



Pre Planning for Developing On Demand Learning

Coaching Questions: The purpose of this document is to help you think about why you want to add your content to the ON DEMAND LMS and the vision you have for the end user's experience with the content. You are sharing this content to influence, inspire and move to action.

Who is the target audience?	Think about what you truly know about your audience and who they are as consumers? What do people ask you about on a regular basis? How can your content help them answer their own questions or solve their own problems?															
Why is this worthy of their time?	Think about why this content is important to them? Not what we think is important for them to know, but really listen to what they are asking for.															
(What...) Guide them to action.	<div>Think about what you want the consumer to know or be able to do as a result of your content? What do you want them to do?</div> <table><tr><td>make a decision?</td><td>develop an awareness?</td><td>change a practice?</td></tr><tr><td>become knowledgeable?</td><td>answer a burning question?</td><td>access validated research?</td></tr><tr><td>see/hear other practitioners?</td><td>get something they need?</td><td>be entertained?</td></tr><tr><td>be inspired?</td><td>connect emotionally?</td><td>experience a story?</td></tr><tr><td>find a solution?</td><td>be validated?</td><td>see examples?</td></tr></table> <div>Article: 31 types of Content People Crave</div>	make a decision?	develop an awareness?	change a practice?	become knowledgeable?	answer a burning question?	access validated research?	see/hear other practitioners?	get something they need?	be entertained?	be inspired?	connect emotionally?	experience a story?	find a solution?	be validated?	see examples?
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How are you adding value to the content you are sharing? Sharing links to a website is not enough.	<div>Here are ways to add value to a resource or content you are sharing:</div> <div><div>1.</div><div>2.</div><div>3.</div><div>4.</div><div>Give an example or demonstrate how you used it and what happened as a result.</div><div>Add reflection questions or a protocol for how to engage in the resource or content.</div><div>Create a scenario to help them think through how the resource can be used.</div><div>Share how others have used the resource.</div></div>															

