

FRAMEWORK 01

### Mager's Objective Formula

<b>Performance</b> What will they DO?	<b>Condition</b> Under what circumstances?	<b>Criterion</b> How well?
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**Weak** "Understand the refund policy"

**Strong** "Given a refund request and access to the knowledge base, process it according to policy with zero errors"

**The "So What?" Test** →  
If a learner asks "why does this matter to my job?" and you can't answer in one sentence — rewrite the objective.

FRAMEWORK 02

### Bloom's Taxonomy + Assessment Match

<b>Remember</b>	list, define, identify, recall, label	Multiple choice · Matching · Fill-blank
<b>Understand</b>	explain, summarize, paraphrase, classify	Short answer · Concept map · Teach-back
<b>Apply</b>	use, implement, demonstrate, execute	Scenario · Simulation · Role-play
<b>Analyze</b>	compare, contrast, deconstruct, differentiate	Case study · Data analysis · Critique
<b>Evaluate</b>	judge, recommend, prioritize, justify	Recommendation · Peer review · Debate
<b>Create</b>	design, develop, construct, produce	Portfolio · Prototype · Project defense

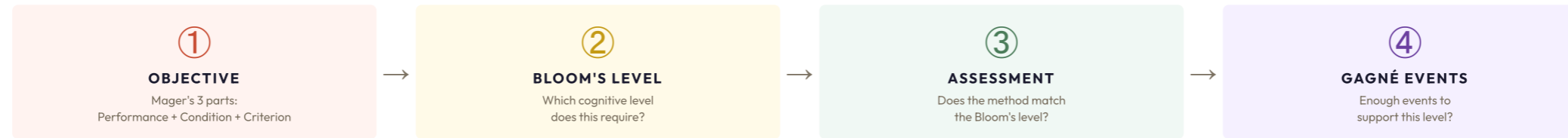
**Golden Rule:** You cannot test "Apply" with "Remember" methods. The verb in your objective must match the assessment method.

FRAMEWORK 03

### Gagné's Nine Events of Instruction

- Gain Attention**  
Arouse interest — why care?
- Inform Objectives**  
Set expectations — where are we going?
- Stimulate Recall**  
Connect to prior knowledge
- Present Content**  
Deliver new material clearly
- Provide Guidance**  
Examples, models, job aids
- Elicit Performance**  
Low-stakes practice — E6 before E8!
- Provide Feedback**  
Tell them HOW & WHY — not just ✓/X
- Assess Performance**  
Test mastery — must follow E6
- Enhance Retention & Transfer**  
Apply to real world — job aids, follow-up activities, spaced practice

THE ALIGNMENT CHAIN — EVERY OBJECTIVE MUST FLOW THROUGH ALL FOUR LINKS



FRAMEWORK 04

### Bloom's Level → Gagné Events Required

BLOOM'S LEVEL	E1	E2	E3	E4	E5	E6	E7	E8	E9	DEPTH NOTES
<b>Remember</b>	●	●	●	●	○	●	●	●	○	E4,E6,E7,E8 core · E5 light · E9 optional
<b>Understand</b>	●	●	●	●	○	●	●	●	○	E4,E6,E7,E8 core · E5 light · E9 optional
<b>Apply</b>	●	●	●	●	●	●	●	●	●	All 9 events · detailed E7 feedback
<b>Analyze</b>	●	●	●	●	●	●	●	●	●	All 9 events · rich E5 + E6
<b>Evaluate</b>	●	●	●	●	●	●	●	●	●	All 9 events · iterative E7 feedback
<b>Create</b>	●	●	●	●	●	●	●	●	●	All 9 events · extended E6 + E7

● Required ○ Optional / Light E7 at Remember/Understand = required but simple (brief right/wrong + explanation, not full coaching)

PRE-BUILD CHECKLIST

### 5-Minute Design Check

- 3-Part Objective?**  
Performance + Condition + Criterion all present
- The "So What?" Test**  
Learner can see why this matters to their actual job
- Assessment Matches Verb?**  
"Apply" → scenario, not multiple choice
- Enough Gagné Events?**  
Remember/Understand: 4,6,7,8 · Apply+: all events · Create: extended
- E6 Before E8?**  
Practice must always come before final assessment
- Feedback Teaches? (E7)**  
Explains WHY — not just ✓ or X, even at Remember level

DIAGNOSTIC

### Common Design Mistakes + Fixes

**Bloom's Mismatch**

Objective says "Apply" but assessment is multiple choice  
→ **Change assessment to scenario-based**

**Under-Designed**

"Create" objective but only 4 Gagné events used  
→ **Add practice loops, coaching, iteration**

**Weak Feedback (E7)**

"Correct" or "Incorrect" only — no explanation  
→ **Explain WHY and connect back to the principle**

**Missing Practice (No E6)**

Jumped straight from content to assessment  
→ **Add low-stakes practice before E8**

**Over-Designed**

"Remember" objective with complex simulations  
→ **Simplify — they just need recall**

**Fuzzy Objective Verb**

"Understand" or "Appreciate" as performance verbs  
→ **Replace with an observable, measurable verb**

BEFORE YOU BUILD

### Alignment Quick Fill

OBJECTIVE (MAGER)

BLOOM'S LEVEL

ASSESSMENT METHOD

GAGNÉ EVENTS NEEDED

If any row conflicts → redesign before building