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Action mapping and eLearning: the advantages

If the results of an online course are not as desired, a tool that can help improve training design is action mapping.

To ensure the success and achievement of the learning outcomes of an online course, good design and great content is not always enough. Why, for example, despite high scores on the assessment, have employees failed to meet the expectations and goals set by HR managers?

Sometimes, despite the fact that the training is quality, engaging, and satisfying, you don't get the productivity you hoped for. One of the solutions that can help improve the bottom line is what is known as action mapping. What is it all about? How can it help optimize learning outcomes?

DeveLoped by Cathy Moore in 2008, this process aims to help streamline the learning design process. This framework allows you to radically change your perspective on design since it focuses on outcomes and not just content. The purpose of action mapping, in fact, is to analyze performance problems, identify solutions, and those activities that can test trainees' knowledge.

The benefits of using this process are several. Among the main ones are:

1. Identify the problem

One of the main goals of action mapping is precisely to help design engineers be quickly aware of problems that may be hindering the learning journey.

2. Set measurable goals

To improve design, action mapping helps clarify and set learning objectives in a realistic and measurable way. This is a key element in being able to create practical content and prevent the course from causing cognitive overload caused by the presence of too much content that does not align with business objectives.

3. Motivate trainees

If used effectively, action mapping has the advantage of motivating learners, allowing them to participate in a learning process that gives them autonomy, new skills and practical knowledge.

To create a useful action mapping, in collaboration with the entire design team, therefore, it is essential to follow these steps:

- **Set the business objectives**: as we have already said, this is the first step to be able to create a learning path that meets the business needs.
- Identify the activities (theoretical and practical) that will lead the trainees to achieve the objectives: one of the benefits of action mapping is precisely that of being able to understand which activities are the most suitable for achieving the set objectives.
- **Identify the content and information** that trainees need to achieve the objectives: to avoid cognitive overload, it is essential to know what content is really needed to create a useful learning path. If you prefer to include extra information, it can be added in a non-compulsory part of the course, dedicated to additional resources.

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