



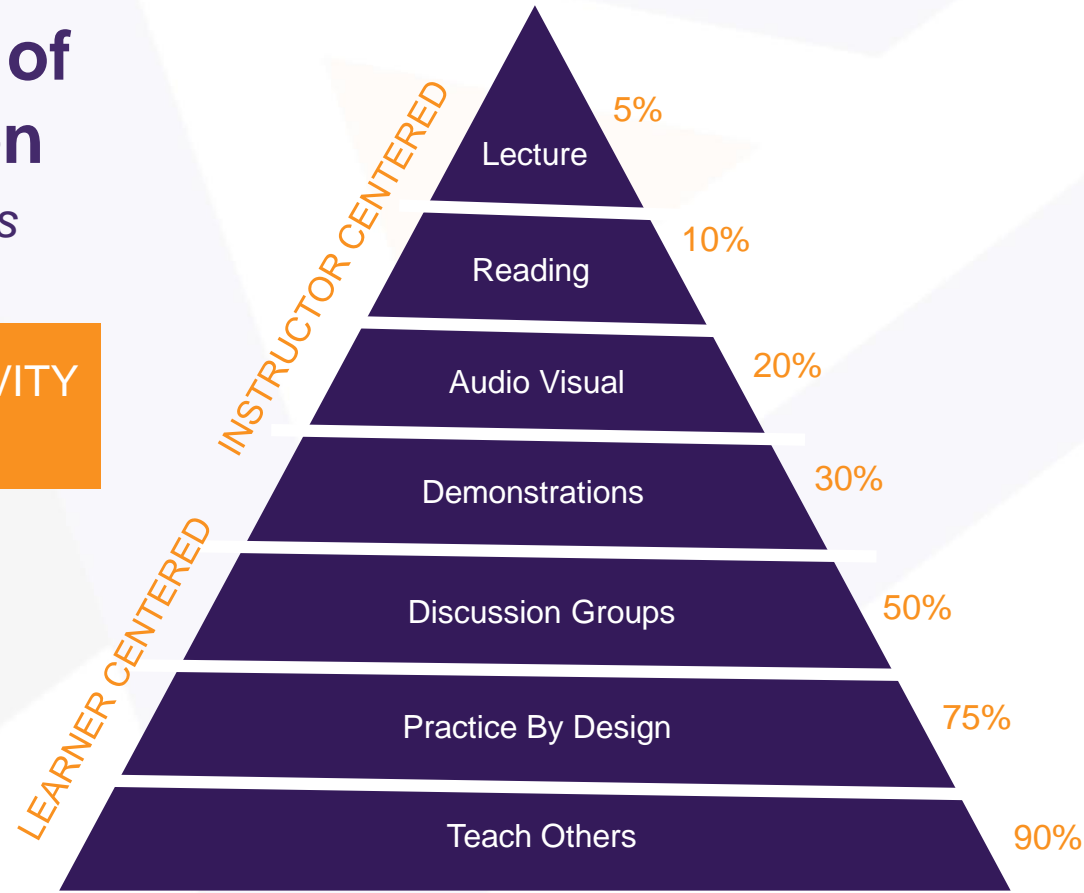
# Adult Learning –

*Principles for Designing*

# Adult Learning Principles – Curriculum Development

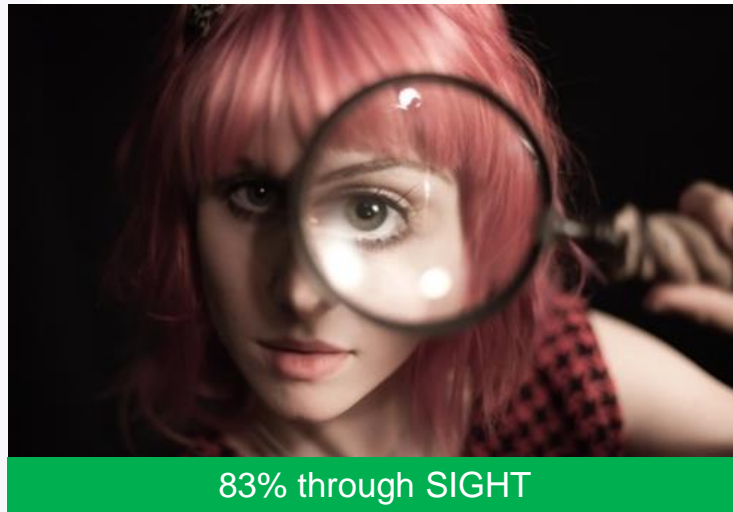
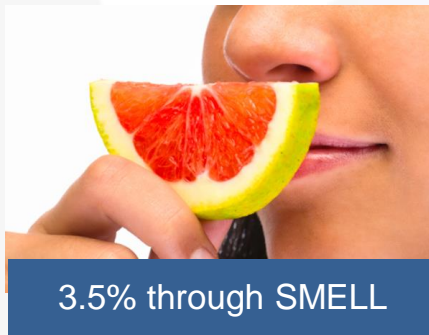
**Amount of Retention**  
*post 24 hours*

**INTERACTIVITY  
IS KEY!**



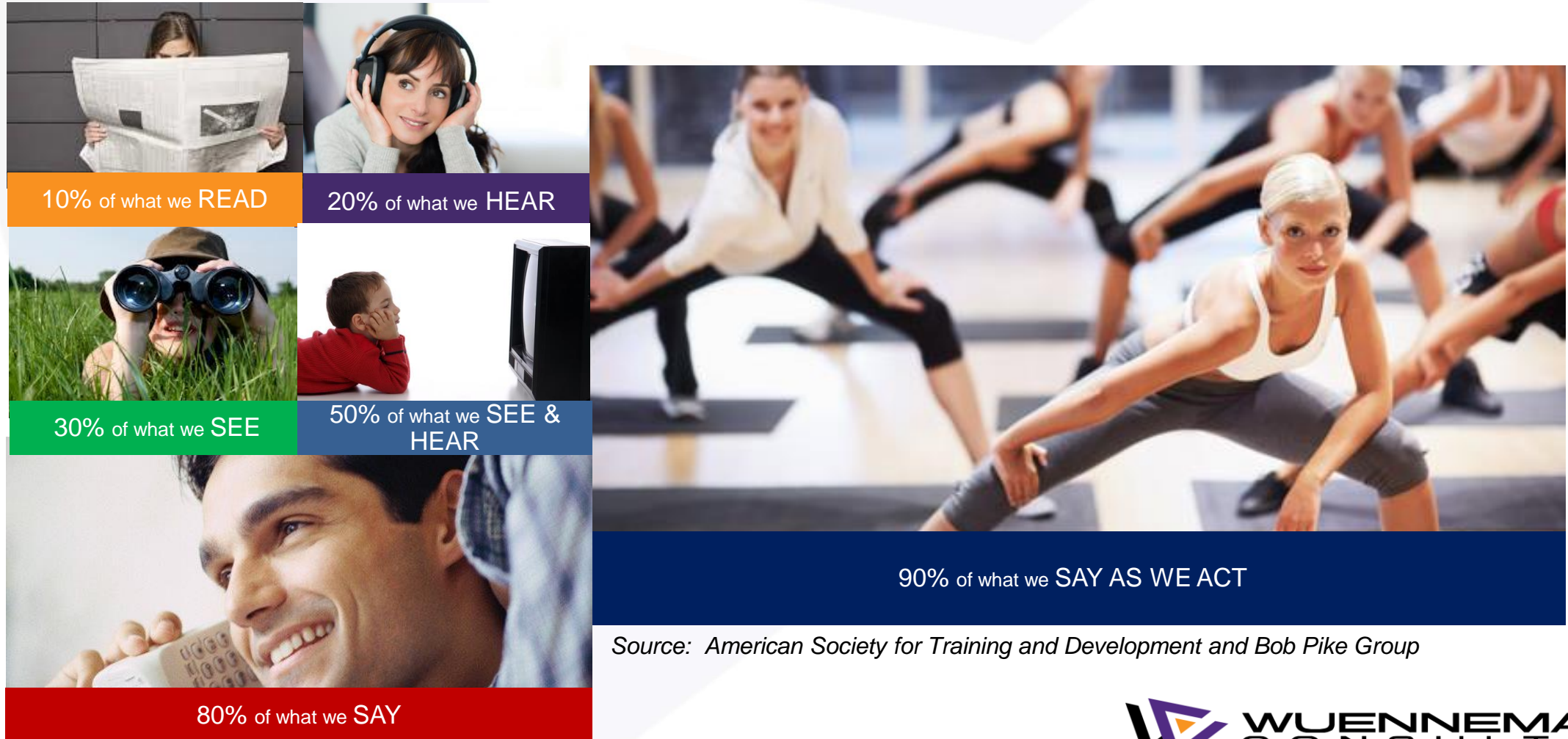
Source: American Society for Training and Development

# Adult Learning Principles – How People Learn



Source: American Society for Training and Development and Bob Pike Group

# Adult Learning Principles – How People Remember



Source: American Society for Training and Development and Bob Pike Group

# Adult Learning Principles – Basics of Design



People believe in their own data and experience of respected peers. Use the expertise from learners and the peer network to design your content.



Adults, like many children, have short attention spans. Keep learners stimulated. Use multiple platforms for interaction.



Adults learn for their reasons, not the trainers' reasons.



An adult's readiness to learn is related to their ability to apply the learning immediately



The more interaction, challenge and fun in the design, the more learning will occur



A behavior change means learning has been retained – ultimate goal.

Source: American Society for Training and Development and Bob Pike Group

# Adult Learning Principles – In-Person Design



Main focus and time allotment should be on content not selling people on the training, company, etc. The learning program is for the learners, not the instructors, management or a company focus group.



Do not design to the entire time allotted. Design as though you have 15 to 20% less time.



Teach them to fish. "You can give a fish to a person and you feed him/her for a day. If you teach a person to fish, you feed him/her for a lifetime."



Remember doing means learning. "What I hear I forget, what I see I remember, what I do I understand."