

LEARNING CONTENT DISCOVERY - TEMPLATE

To familiarize yourself with new training topics, leverage the power of structured questioning.

Definition:

- What is the definition of this concept?
- What is this concept NOT?

Problem/ opportunity:

- What is the problem or opportunity this concept helps address?
- How is it measured?
- What research or evidence do you have about the magnitude of the problem/ opportunity?

Audience:

- Who are the key people affected by this problem or opportunity?
- Why is it important to them?
- What common objections do you hear about this problem/ opportunity? What's enabling/ stopping them from doing the right thing?

How-to:

- Step-by-step, what strategy/ practice/ tactics can people use to address this problem or opportunity?
- How is this process different between B2B and B2C? For-profit and nonprofit? Government and private? Sector A and Sector B? Department A and Department B?
- What resources, expertise, or knowledge are required to implement this process?
- When is this recommended, when not? Are there situations where this isn't a good idea?

Example:

- What's an example of this in the real world?
- What strategy/ practice did they use to address the problem/ opportunity?
- Does this apply to orgs in other sectors as well? If so, does it play out differently?

Tips:

- What is a best practice? What do orgs proficient with this process do differently than orgs that struggle?
- What is a common pitfall? Do you know of an example where this didn't work out? What did they do to overcome this?

Depth:

- What course / book / case study / expert do you recommend I follow up with?

Insights:

- If you want learners to remember one thing, what is it?
- What's the bottom-line impact for orgs?