

The eLearning Blueprint

A Practical Guide to eLearning Development

Section 1: Is Training the Answer?

[The Five Whys Technique](#)

A helpful tool to perform a root cause analysis and determine if training is an appropriate solution.

Section 2: Identifying the Goal

A successful goal statement:



Should Address the Skill/Knowledge Gap.



Focus on Outcome, not Content



Be Broad, but Purposeful.



Be from the Learner's Perspective, not the Organization's.

Rational Aim – what the learner will *know* or *be able to do*.

Experiential Aim – how the learner will *feel*.

Section 3: Creating Effective Objectives

[Writing Effective Objectives](#)

Crafting objectives that are Specific, Memorable, Attainable, Relevant, Time-Based, Inclusive, and Equitable.

[Bloom's Taxonomy of Measurable Verbs](#)

Writing outcomes-based objectives that are observable and engage the learner in critical thinking.

Section 4: Organizing Content

[The Post-it Method Step-by-Step](#)

Technique for brainstorming and organizing topics/ideas for your training.

Section 5: Engagement and Knowledge Transfer

[Create Effective eLearning Interactions Using the CCAF Model](#)

Developing engaging and meaningful eLearning interactions.

Section 6: Evaluating Success

[The SAM \(Successive Approximation Model\) Approach to eLearning](#)

eLearning development model that prioritizes rapid development over perfection.

[The Kirkpatrick Training Evaluation Model](#)

Framework for measuring the effectiveness of trainings programs across four levels: reaction, learning, behavior, and results.