From the Performance Problem Canvas, you should have defined a problem statement in the form of "(**A metric we already use**) will (**+/-**) by (**insert date**) as our audience (**performs a specific task**)".

We're now looking to create activities that allow our audience to practice that task, NOT pile a ton of information on them. When was the last time you remembered the 3rd bullet on the 15th slide of a presentation?

Use this tool to help focus your team on what's important.

What is the specific task you've identified from the canvas?

This is where it all starts. What do you want to happen, by when as your people do something? Remember to be S.M.A.R.T with your answer.

(Example: Our inbound calls will increase 3% by the end of the quarter as the sales team hosts 2x more webinars each month.)

What is the action you'd like your audience to practice?

What can you think of to practice performing that action. Write down anything that comes to mind, there are no wrong answers here. Ask yourself, if it were me taking this, what would I want to do?

(Example: I want our team to be able to practice creating webinar landing pages.)

What's the context for practice?

Context is king. Without it, your activity has no meaning. Give your audience a reason to care.

(Example: Our sales team is promoting a new product next month. We've been tasked with creating landing pages for sales webinars.)

What does success look like? In your activity, what does success look like?

How do you know what you're doing is working? A good place to start here is asking the audience it's intended for they're the ones using it.

(Example: Our conversion rate on our landing pages goes up by 5%.)

What happens if we fail?

Failure is just as important as success. How can you provide realistic feedback to your audience. Go beyond just that's incorrect and tell them what could happen if they don’t succeed.

(Example: Our conversion rate drops below 25%.)

How does the audience currently improve itself?

There's no reason to smash a round peg in a square hole. How does the audience currently access content? Do they like to read? Do they watch video? Play in a sandbox? Just because they are employees doesn’t mean they stopped being consumers. Do some user research and create good content.

How can we deliver this to our audience?

(Example: Our team does a lot of work using CSS and HTML. A few people on the team have said they like to practice in codepen.io)

Take a look at the content you’ve made before. Can you measure what’s worked and hasn’t in the past? If you can’t measure it now, how can you measure it for the future?

* Practice the task in a sandbox environment
* Simulate the task using an eLearning tool
* Instructor Guided Training
* Create a job aid
* Create a role-play
* Something else?

Who can we collaborate with?

(Write or Draw what your potential solution might look like.)

Training isn't siloed. Find key subject matter experts and people who can help you here. Who can be your support team?

(Example: We can meet with Jane in Marketing, she's the lead on this new project.)

Additional Resources/Articles/Tools

* **Cathy Moore’s Action Mapping, A visual approach to training design.** <http://blog.cathy-moore.com/action-mapping-a-visual-approach-to-training-design>
* **Map It by Cathy Moore** <http://blog.cathy-moore.com/book-map-it/>
* **Standford d.School** <https://dschool.stanford.edu/>
* **Sprout Labs Interview with Lori Niles** <https://www.sproutlabs.com.au/blog/data-driven-learning-design-and-digital-body-language/>
* **IKEA Can Do It - Why Can’t We? Bianca Baumann** <https://www.linkedin.com/pulse/ikea-can-do-why-cant-we-bianca-baumann-ctdp-m-sc-/>
* **Harvard Business Review’s Developing Employees** <https://hbr.org/topic/developing-employees>
* **Twine Branching Scenario Creator** <http://twinery.org/>