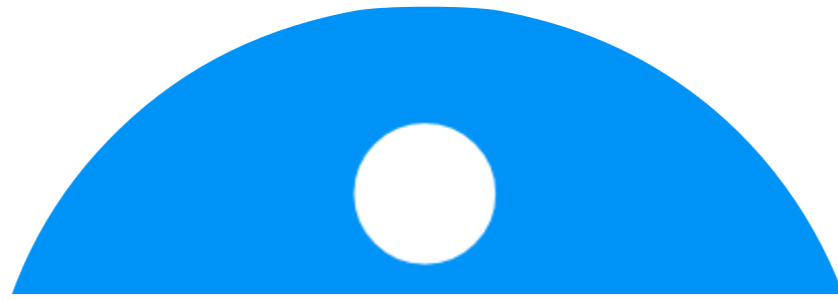




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Adults



Adults



can read



Adults



can read



on their own.



Adults



can read



on their own.



Really.



or





Correct!



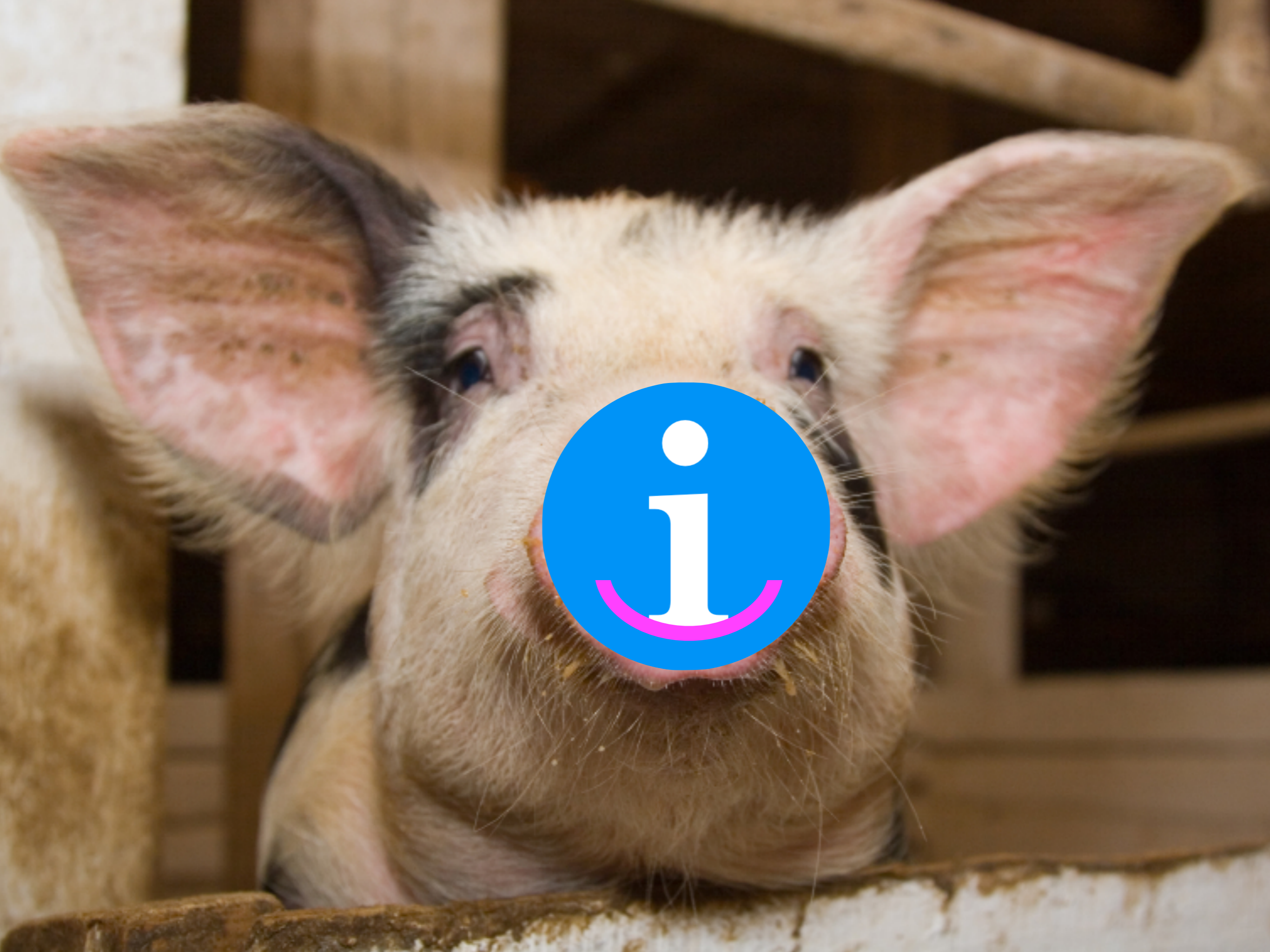
You win!

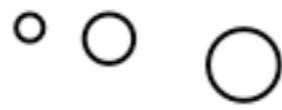




Carla, I will be glad to help.
You see, the first step in widget transmogrification is to determine the set point of the likely demand for transubstantiation. Next,...







**ICE CREAM IS
BAD FOR ME!**











Measurable goal

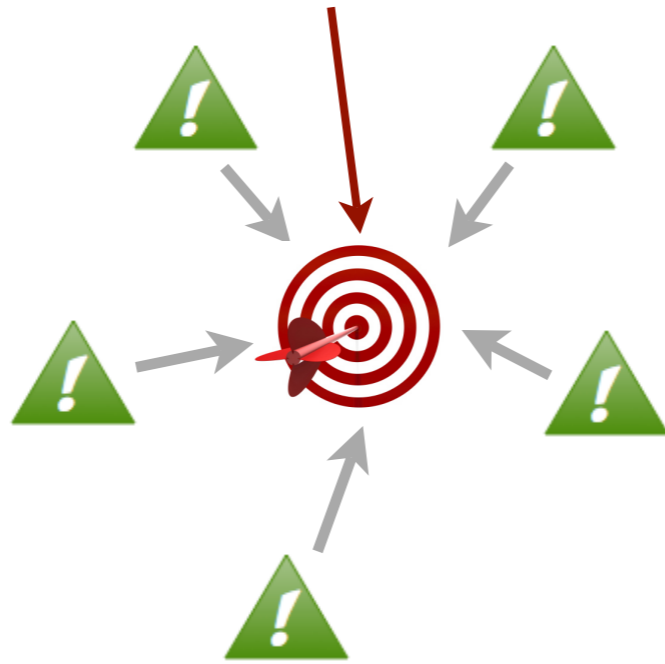


Measurable goal



Job behavior that
will reach the goal

Measurable goal



Job behavior that will reach the goal









Action Mapping



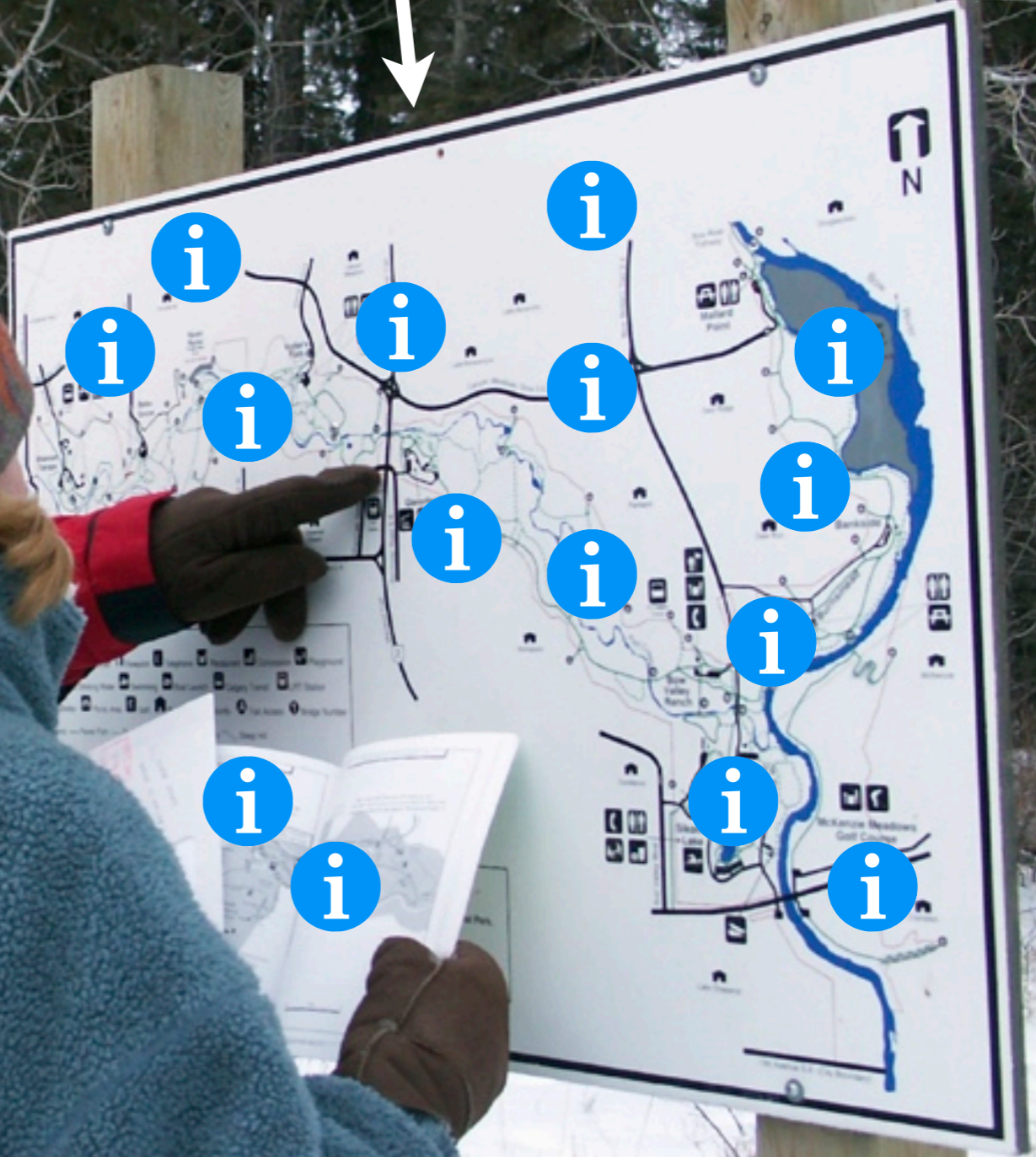


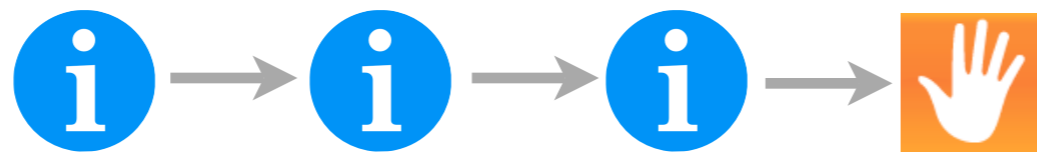


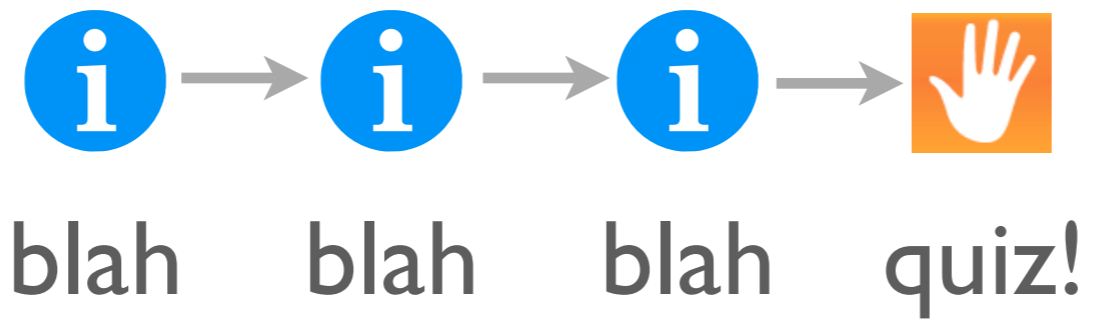
Course:
How to read a map

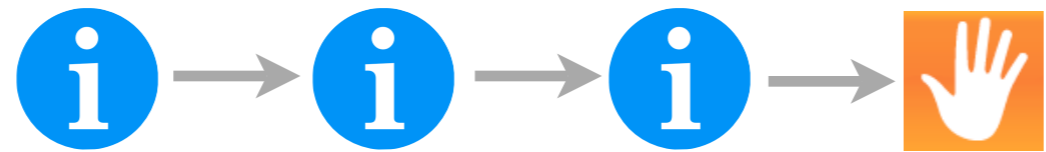


Job aids:
Trails in the park

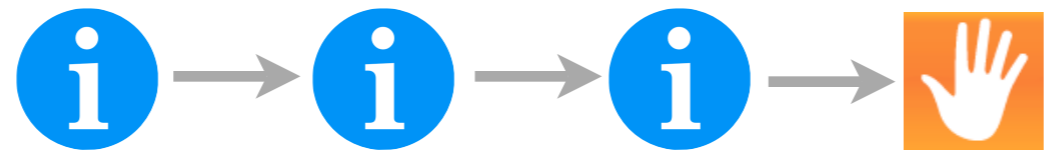




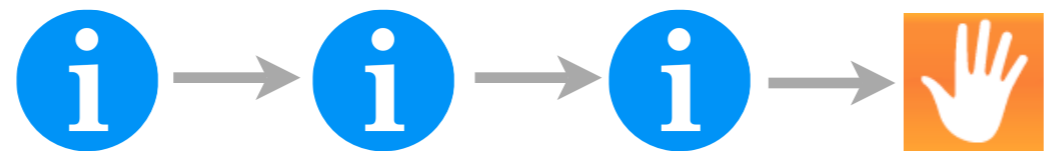




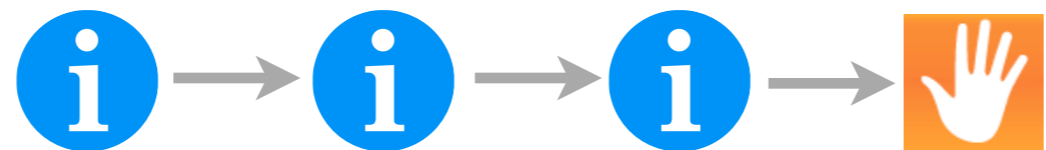
blah blah blah quiz!



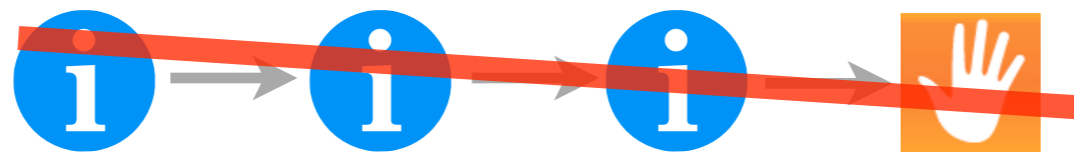
blah blah blah quiz!

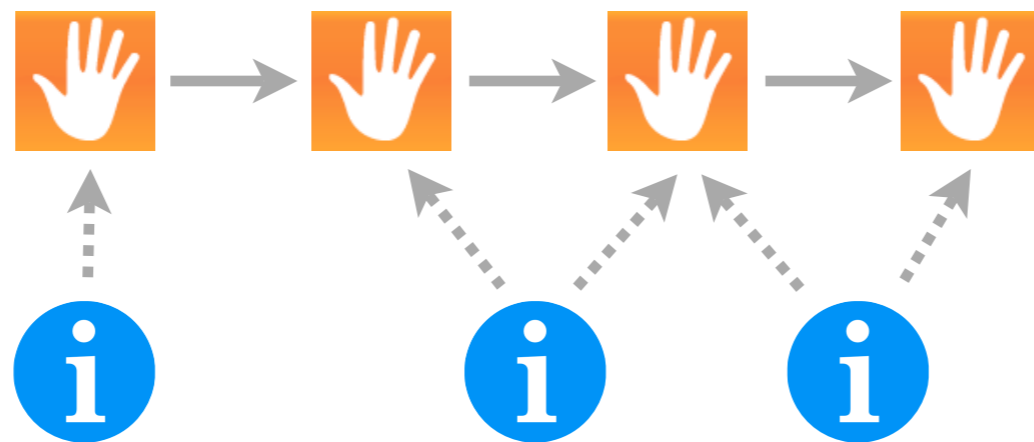
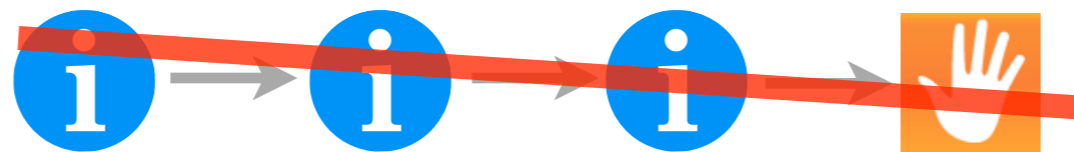


blah blah blah quiz!



blah blah blah quiz!





Our job is to design information.

Our job is to design ~~information.~~
an experience



We have some important information. Could you turn it into a course?



We have a performance issue. Can you help?