

## Seven Steps of Design

May 10, 2002

I had a great time this morning working with a friend who is preparing a one day conference. She and her colleagues have worked for many months planning the program. This educational event has the potential of changing many lives. My friend had the good sense to invite my review of their work, and to ask for suggestions.

We used the Seven Steps of Design to tease out all the details in a sequence that would lead to significant learning tasks.

- WHO: the participants
- WHY: the situation that calls for this one day conference
- WHEN: the time frame for learning work
- WHERE: the site, the arrangement of the room
- WHAT: the content: what is to be taught: knowledge, skills, attitudes
- WHAT FOR: achievement based objectives (by the end of this session, all will have...)
- HOW: the learning tasks and materials

What we discovered together was that the original design was not inclusive of all the content needed to deal with the situation being addressed. We were able to focus the content and sequence it so that each learning task led to the next. I realized anew the value of the Seven Steps of Design.

Three suggestions emerged:

- i. Start the dialogue as early as possible, offering the purpose of the course, the program design, the learning tasks to participants as soon as possible.
- ii. Document each learning task
- iii. Work in small groups and share a sample of their results from each learning task.

I love these Seven Steps! They focus the content and the learning tasks. They work in a dialectic relationship with one another, shaping a design that is accountable. You will find them in *Learning to Listen*, *Learning to Teach*, *Training Through Dialogue* and *Taking Learning to Task*. Go to <http://www.globalearning.com> to order any one of these.