Using Job-Focused Objectives to Improve Transfer to the Workplace

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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.”

Job Task → Objective → Practice → Assessment

- Performance
- Conditions
- Criteria
**Agenda**

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

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**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

<table>
<thead>
<tr>
<th>Performance</th>
<th>Conditions (Givens)</th>
<th>Criteria</th>
</tr>
</thead>
</table>
| Construction managers will estimate material costs | - A blueprint  
- An estimation spreadsheet | - Within 5% of actual costs  
- Within project budget |
| Nurses will administer drugs | - A physician's orders  
- Necessary equipment  
- Prescription administration software | - Right drug  
- Right amount  
- Right time  
- Right route  
- Right patient |
| Marketing personnel will create an ad campaign | - A product launch  
- Authorization | - 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**  
--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


Thank you!

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