

# ACTIVITY: TENSION & PROPOSAL

## **Consider this tension from Training Design:**

“The promises made in our marketing content are often misaligned with the learning objectives of our trainings”

## **And this Proposal from Training Design:**

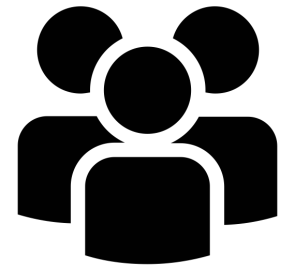
Add an Accountability to Marketing role for:

“Aligning marketing content with our learning objectives”

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## **For each of the following Objections, reflect:**

- Could the Objection be invalid? What’s your clue?
- If it may be invalid, what would you ask to test it?



# ACTIVITY: POTENTIAL OBJECTIONS

1. As our website designer, I already get conflicting content to post on the web.
2. I don't think this is needed, the marketing descriptions are fine.
3. (From Marketing) The learning objectives aren't clear, so I can't align with them.
4. Marketing might not understand the learning objectives enough to convey them effectively.
5. Marketing content needs to align with many things, not just learning objectives.
6. (From Sales) Our learning objectives don't meet the needs of our customers, so aligning our content with them won't help.
7. This won't address the tension.
8. We just don't have the resources to do it.

