Guidelines for Evaluation

Training Assets and Resources

Objectives

This job aid is a checklist of what to look for when evaluating training assets. It is designed to help you:

- ✓ Describe criteria for evaluating learning assets
- ✓ Use these criteria to test and validate learning assets for relevance, usability, and completeness.

How to Use

The criteria for evaluation in this guide focuses on four categories:

1. Relevance
2. Learner Experience
3. Globalization
4. Activation

Use the criteria and questions in the four categories to help you assess the training's effectiveness. This is a subjective assessment so some criteria may be weighed more heavily than other criteria.

It is likely that assets will not check all boxes. Remember the overall goal: Helping participants improve a skill and/or perform their job better.

After reviewing with the checklist in mind, summarize your thoughts in a couple sentences. Then ask the questions: Will this effectively help the audience learn or grow a skill? Or is the asset going to be unsuccessful at helping the intended audience improve because it fails to satisfy certain criteria?

Evaluation Criteria

Relevance
1 focuses on the role-based objectives of the training and whether the content meets these objectives.

Learner Experience
2 reviews engagement, ease of use, and other aspects of the overall experience.

Globalization
3 refers to ensuring that the asset is accessible and relevant across geographic, cultural, and linguistic boundaries.

Activation
4 focuses on actions and expectations for learners following completion.

1 Relevance

Relevance focuses on the role-based objectives of the training and whether the content meets these objectives.

Another way to say this is, does the asset help the intended audience do something better?

Review this section for tips on what to look for in the following areas:

- Role Relevance

- Credibility of Content

- Completeness

- Cognitive Load

Review the asset for Relevance by ranking using the following criteria.

Role Relevance

N/A	poor	good	excellent	world class

- ☐ Does it address a role skill(s)? Are there clear role-based objectives?
- ☐ Will it help new members improve their ability or demonstrate confidence to perform in their roles?
- ☐ Is it clear what is in it for the learner?

Accuracy of Content

N/A	poor	good	excellent	world class

- ☐ Is the content correct?
- ☐ Is it the most recent? Is anything out-of-date? If there are dates or copyright dates on slides, are they recent?
- ☐ Do visuals reinforce the content? If visuals are complex, do they build to tell a story that the learner can follow?
- ☐ Are there any misspellings in product or company names? (This may seem like a small thing, but it undermines credibility with technical audiences.)

Completeness

N/A	poor	good	excellent	world class

- [ ] Does it cover what is needed? Or is something missing?
- [ ] Does the asset come from a reliable and trusted source?
- [ ] Is the presenter still at Cisco? (If not, this can diminish learner trust in the content.)

Cognitive Load

N/A	poor	good	excellent	world class

- [ ] Does it cover too much? Is it information/cognitive overload?
- [ ] Does it focus on what the learner needs to know to satisfy the learning objectives?

2 Learner Experience

Learner Experience focuses on engagement and the quality of the asset from an experience standpoint.

Review this section for tips on what to look for in the following Learner Experience areas:

- CSAT and/or NPS Scores
- Engagement
- Consumable Asset Duration
- Orientation
- Video and Audio Quality
- Visuals
- Links

Review the asset for these Learner Experience categories by ranking using the criteria for each category.

CSAT and/or NPS Scores

N/A	poor	good	excellent	world class

☐ Do Customer Satisfaction (CSAT) scores or Net Promoter Scores (NPS) indicate that this is a quality asset?

Net Promoter Score
   70+ World Class
   50+ Excellent
   20+ Good

Customer Satisfaction
   4.8+ World Class
   4.6+ Excellent
   4.4+ Good

Tip: If there is a subject matter expert presenting or the author of the content is listed, reach out to see what feedback they have received on the asset.

Engagement

N/A	poor	good	excellent	world class

☐ Does it use interactivity to support reflection, application, contextualization, or practice?

☐ Does it include real-life scenarios, stories, examples, exercises, or simulations?

☐ Does it contain practical information like typical customer questions or how to handle common objections?

☐ Is the presenter (if there is one) effective?

Consumable Asset Duration

✓	N/A	poor	good	excellent	world class

☐ Is it 10 minutes or less? (This tends to be a good guideline for video/online assets.)

☐ If it is longer than 10 minutes, is the training appropriate to the topic/skill being covered (i.e., technical content)?

☐ If it is longer than 10 minutes, is it chunked into "more digestible" sections?

Orientation

✓	N/A	poor	good	excellent	world class

☐ Is it easy to follow?

☐ Are there visual/textual cues to let learners know which chapter or section they are in?

☐ Is there a table of contents with markers to jump to specific sections?

Examples: Engagement

Compare these 2 assets to see what poor engagement looks like compared to world-class engagement.
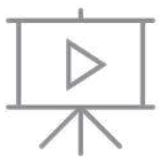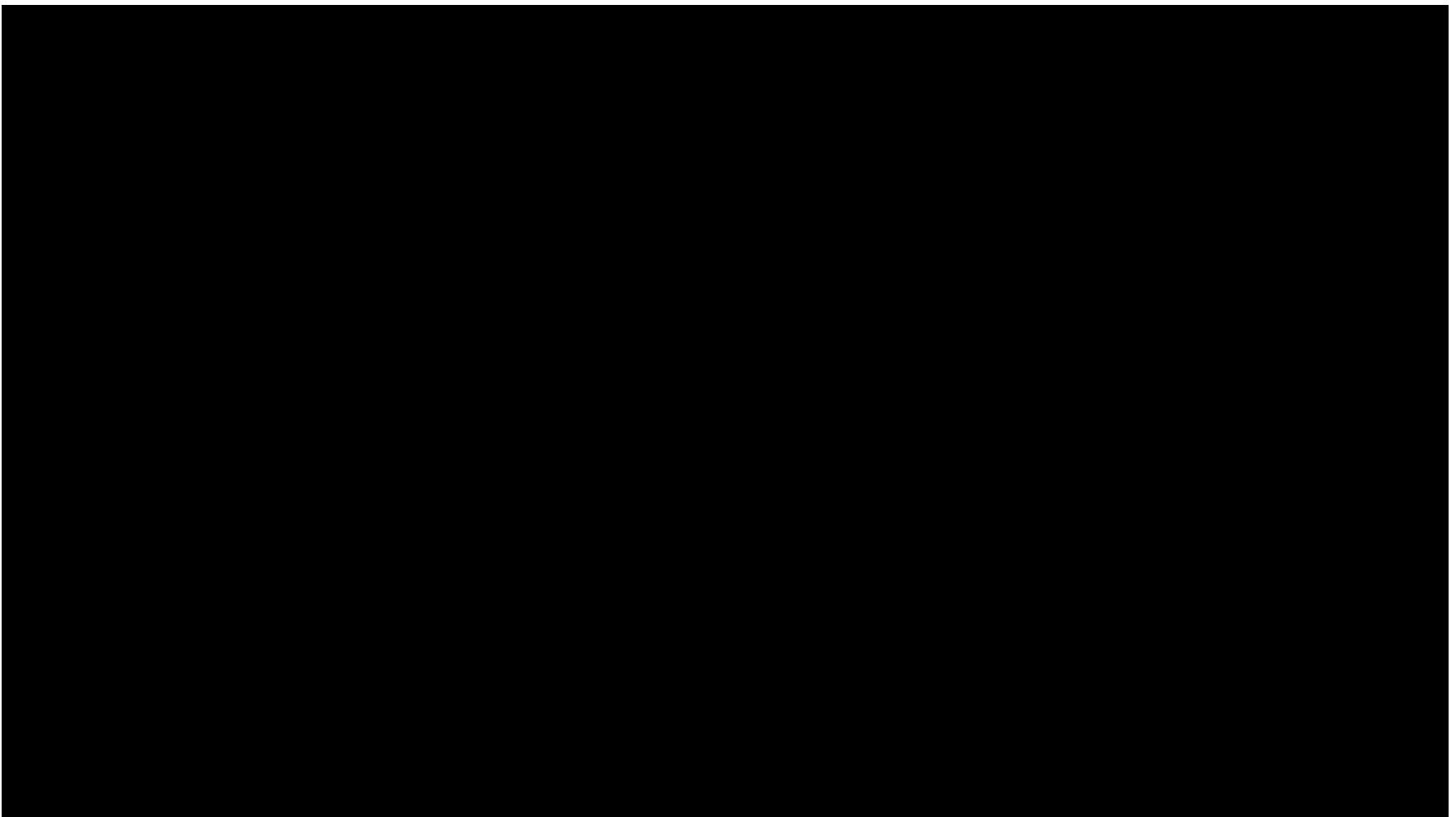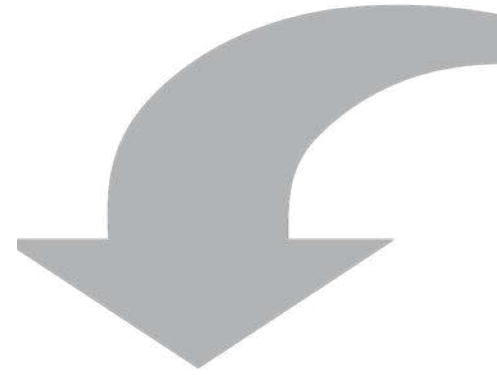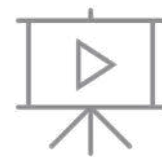
Click play to
watch the video

poor

How many issues can you spot in the poor engagement example?
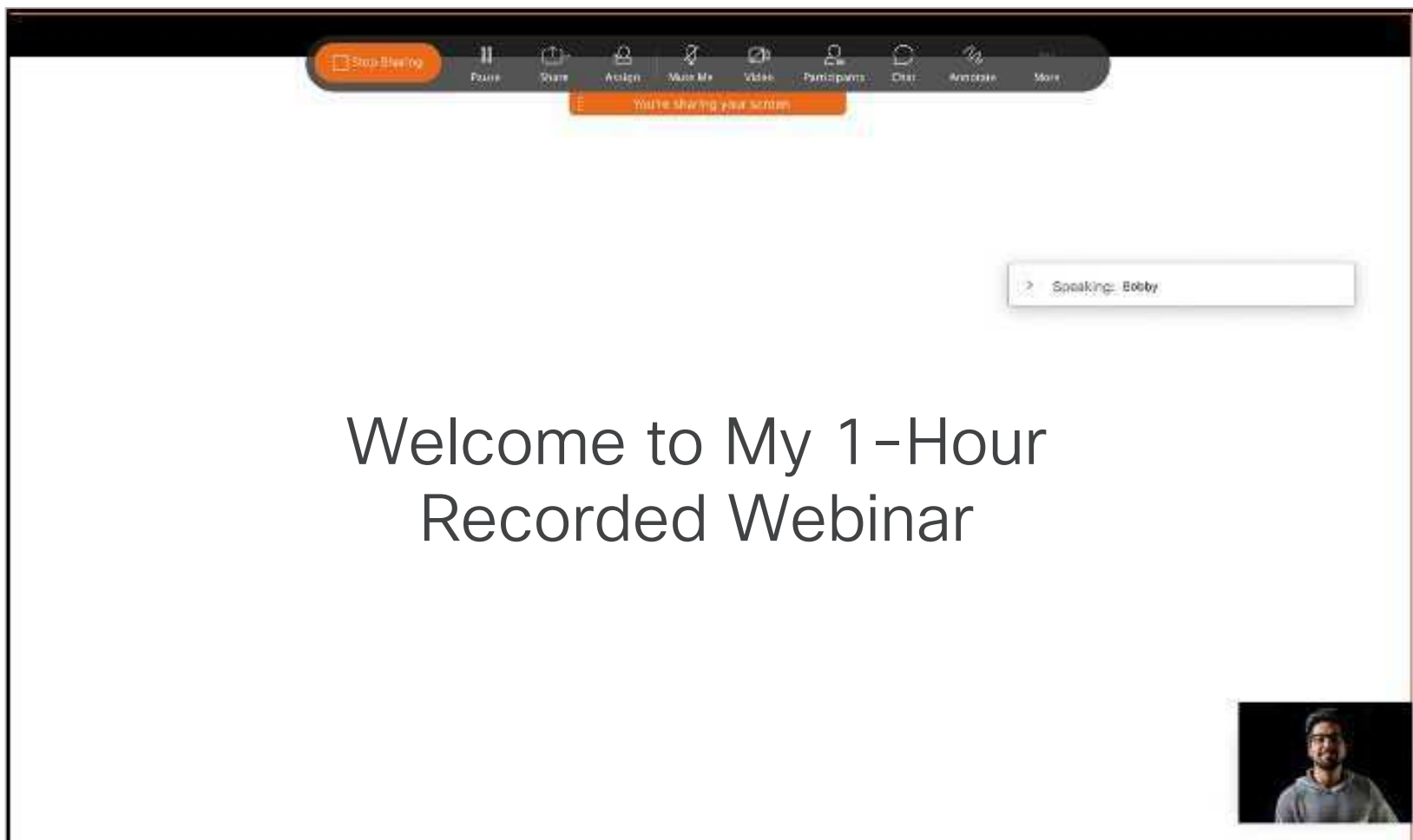
world class

Click play to watch the video

Examples: Orientation and Consumable Asset Duration

Consider the last time you watched a full recorded webinar. What was the experience like? Compare the world-class example on the right to your experience with watching webinar recordings.

Welcome to My 1-Hour Recorded Webinar

poor

In a recorded webinar, it's often difficult to find what you are looking for.

Menu navigation breaks things up into shorter, consumable "chunks" that are easier to access.

world class

☞ Click to explore the **Annualized Order Value Fundamentals** course.

Review the asset for these Learner Experience categories by ranking using the criteria for each category.

Video and Audio Quality

✓ | N/A | poor | good | excellent | world class

☐ Does onscreen text stand out? Is it easy to read?

☐ Is the audio clear, at an appropriate volume, and free from noise?

☐ Is the video blurry or distorted?

☐ If the video is a demo, is it easy to follow? Can you easily tell where to click and what to enter as the presenter walks through the demo?

Visuals

✓ | N/A | poor | good | excellent | world class

☐ If there are visuals, do they support the objectives?

☐ Are visuals clear and easy to understand?

☐ Are there other visuals that would work better to address the learning objectives?

☐ Are visuals owned/purchased by Cisco? If visuals are from external sources, do they have proper attribution and conform to the Code of Business Conduct (CoBC)?

Links

N/A	poor	good	excellent	world class

- [ ] Do URLs in the asset work? Are any links broken?
- [ ] Do hyperlinks take the learner directly where they need to go without additional clicks or searching?
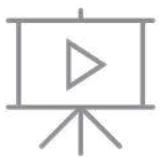
Branding

N/A	poor	good	excellent	world class

- [ ] Does the asset have the correct branding? (Cisco, CX, ONEx)
- [ ] Do colors, fonts, graphics conform to Cisco standards? (bx.cisco.com)

Examples:
Video and Audio Quality

Compare these 2 videos to see what poor quality video looks like compared to world-class video.

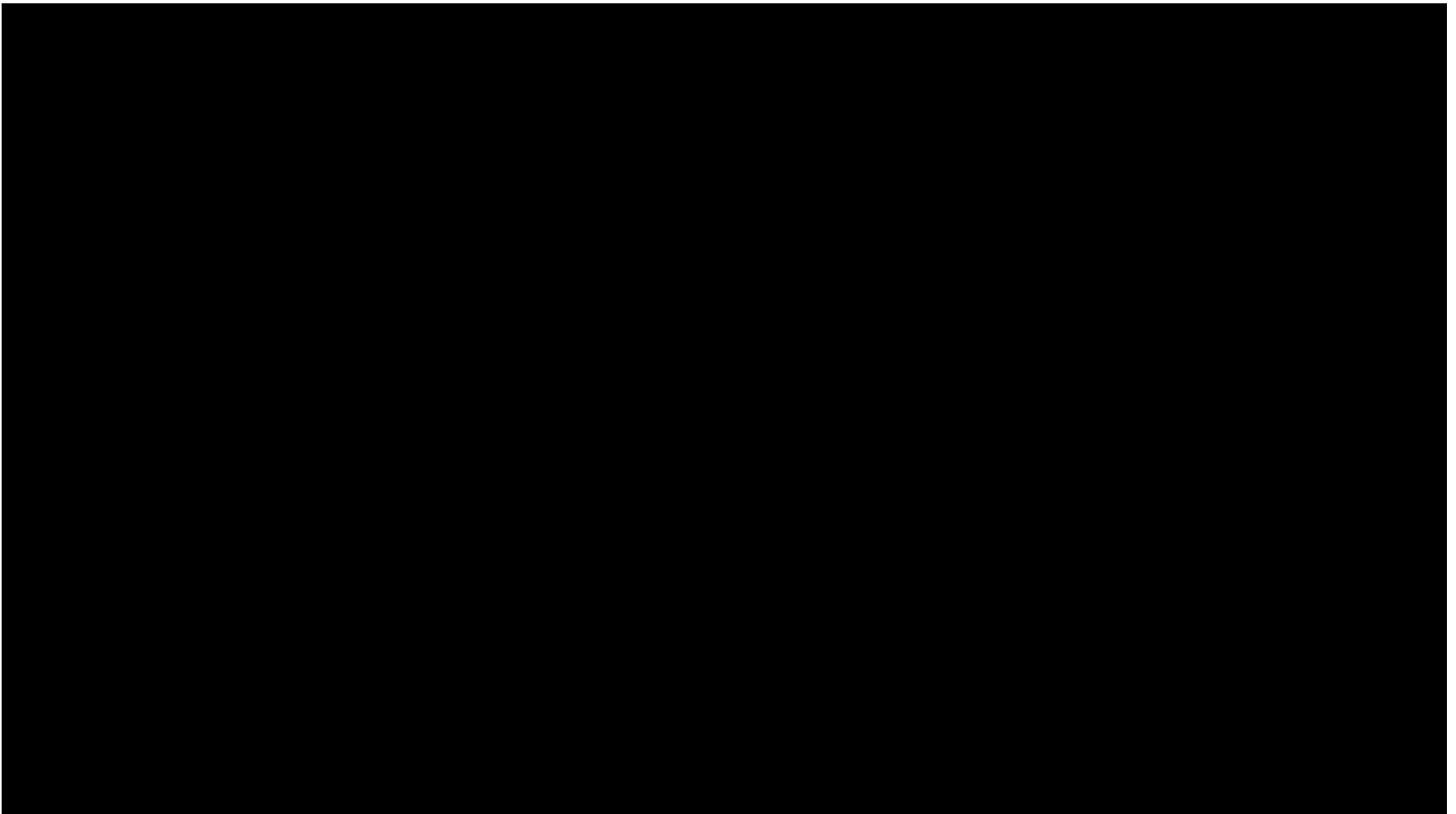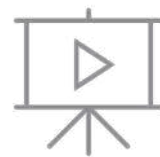▷ Click play to
watch the video

poor

Notice how much more memorable the video becomes when there are visuals reinforcing what the speaker says.

world class

Click play to watch the video

3 Globalization

Globalization refers to ensuring that the asset is accessible and relevant across geographic, cultural, and linguistic boundaries.

Review this section for tips on what to look for in the following Globalization areas:

- Global Relevance
- Presenter/Narrative Audio
- Visuals

Review the asset for Globalization by ranking using the criteria for each category.

Global Relevance

| N/A | poor | good | excellent | world class |

☐ Is it applicable to different theatres and/or regions?

☐ Does the content decode acronyms?

Presenter/Narrative Audio

| N/A | poor | good | excellent | world class |

☐ Does the presenter speak clearly at a standard pace?

☐ Is the presenter's diction clear?

☐ Does the presenter avoid colloquialisms?

☐ Does it include closed captioning?

Visuals

N/A	poor	good	excellent	world class

☑

☐ Are visuals/visual metaphors globally applicable?

☐ If people are in the visuals, are they representative of a global audience? Diverse and inclusive?

4 Activation

Activation focuses on actions and expectations for learners following completion.

Review this section for tips on what to look for in the following Activation areas:

- Actions
- Takeaways

Review the asset for Activation by ranking using the criteria for each category.

Actions

| N/A | poor | good | excellent | world class |

Is it clear what the learner should do with the acquired skills and knowledge?

Does the asset describe how learners should practice and apply what they have learned?

Takeaways

N/A	poor	good	excellent	world class

☐ Does the asset summarize clear learnings and takeaways?

☐ Does it encourage continuous learning by **suggesting** next steps or additional material as a follow-up?

Next Steps

- Download the PDF version of the Evaluation Criteria.

- Use the criteria and questions in the four categories to help you assess an asset's effectiveness.

- Remember, it is likely that assets will not check all boxes. So, keep in mind the overall goal: Helping participants improve a skill and/or perform their job better.

- It may help to summarize your thoughts in a couple sentences. Then ask: Will this effectively help the audience learn or grow a skill?