

# Resource: **Strategic Design**

## Contact Us:

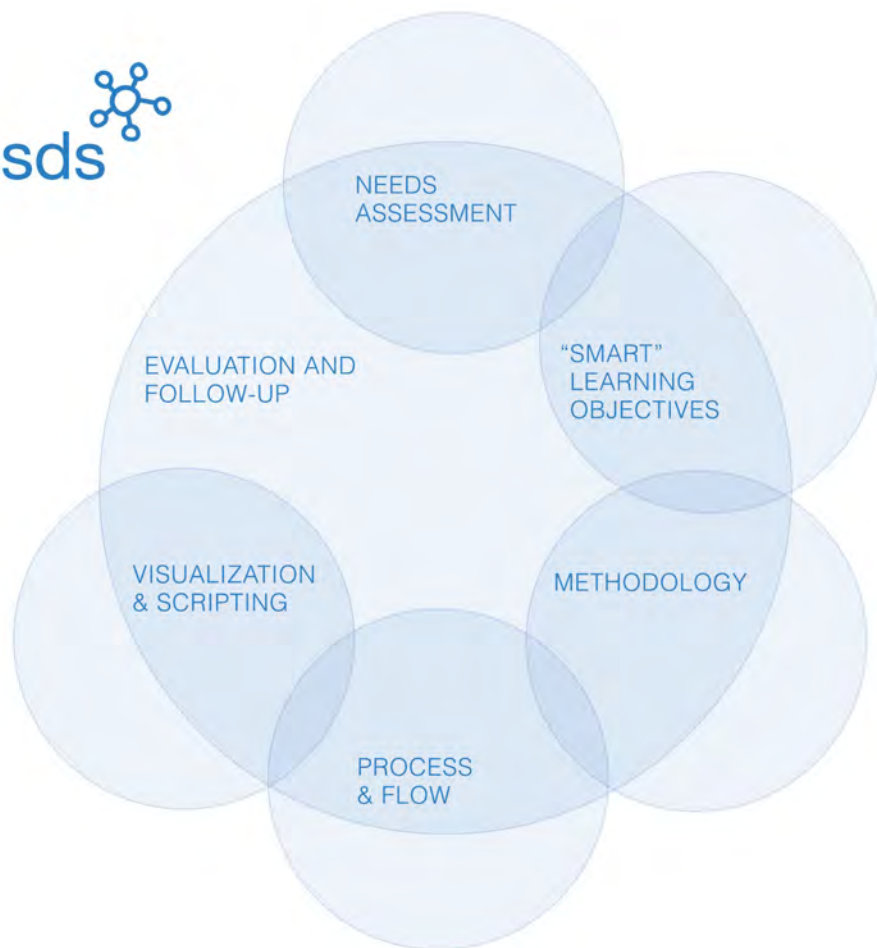
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For most of the past sixteen years, my professional work has focused on the design and delivery of high-quality, interactive, non-formal education—training. Through my firm, Common Ground Consulting LLC, the majority of this work has focused on assisting non-profits in identifying and meeting the needs of young leaders who want to make a difference in their communities.

Having worked over the years with more than 150 organizations, companies and government agencies in 31 countries, and students, faculty, and administrators from more than 200 colleges

and universities, I've spent my career developing a philosophy of learning that bridges human potential and social responsibility.

The design system that follows represents my approach to training design and is intended to assist new and more experienced trainers in making conscious design and delivery decisions.

In teaching this system to graduate students at the American University in Washington, DC, they have generally found it useful to develop an understanding of the entire system, but to focus on each step in turn, mastering the subtleties of a particular step before moving to the next. Of course, as a teaching or learning tool this may be more practical than for you in your day-to-day work as a trainer. In any case, I believe that the key to effective training is knowing yourself, and that any system will work more effectively once you've modified it to fit your particular design style.

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## I. NEEDS ASSESSMENT – THE NEWSPAPER QUESTIONS

- ★ AUDIENCE: Who
- ★ LOGISTICS: What, When, Where, How
- ★ CONTEXT: Why

## II. DEVELOP “SMARTER” LEARNING OBJECTIVES [Outcomes]

Specific, Measurable, Appropriate, Realistic & Relevant, Time Specific, Extending Capabilities & Rewarding

- ★ AFFECTIVE: Attitudes, Feelings, Beliefs
- ★ BEHAVIORAL: Skills, Competencies
- ★ COGNITIVE: Knowledge, Concepts, Ideas
- ★

## III. METHODOLOGY [How]

- ★ AUDIENCE: Demographics, Experience, History
- ★ LEARNING STYLES: R/L Brain, Medicine Wheel, Meyers-Briggs
- ★ RISK / THREAT LEVEL: Time, Trust, Safety
- ★ TIMING: Biorhythms, Fatigue, Pace
- ★ SETTING: Room Set-Up, Physical Environment, Space
- ★ PREPARATION: Materials, Pre-Work, Readings, Homework

## IV. PROCESS & FLOW [Format]

- ★ OPENING / INTRO: Credibility, Tone, Pace, Energy
- ★ BODY / BLOCKS: Experience, Share, Analyze, Generalize, Apply (SAGA)
- ★ TECHNIQUES: Lecture, Fishbowl, Dyads, Role Play, Etc.
- ★ CLOSING: Review Epiphanies, Next Steps, Closure

## V. VISUALIZATION & SCRIPT [Practice]

- ★ IMAGINE THE QUESTIONS & FLOW

## VI. EVALUATION & FOLLOW-UP [Measurement]

- ★ ALWAYS! ALWAYS!! ALWAYS!!!