

# EVALUATION CHECKLIST

**Instructions:** Use the criteria and questions in the four categories to help you assess the effectiveness of a learning asset. Summarize your thoughts here in a couple sentences:

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## Relevance



N/A



poor



good



excellent



world class

### Role Relevance

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

### Accuracy of Content

- Is the content correct?
- Do visuals reinforce the content? Do visuals build to tell a story that the learner can follow?
- Is it the most recent? If there are dates or copyright dates on slides, are they recent?
- Are there any misspellings in product or company names?

### Completeness

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

### Cognitive Load

- 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?

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## Activation



N/A



poor



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excellent



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### Actions

- 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

- Does the asset summarize clear learnings and takeaways?
- Does it encourage continuous learning by suggesting next steps or additional material as a follow-up?

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## Learner Experience



### CSAT and/or NPS Scores

- 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

### Engagement

- 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 objections?
- Is the presenter (if there is one) effective?

### Consumable Asset Duration

- 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 it chunked into “more digestible” sections?
- If it is longer than 10 minutes, is the training appropriate to the topic/skill being covered (i.e., technical content)?

### Orientation

- Is there a table of contents with markers to jump to specific sections?
- Is it easy to follow?
- Are there visual/textual cues to let learners know which chapter or section they are in?

## Globalization



### Global Relevance

- Is it applicable to different theatres and/or regions?
- Does the content decode acronyms?

### Presenter/Narrative Audio

- 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

- Are visuals/visual metaphors globally applicable?
- If people are in the visuals, are they representative of a global audience? Diverse and inclusive?