

Writing Objectives

What is an Objective?

An objective is a clear and precise description of an intended result; it must be observable and measurable.

e.g., to calculate the amount of property tax payable for last year

Applied to learning/training in a performance-oriented context, an objective is defined as the *description of exactly what a learner will be able to do upon completion of the learning/training activity.*

This type of objective describes an improvement, change or new behavior in performance, in terms of skills, and this new behavior at the end of the training period can be observed and evaluated.

Why write objectives?

Objectives identify the learning goal for the learner and for the designer

They clearly set out what is expected from a specific learning segment and allow the learners to assess their success.

In addition, by providing the designers with a clear statement of the performance expected objectives serve to guide the content and types of learning and activities for a particular learning product.

How do you write an objective?

To write an objective, include the following three components:

- the *performance statement*, which describes the carrying out of the desired task;
- the *conditions* inherent in carrying out the desired task;
- the *standard*, which stipulates the minimum level of performance, in terms of quality and quantity, required for carrying out the task.

Objectives describe performance. The learning/training objective is the performance expected in the learning/training situation. Ideally, it should match as closely as possible the performance expected in the workplace.

For each of the three components, follow the structure as described in the table below.

Component	Description	Example
Performance Statement	is the precise description of a task to be performed at the end of the training period; in terms of skills; using a verb which describes an observable, measurable action; addressed to the learners.	At the end of the session, you will be able to write a memorandum.
Conditions	circumstances under which the performance occurs; resources available/not available organizational conditions assistance/without assistance	using a PC and reference notes alone with assistance
Standard	the criteria for assessing success; the quality/accuracy/quantity standards conformity to legislation, regulations, policy, procedures etc.	according to the communication guidelines in bilingual format with no spelling errors

Types of Objectives

Designers write an objective for each course/module and for the lessons/sessions/units that make up each learning product.

Both types of objectives are written to focus the learner on the performance to be achieved by the end of the learning activity.