

Mager's Model for Writing Learning Objectives



Three Elements of a Learning Objective

The most widely established method of formatting a performance-based learning objective was devised by Robert Mager in 1962.

Three Elements of a Learning Objective	
1. Performance Criterion Statement	This states the quality or quantity standards required for acceptable achievement during the training program. The criterion may include specifications relating to accuracy, overall quality, or time (where appropriate).
2. Action Statement	This uses an observable action verb to describe what activity learners will do as the result of a course, module, or lesson.
3. Performance Condition Statement	This summarizes the tools, materials, data, working aids, or other items learners will have when taking the action.

An Example of Mager's Model

Performance Criterion Statement	Given a spreadsheet, product data, client interview data, and working aids,
Action Statement	learners in "The Keys to Selling Success" will write a sales proposal
Performance Condition Statement	that includes at least three graphics and states product benefits that match client needs.

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