

# POWER TEACHING

*In which you discover and renew your joy for teaching*

## CLASS FOUR: MATERIALS AND MEASUREMENT



"I am learning all the time. The tombstone will be my diploma."

*~Eartha Kitt*



## CLASS FOUR: MATERIALS AND MEASUREMENT

### MATERIALS

Based on what we learned in last week's class on learning styles, it is wonderful if your class can have a selection of materials which include:

- Auditory (spoken and written) materials
- Visuals (images and graphs) integrated in your materials
- Kinesthetic (action and movement-based) components of your materials

### THE PURPOSE OF MATERIALS ARE TO:

- Highlight the important content
- Reinforce learning
- Provide access to additional materials and resources online or offline
- Act as a reference for the future

### SAMPLE COMBINATIONS OF MATERIALS

A) Live audio class (over the phone)

Workbook

Supplemental videos

B) Ebook

Audio files to accompany each section

Follow up sequence of emails to reinforce learning

C) Live class:

PowerPoint or Keynote Slides

Flipchart

Printed handouts or workbooks

## TOOLS TO AID MATERIAL CREATION

### Audio

**Instant Teleseminar** - A full-service teleconference host that supports up to 250 callers, allows you to do webcast, mute and unmute individual callers, and have participants chat with each other. My affiliate link: <http://InstantTeleseminar.com/ProductInfo/?x=2088712>

**Maestro** - All the features of Instant Teleseminar, with the addition of the ability to break a large group into small groups - <http://maestroconference.com/>

**Audio Acrobat** - A recording service to quickly generate audio content using your phone, as well as a place to record conference calls and get web-friendly code to paste an audio player or download link on your website. <http://pcs.audioacrobat.com/> (this is my affiliate link - I have been using it for six years and stand behind it)

### Printed Handouts

**Pages** for the Macintosh offers some nifty templates to quickly create training materials.

**Microsoft Word** has some cool templates for creating workbooks and handouts.

**Ebook Evolution** Kelly Kingman and Pamela Wilson created guided templates to make good-looking ebooks at <http://stickybooks.com/get-ebook-evolution/>.

I recommend that you always create materials in the PDF version so that formatting won't get wonky on different computers and operating systems.

### Download Page

I am a fan of creating one download page with all the materials so you can avoid email delivery problems with large files. You may want to password protect the page, but just remember that you will need to remind people what the password is if they lose it.

I suggest leaving your download page live for a few weeks after class, and reminding them to download the files before you turn off access.

## MEASUREMENT

Measuring the effectiveness of your class has a number of benefits:

- It reinforces progress for the participants - a key element of adult learning
- It allows you to assess how clear and effective your learning objectives were -- and how they were supported by key exercises, activities and materials
- It gives you feedback so you can improve the class, materials and overall teaching experience
- It gives you data to make the case for the value of the course to future participants the next time you present it

### Learning Objectives

Your measurement should clearly track your learning objectives.

What can you measure?

- **Knowledge**

Example: Before participants take a class on current tax law, you could distribute a quick survey to check their knowledge. Post-class, distribute the same survey and see how their knowledge level has changed.

- **Emotion**

Example: Before a class on organizing your home office, you could ask questions about their emotional feelings while walking into their office or work space.

Sample before comments:

"I feel suffocated and stressed when I look at my desk."

Sample after comments:

"I felt so happy and peaceful to see the miles of open desk before me when I step into my newly organized office."

- **Action**

Example: Before a class on building your subscriber list, you could measure the specific number of subscribers each student has. Post class, measure how those numbers changed, and what they did to increase the numbers (using the techniques you taught in class).

Remember, when you tie your measurement to your learning objectives, all the pieces come together in a nice clean and clear package.

#### HOMEWORK FOR CLASS FOUR

1. List the specific materials you will create for your class. Include everything, including pre-work and follow up emails
2. Decide if you are going to do a pre-and post-class measurement. If so:
  - Formulate the questions
  - Choose the tool (SurveyMonkey.com or Wofoo.com, or paper tool for in-person class)
3. Finalize your class outline, and prepare for review session with Pam, to be scheduled in second half of January.
4. The live post listing the classes will go up on [escapefromcubiclenation.com](http://escapefromcubiclenation.com) in mid-February, 2012. If you make this round, great! If you don't, don't worry, there will be another chance at the end of the year post on December 31.

#### QUESTIONS

Questions about the course? Send them to [support@pamslim.zendesk.com](mailto:support@pamslim.zendesk.com).