ABOUT LEARNING OBJECTIVES

> **Clearly stated Learning Objectives are a fundamental building block in creating a well-organized and impactful program.**

About Learning Objectives

Learning objectives connect the learner to WIIFM (What's in it for Me). Learning objectives are SMART. **S**pecific to a single outcome; **M**easurable; **A**cceptable to the presenter; **R**ealistic to achieve; **T**ime-bound with a deadline.

Writing a Learning Objectives

A good learning objective starts with an appropriate verb or "action word" reflecting the intended outcome and level of complexity. Use this chart as a guide to apply the verb best suited for the level of complexity.

Remembering LOC: Foundational	Understanding LOC: Foundational	Applying LOC: Intermediate	Analyzing LOC: Intermediate	Evaluating LOC: Advanced	Creating LOC: Advanced
Define	Classify	Act	Assume	Assess	Build
Describe	Compare	Construct	Categorize	Determine	Construct
Distinguish	Contrast	Develop	Compare	Estimate	Develop
Duplicate	Demonstrate	Identify	Contrast	Evaluate	Design
Identify	Explain	Model	Differentiate	Judge	Estimate
List	Illustrate	Organize	Distinguish	Justify	Minimize
Recall	Interpret	Plan	Examine	Rate	Modify
Recognize	Outline	Select	Organize	Recommend	Investigate
Relate	Summarize	Solve	Survey	Select	Predict
State	Translate	Utilize	Test	Support	Propose

Here are a few examples:

➢ Remembering: *Recognize* the need to plan for business succession; *Describe* the implications in failing to do so.

➢ Understanding: *Explain* the pitfalls of not routinely providing team members with meaningful feedback and evaluations.

➢ Applying: *Identify* what steps can be taken to reduce total operating cost and improve efficiency and better align you with the needs of your customer.

➢ Analyzing: *Compare* viable deductions and exemptions in the new tax code to those of the prior system.

➢ Evaluating: *Recommend* a plan for maximizing probability through prospect conversion and promoting value-added services.

Resource: Writing Student Learning Objectives, Missouri State University