



SOLO ACTIVITY

Content First or Learner First

Name _____

Date _____

Designing for the middle sounds practical until you look for who is standing there.

 30 to 40 minutes

 On your own

 Paper and pen

1 Read the two approaches

Approach A

Planning starts with the content that must be delivered. A session is efficient when everything is covered on time, and a clear explanation from an expert is taken as evidence that learning happened. The target is the average participant in the middle.

Approach B

Planning starts with the learners who will receive it. Efficiency means understanding, retention and application, so coverage alone proves nothing. The target is the actual range in the room, which is harder to design for and more demanding of the trainer.

2 Compare them

	APPROACH A	APPROACH B
How each one defines an efficient session		
What counts as evidence that learning happened		
Who each approach is designed for		
What happens to the people it was not designed for		

3 Critique both

Strengths of A

Why is content-first planning so durable?

Limitations of A

Who is underserved, and why is that invisible?

Strengths of B

What improves once the learner comes first?

Questions about B

What makes it harder to sustain?

4 Make a judgement

Designing for everyone is unrealistic, so design for the middle. Say why that argument appeals, where it fails, and what you would put in its place.

One assumption about training I now question is _____



More ways into Chapter 9

This section is also available as video, audio, infographics, mind map, and more, including an opportunity to do a deep dive into reference material. Start with the format that suits you best.

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