****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
.*

|  |
| --- |
| **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.  |

|  |
| --- |
| **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

|  |  |
| --- | --- |
|  | **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. |

|  |  |
| --- | --- |
|  | **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. |

|  |  |
| --- | --- |
|  | **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. |

|  |  |
| --- | --- |
|  | **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. |