Be an elearning action hero!

Action Mapping
Fast design for powerful elearning

Be an elearning action hero!
Most corporate elearning: INFORMATION DUMP

Why does this happen?
Mistake #1: “Our goal is to increase knowledge.”

Our salespeople need to know all about the widgets they sell.
Mistake #2:
“Knowledge = information.”

We’d better cover **everything** they might need to know!
Mistake #3: “Add a quiz, and we’re done!”

Be sure to ask, “How much does a widget weigh?”

All about widgets
The results

Widget sales

Our learner
What do we really want?

We don’t want knowledge alone. All about widgets
We want action! Increase widget sales
Action Mapping to the rescue!

4 steps...
1. Identify the business goal

What **business change** do we want to create?

**Good:** Increase widget sales 8% by Q4

**Avoid:** Salespeople should know all the widget features
Why care about the goal?

A **measurable business goal** helps you:

- Design relevant activities
- Identify the crucial content
- Evaluate the success of your project
- Show how your work supports the business

Widget sales

“Our training did that!”
Put the goal in the middle of your map.

Increase widget sales 8% by Q4
Next step?

1. Identify the **business goal**.
2. ...?

Identify what people need to **know**?
2. Identify what people need to do

List **actions** that people must take to meet your business goal.
Examples

To increase sales, our salespeople must:

⚠️ Ask questions that uncover a customer’s needs.
⚠️ Identify the best widget for the customer.
⚠️ Emphasize the benefits that will matter most to the customer.

These statements describe actions, not knowledge.
Put the actions around your goal.

Increase widget sales

action needed to reach goal
Identify why people aren’t taking the necessary actions.

⚠️ For each action, decide what is preventing performance.

- Knowledge
- Skills
- Motivation
- Environment
Will training really solve the problem?

Training

Knowledge

Skills

Motivation

Environment
Next step?

1. Identify the **business goal**.
2. Identify what people need to **do** to reach that goal.
3. ...?

Identify what people need to **know**?
3. Design practice activities

For each action that learners must take on the job, design a **practice activity**.

Each activity should mirror the real world as much as possible.
Examples

A fictional customer appears. The learner chooses questions that will reveal the customer’s needs.

A customer wants to reduce their electricity use. The learner identifies the best widget and explains their choice.

Avoid fact checks and trivia games. These don’t happen in the real world.
Put your activities on the map

activity that practices real-world behavior

Link each activity to the real-world action it supports

Increase widget sales
Next step?

1. Identify the **business goal**.
2. Identify what people need to **do** to reach that goal.
3. Design **activities** that help people practice each behavior.
4. ...?

Identify what people need to **know**?
4. Identify what people need to know really, really

Identify the information that the learners must have to complete each practice activity.
Put the information on the map.

Increase widget sales
We should cover the history of widgets!

We should describe the supply chain for widget parts.
If info doesn’t directly support an activity...don’t add it!

Increase widget sales

widget history
Course or job aid?

Course: How to read a map

Job aid: Roads in Utah
The Action Mapping process

1. Identify the **business goal**.
2. Identify what people need to **do** to reach that goal.
3. Design **activities** that help people practice each behavior.
4. Identify the **minimum information** people need to complete each activity.
Everything supports the business goal.

Measurable goal: Increase widget sales

Job behavior that will reach the goal

Realistic practice activity for that behavior

Only the essential information for that activity
Organization

Stream of realistic challenges

Job aid or other NECESSARY info
Magda has received a deep prick from a needle she removed from a patient’s artery. What should she do first?

- Let the wound bleed freely.
- Suck blood from the wound with a syringe.
- Pour Betadine on the wound.
- Report the injury to the Infection Control Team.

Real-world job aid
The benefits

• Tightly focused materials
• Realistic, compelling activities
• No irrelevant information
• More likely to have a measurable business impact

"Our training did that!"
Want more?

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Let's save the world from boring elearning!

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More ideas like the ones in this presentation

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Interactive job aid that helps everyone create lively elearning

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