Adults
Adults can read
Adults can read on their own.
Adults can read on their own. Really.
Correct!

You win!
Carla, I will be glad to help. You see, the first step in widget transmogrification is to determine the set point of the likely demand for transubstantiation. Next,...
ICE CREAM IS BAD FOR ME!
Measurable goal
Measurable goal

Job behavior that will reach the goal
Measurable goal

Job behavior that will reach the goal
Measurable goal

Realistic practice activity for that behavior

Job behavior that will reach the goal
Measurable goal

Realistic practice activity for that behavior

Job behavior that will reach the goal
Measurable goal

Realistic practice activity for that behavior

Job behavior that will reach the goal

Only the essential information for that activity
Measurable goal

Job behavior that will reach the goal

Realistic practice activity for that behavior

Only the essential information for that activity
Action Mapping

Measurable goal

Realistic practice activity for that behavior

Job behavior that will reach the goal

Only the essential information for that activity
Course:
How to read a map
blah  blah  blah  quiz!
blah blah blah quiz!

blah blah blah quiz!

blah blah blah quiz!

blah blah blah quiz!
Our job is to design information.
Our job is to design information. and experience
We have some important information. Could you turn it into a course?
We have a performance issue. Can you help?