Proposed Carrot Project Learning-Development Process

Offered by Will Thalheimer, PhD   *version 1.0*

Stage of Process	Rationale – Why Important to do?	Notes on Process
1. Create Tentative Vision of Project	Need a starting point. "Tentative" is good, allowing innovation/effectiveness	
2. Form Project Team	Need to have folks to do the work.	
3. Gather List of Common Mistakes from Experts and from Target Audience.	Enables the creation of a learning intervention that focuses on real needs. Good to get many inputs.	
4. Gather List of Specific Situations where Folks Typically Make these Mistakes.	We don't want to teach just principles. We want to teach folks "What To Do When."	
5. Link the Situations and Mistakes.	The mistakes are likely to happen in certain situations. We should intentionally link them.	
6. Develop Evaluation Objectives—Determining specifically how we will measure success in terms of both learning and application.	It's important to start with a clear set of metrics for how we'll know our level of success. We want to have separate measures for learning (whether our learners can make good decisions) and for application (whether our learners are actually putting their learning into practice.	
7. Develop Instructional Objectives, answering the question, "What do you want your learners to be able to do, and in what situations do you want them to do those things?"	The focus should be on performance, not knowledge so much… This will make for more relevant and more engaging training.	
8. Develop Evaluation Instruments.	For example, develop scenario-based questions that can measure decision-making skill (and knowledge) pretest and posttest. Also, develop survey questions to measure level of application of the learning.	
9. Create Design for Pilot Seminar, after brainstorming alternative delivery mechanisms/methods.	Helpful to consider options. Helpful to use a pilot methodology.	
10. Get Feedback on Initial Design from critical stakeholders.	Good to get feedback.	
11. Pilot the seminar with a small representative sample of the target audience. Pilot everything,	Rapid prototyping and piloting are considered best practices because they enable better feedback.	

including the pretests, posttests, after-training surveys, etc.		
12. Improve the Seminar.	Yes!	
13. Roll out the Seminar version 1.0	Success!!	