Back in Action: Learning outcomes for participants back in the workplace

Cognitive outcomes: participants <u>think</u> ...

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Affective Outcomes: participants <u>feel</u> ...

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Psychomotor outcomes: participants <u>do/act</u> ...

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Prioritizing Workshop Content
Once you have identified your outcomes, but before planning your teaching techniques, it is critical to consider your audience, the topic of the workshop, and the most important content you wish to address. Clearly, if time is unlimited, prioritizing content becomes less of a concern. However, by prioritizing your content, you are in a better position to adapt your workshop flow should the audience needs suggest that.

Essential content or points to make

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Very important content or points to make

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Somewhat important content or points to make

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Determining Learning Formats

Imagine you are doing a presentation on excellent customer service. After determining your learning outcomes and prioritizing your possible content, one of the content segments that has emerged is helping participants effectively respond to a disgruntled customer. This content segment is the *what.* The way you teach/illustrate the segment is the *how* … and for that, many exist. A few possibilities can be found in the sidebar.

In selecting learning formats for each of your content segments/ key points, several considerations come into play:

- Participants' learning styles or preferences
- Time available/allocated to segment
- Logistics (space, seating, AV, etc).
- Format mix and variety
- Your facilitation skills
- Participants' energy and engagement
- Your program's time of day and context in the schedule if part of a longer conference
- Length of your overall program
- Scalability of format for different group sizes

These factors and many more must be considered as you identify your preferred learning formats for each segment. As you make a decision for each segment, record the appropriate information on page three. In doing so, you may run out of time before addressing all your content, requiring you to consider less content or different learning formats that are less time-intensive.

After you've completed the draft design of your overall program, graph the level of engagement you associate with the learning formats you've selected. Examine the final flow and refine as desired. Remember, different learning styles will experience different formats as being engaging. Finally, identify a backup learning format option for each segment, ones you can shift to if your read of the group, the time remaining, or the session logistics call upon you to modify in real-time.

Content segment:
responding to a disgruntled customer

Possible learning formats:

- Do a role play/rehearsal

- Discuss case studies/vignettes

- Engage in a Stimulus-Response Exercise: Customer says X, you would respond _____?

- Critique video of good/bad approaches

- Read a short essay and discussing it

- Discuss a checklist that is introduced

- Go on a service field trip and then debrief

- Take a quiz and discuss the answers

- Write a brief story about a great response

- Create a Customer Service Superhero profile

Remember …
teaching is more than talking
and learning is more than listening.

Interaction Scale								
5 **4** **3** **2** **1**								
Learning Format	**Learning Format**	**Learning Format**	**Learning Format**	**Learning Format**	**Learning Format**	**Learning Format**	**Learning Format**	**Learning Format**
Option:	**Option:**	**Option:**	**Option:**	**Option:**	**Option:**	**Option:**	**Option:**
Time	**Time**	**Time**	**Time**	**Time**	**Time**	**Time**	**Time**	**Time**
Key Point (s) Content	**Key Point (s) Content**	**Key Point (s) Content**	**Key Point (s) Content**	**Key Point (s) Content**	**Key Point (s) Content**	**Key Point (s) Content**	**Key Point (s) Content**	**Key Point (s) Content**

Presentation Engagement Grid

Transfer your most important points/content, determine your learning formats and a backup option,
and then rate the level of interaction/engagement for each segment, 1-least engaging and 5-most engaging.