The target group

Who are we designing learning for? What exactly do they do, what is their background, what behaviour do they show and how are they motivated to learn?

3

3. The change

What behaviour does the target group show now, and what is the desired behaviour? Where do they run into things that affect performance?

4

4. What they learn

What knowledge and skills do people need to show the new behaviour? What do they still need to know and practise?

5

5. How they learn

In what ways will they learn? What is formal, what self-directed, what offline or online, and what can they practise on the job?