

**Tips for designing effective learning activities and products**  
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<b>Checklist</b>	<b>Focus</b>	<b>Tip</b>
<b>1. Practice Change Stage</b>	Is it Motivational? Exploration / trialling? Adoption?	This is critical to identify so they appropriate activity / product can be better defined and match to the stage of the cycle
<b>2. Activity / Product</b>	What will it look like?	Reflect on past successes which may influence design
<b>3. Intent / Purpose</b>	What do you want to achieve?	Critical to determine as this will influence activity design
<b>4. Target audience</b>	Define knowledge and skill level you are targeting so be specific rather than “regional producers”	Important to define to a deeper level than just regional producers as Knowledge, Attitudes, Skills, Aspirations (KASA) could vary greatly and influence how you design the activity or product

<b>5. Delivery pathway</b>	Consider preferred learning styles of target audience	How best will you get your key messages out to the target audience for maximum IMPACT?
<b>6. Expected outcomes</b>	Think clearly what actually is achievable with the activity or product and how it links to particular stage of the practice change model	This will help refine the design of an activity or product to ensure outcomes are achieved
<b>7. Learning focus</b>	Critical to match producer needs with focused learning	What adult learning techniques will be implemented to ensure experiential learning will occur?
<b>8. Regional success indicator</b>	Profit, Social, Environment?	Link to regional success indicators that you have identified around the triple bottom line
<b>9. Evidence of IMPACT</b>	Match appropriate reflective process to capture evidence – what happened	Critical to capture for the milestone reports to demonstrate Change on Farm achievements