***A blue and purple rectangle with a white circle

AI-generated content may be incorrect.*Motivational Design Checklist**

This easy step-by-step checklist will help you follow the ARCS   
Model (Attention, Relevance, Confidence, Satisfaction) for   
motivational design in Learning & Development (L&D). Instructional   
Designers and other learning professionals can use this checklist   
to build more motivational eLearning programs that boost learner   
confidence and competency.

*Please note: the examples included in this checklist are not exhaustive. This resource   
is meant to be customized for your specific industry, company, or onboarding needs  
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| **Objectives to Define** | |
|  | **Business goals** identify what business goals your learning program needs to meet. |
|  | **Learning outcomes** identify key learning outcomes your organization hopes to achieve through training. |
|  | **Skills requirements** identify which skills your organization wants to develop through training. |

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| **Key Learning Material Criteria** | |
|  | **Personalization**  content is tailored to learner role, responsibilities, goals, challenges, and preferences. |
|  | **Interactivity**  content includes points of engagement like quizzes, simulations, discussion boards, etc. |
|  | **Formal Measurability**  content integrates formal assessments as opportunities for assessing level of mastery. |
|  | **Informal Measurability**  content integrates informal assessments as opportunities for practicing skills in a  low-stakes environment. |
|  | **Focused on Providing Performance Feedback**  content embeds multiple ways for learners to receive feedback on their performance |
|  | **Focused on Facilitating Learner Feedback**  content embeds multiple ways for learners to share their thoughts on the subject matter and delivery of the course materials |

ARCS Model for Learning Design

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|  | **Attention** Keep learners actively engaged with interactive activities like quizzes, simulations, & discussions. |
|  | Present surprising facts to grab attention and make learning memorable. |
|  | Use multimedia elements to keep learning interesting. |
|  | Incorporate interactive elements to keep learners engaged. |

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|  | **Relevance** Give learners a sense of autonomy and ownership over their training with customized training. |
|  | Use simulations to make learning resonate. |
|  | Highlight real-world examples to show the relevance of learning materials. |
|  | Customize training with [AI learning playlists](https://www.litmos.com/features/ai-playlist) and personalized learning paths. |

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|  | **Confidence** Provide opportunities for practice so learners can apply newly acquired  skills in a low-stakes environment. |
|  | Set achievable goals to provide learners with a roadmap for their development and foster a sense of purpose. |
|  | Provide clear instructions to help learners feel that they can successfully master the material. |
|  | Offer avenues for support to enhance motivation and positive associations with the overall learning experience. |
|  | Build feedback into coursework to empower learners and improve future learning experiences. |

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|  | **Satisfaction** Publicly acknowledge and reward learning activities to build a sense of accomplishment  and foster a stronger culture of learning. |
|  | Publicly recognize learning accomplishments to give learners a sense of pride. |
|  | Reward learning with financial or career-related incentives to motivate learners to participate in continuous training. |
|  | Gamify learning with leaderboards, badges, and certificates to encourage friendly competition and drive completion. |