

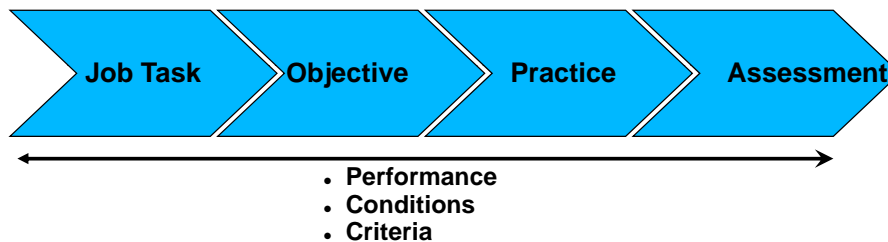
Using Job-Focused Objectives to Improve Transfer to the Workplace

***October 12, 2011
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You can download a copy of these slides at
<http://ipt.boisestate.edu/AboutProgram/news.htm>

Tasks, Problems, and Authentic Learning

- Goal is to promote learning at the time and transfer to the job.
- Transfer depends on congruence among job tasks and associated learning components.
- “What they do on the job is what they do in the learning environment.”



Agenda

- **Writing Job-focused Objectives**
- **Gaining Support**
- **Wrap-Up**

What's The Big Deal About "On-The-Job" Objectives?

Objectives are our North Star

An essential navigation aid that

- ☆ Points the way
- ☆ Helps everyone stay on course

Including

- ☆ Designers and developers
- ☆ Trainers
- ☆ Learners
- ☆ Clients



Writing Objectives

Brief review – 3 components in an objective

- 1) Performance
What do you want people to do?
- 2) Conditions
Under what circumstances will they do that?
- 3) Criteria
What defines doing it well?

Writing Objectives Part 2

Think “on the job”

- 1) Performance
What do you want people to do **on the job**?
- 2) Conditions
Under what circumstances will they do that **on the job**?
(includes cues and resources)
- 3) Criteria
What defines doing it well **on the job**?



Objectives should describe what exemplary performers are doing on the job as they perform a task.

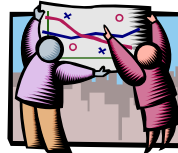
Job-Related Objectives

Performance	Conditions (Givens)	Criteria
Construction managers will estimate material costs	<ul style="list-style-type: none"> • A blueprint • An estimation spreadsheet 	<ul style="list-style-type: none"> • Within 5% of actual costs • Within project budget
Nurses will administer drugs	<ul style="list-style-type: none"> • A physician's orders • Necessary equipment • Prescription administration software 	<ul style="list-style-type: none"> • Right drug • Right amount • Right time • Right route • Right patient
Marketing personnel will create an ad campaign	<ul style="list-style-type: none"> • A product launch • Authorization 	<ul style="list-style-type: none"> • Meet targeted goals • Within schedule, scope, and budget

Gaining Support for Change

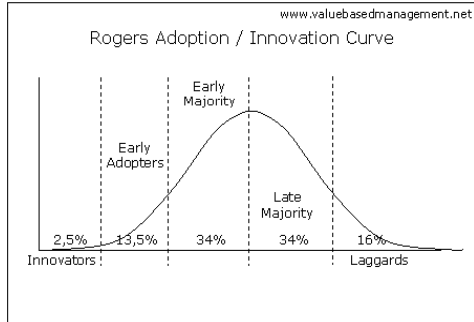


From order taker to...



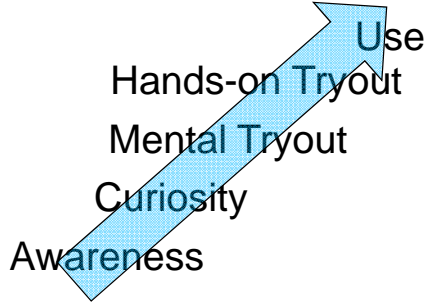
...partners meeting strategic business goals.

Creating Change Is Hard



Different attitudes to change

--Rogers (1995)



Change process and emerging concerns

--Dormant (2011)

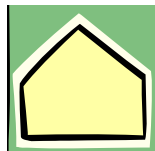


You'll need to work with others to create sustainable change.

Tactics for Creating Change

p. 4

--The Planning Worksheet--



Bases to Cover

- Organizational Intelligence
- Consulting



Spinning Your Message

- Relative Advantage
- Simplicity
- Social impact/ interpersonal pain



Reflection and Wrap up

Now what??

Walk-away messages (WAMs)

- 1 or 2 specific things

Action plan

- 1 or 2 specific things to do when you get back to work



Resources

Dormant, D. (2011). *The chocolate model of change* retrieved from http://www.lulu.com/product/file-download/the-chocolate-model-of-change/16378899?productTrackingContext=search_results/search_self/center/1

Mager, R. F. (1997). *Preparing instructional objectives* (3rd ed.) Atlanta, GA: The Center for Effective Performance.

Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). New York, NY: Free Press.

Villachica, S. W., & Stepich, D. A. (2010). Surviving troubled times: Five best practices for training professionals. *Performance Improvement Quarterly*, 23(2), 93-115. doi: 10.1002/piq.20083

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Thank you!

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