

How to Write Effective LEARNING OBJECTIVES



Did you know...

Imagine driving in an unfamiliar city without directions. You'd waste time and quickly grow frustrated.

Having a clear, accurate map helps you know exactly where you're headed and what to expect along the way.

Clear learning objectives do just that for your audience. They help keep your activity **focused, actionable, and measurable**.

Observable + Measurable

When writing objectives, ask yourself:

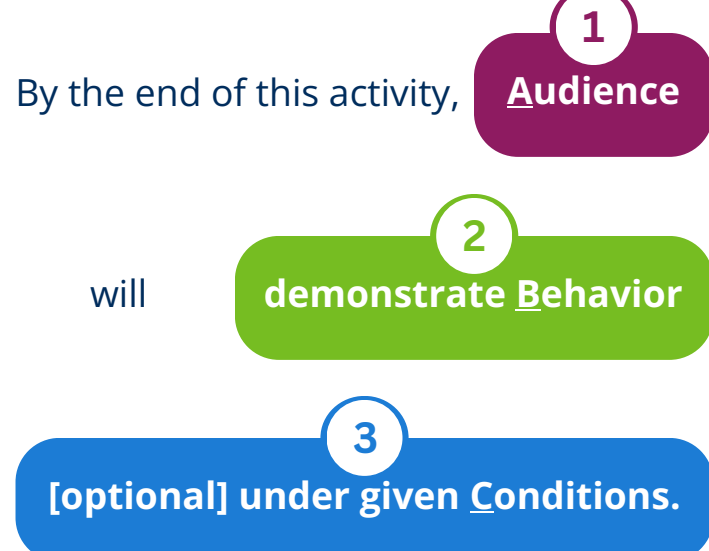
- Could someone **show** me they achieved this objective?
- Could I **measure** how well someone performs this objective?

...if the answer is **"yes,"** you have strong learning objectives.

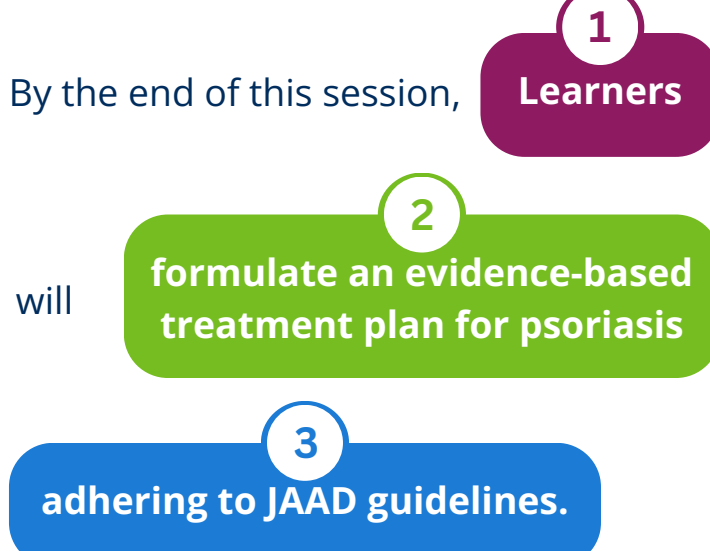
The ABC of Actionable Learning Objectives



A Simple Formula:

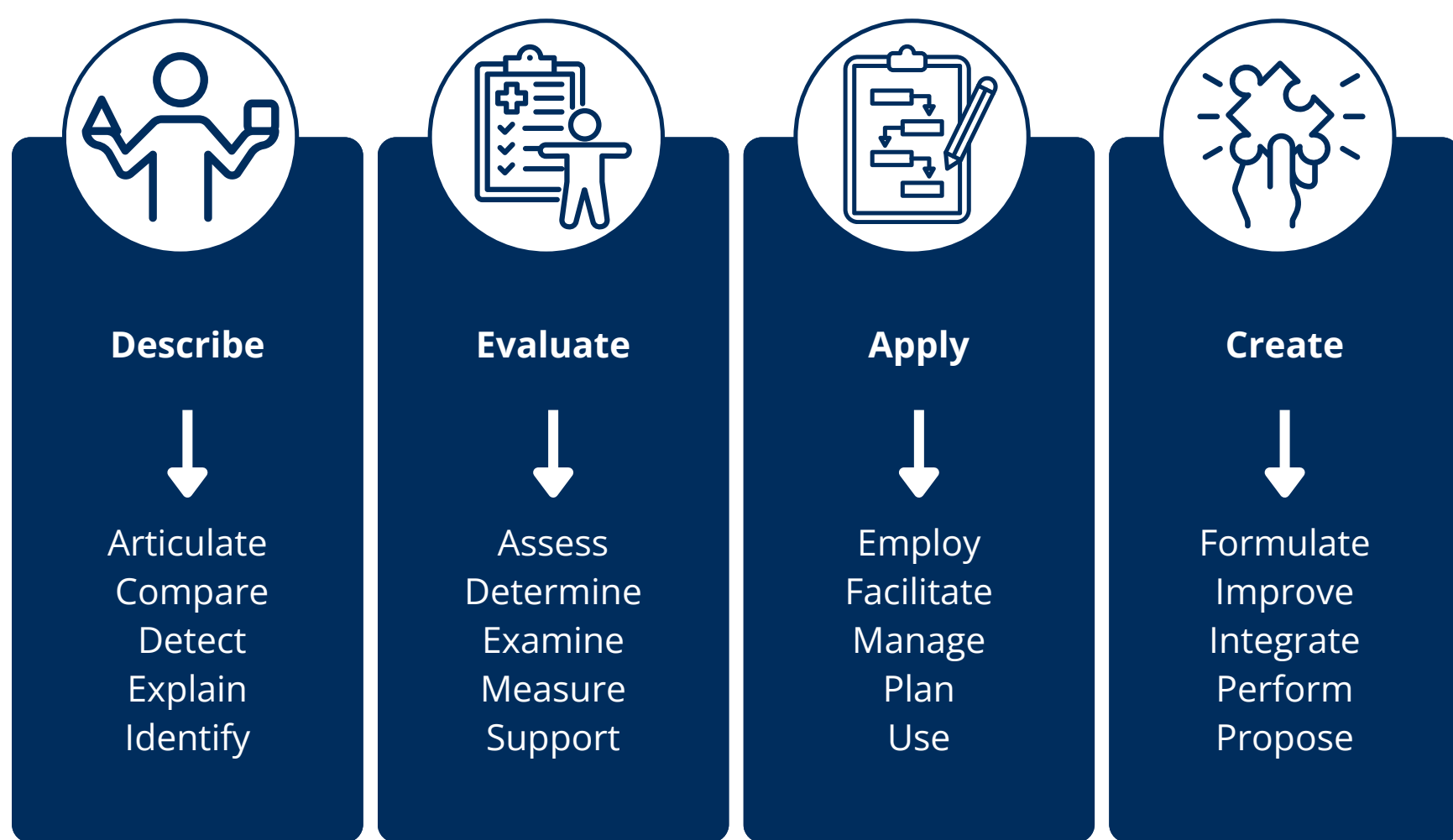


Example:



Action Verb Quick Reference

When describing a behavior, avoid vague verbs (e.g., "know," "understand"). Instead, use verbs that describe observable and measurable actions. Examples include:



How Many Learning Objectives Do I Need?

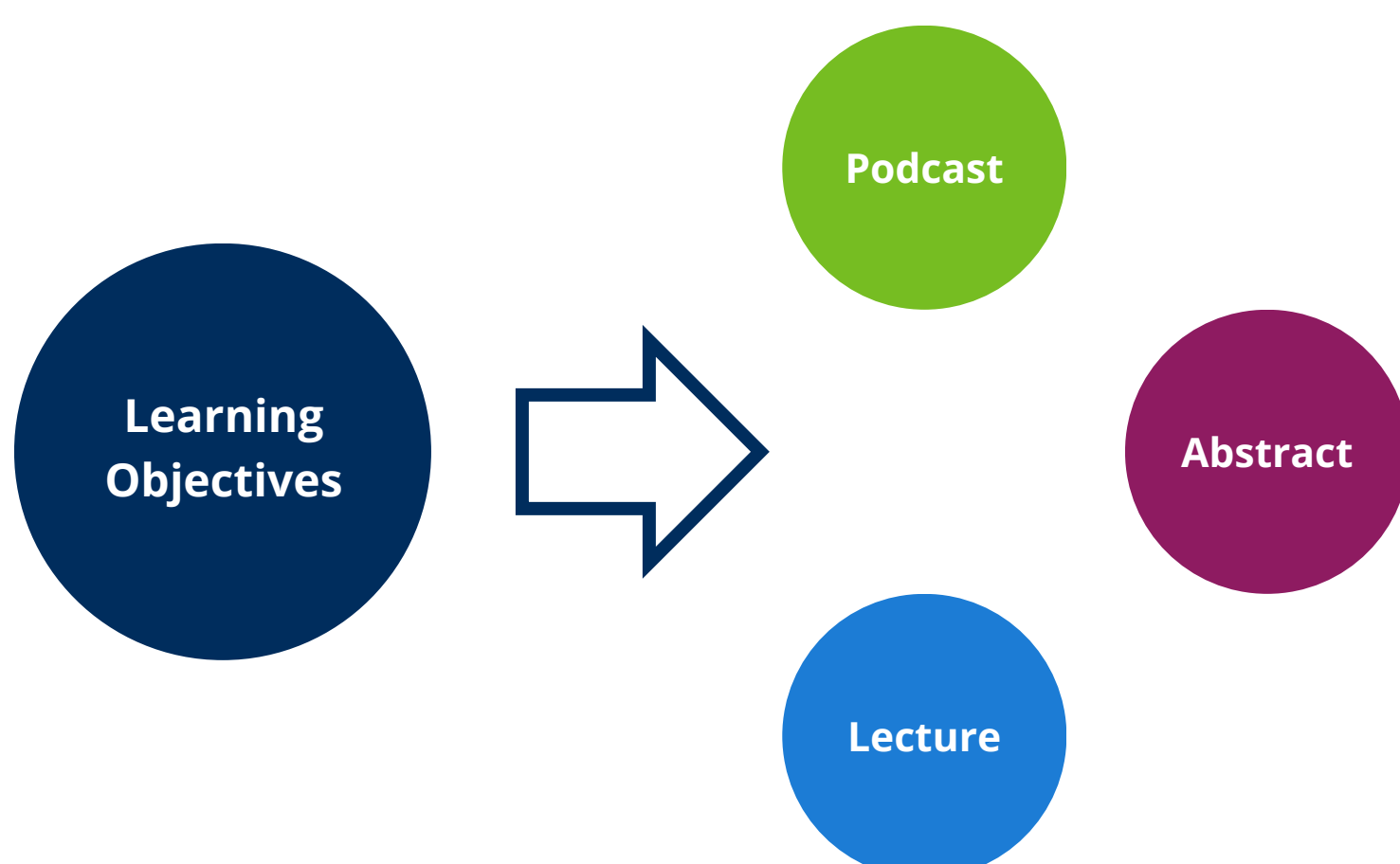


Aim for **1–3 objectives per learning activity** (e.g., one learning objective for a podcast).

Write **one behavior** per objective.

Keeping Your Content Aligned

Once your objectives are written, let them guide the rest of your design. Use them to shape your content, prompts and discussion points.



Whether you're creating a lecture, podcast, or abstract, check that your key points link back to your objectives.

