

# How to Write Effective Learning Objectives

# The Importance of Learning Objectives

Learning objectives provide a clear direction for both the presenter and the learners.

They help in planning the content and direction of your session.

Well-written objectives are necessary for providing PDH credit and AIA credit for our attendees.

- Understand your audience's backgrounds, needs, and motivations.
- Adult learners are typically goal-oriented, practical, and relevancy-seeking.

# Use the SMART Criteria

## Specific

- Clearly define what the learner will be able to do.

## Measurable

- Ensure the objective can be assessed.

## Achievable

- Make sure it's realistic given the learners' starting point.

## Relevant

- Align with the learners' goals and needs.

## Time-bound

- Specify when the objective should be achieved.

# Use Action Verbs

- Use action verbs that describe observable and measurable behaviors.
- Examples: describe, explain, identify, summarize, interpret, differentiate, examine, categorize, assess, compare, apply
- Minimize using learn or understand

[Bloom's Taxonomy Verb Chart - University of Arkansas](#)

SAME is a continuing education provider for the American Institute of Architects (AIA). We will report learning programs completed.

AIA members must earn 18 LUs every year, at least 12 must be for approved Health, Safety, and Welfare (HSW) courses.

You can help attendees by ensuring your session will qualify for these credits, particularly HSW designation.

Develop well-written learning objectives for your session, and if applicable include wording appropriate for HSW credit.

- To qualify for AIA HSW, sessions must address knowledge intended to protect the health, safety, and welfare of the occupants of the built environment, as defined below:
  - Health:** Those aspects of professional practice that improve the physical, emotional, and social well-being of occupants, users, and any others affected by buildings and sites.
  - Safety:** Those aspects of professional practice that protect occupants, users, and any others affected by buildings or sites from harm.
  - Welfare:** Those aspects of professional practice that enable equitable access, elevate the human experience, encourage social interaction, and benefit the environment.

**At least 3 of the 4 learning objectives must relate to HSW topics.**

# Incomplete Learning Objectives

## Understand leadership styles.

- This objective is vague and not measurable. It doesn't specify which leadership styles the learners need to understand or how their understanding will be demonstrated.

## Learn about project management.

- This objective is too broad and lacks specificity. "Learn about" doesn't provide any details on what specific skills or knowledge the learners will gain in project management.

## Be familiar with conflict resolution techniques.

- This objective is too vague and doesn't specify what level of familiarity is required or how it will be demonstrated in practice.



# Examples of Effective Learning Objectives

Participants will reflect on their current leadership style and how they can adjust to a changing business environment.



By attending this session, participants will identify a roadmap for the project manager and Integrated Delivery Team to establish timely and actionable information for stakeholders and decision makers.



At the conclusion of this session, attendees will be able to apply conflict resolution techniques to manage workplace disputes effectively.



# Learning Objectives & AI

- Having trouble writing learning objectives? Let AI **help**.
- Ask generative AI (ChatGPT, CoPilot, etc.) to:
  - Ex. “Write 4 learning objectives for a professional audience attending this educational session: [input your abstract description].”
- Modify to best fit your session.

# Review and Revise

Review your objectives to ensure they are comprehensive and aligned with the overall goals of your presentation.

Revise them based on feedback or new insights.