
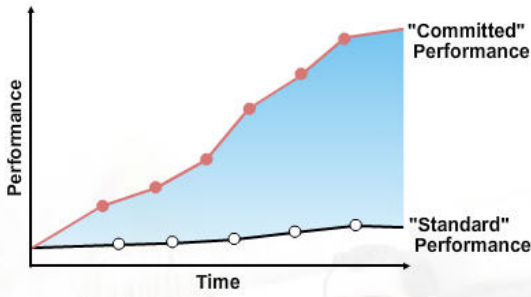
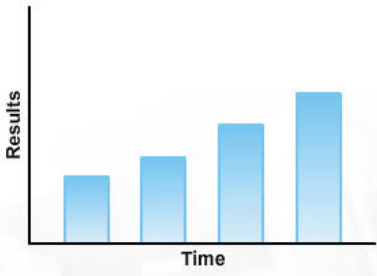




## "Behavior Change Principles" (AME-Learning, Inc. & CLG)


*Behavior Change Principles*
Introduction

Why Behavior Change Principles?

Behavior Change Principles are easy to understand—as you'll soon see—but challenging to apply consistently. Yet leaders who do this—either naturally or by conscious application—see two effects. First, employees routinely exhibit committed levels of performance far above the standard. Second, they have consistent, sustainable, bottom-line results.

TOPICS ^
RESOURCES ^
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This entry won a gold medal in the 2007 Brandon Hall Excellence in Learning Awards.

**Link to view the excerpt**

[Click here to see a recording of this Gold Award-winning entry](#)

**Format:** Flash

**File size:** 7 MB

### Description

These modules are part of a course that teaches managers how to achieve superior performance by using behavior change principles. After completing this course, learners will be able to identify key business results for their company, pinpoint employee behavior that will produce those



results, arrange antecedents and consequences to promote and maintain that behavior, and measure behavior and results to fine-tune the program and make sure all goals are aligned.

### **Intended audience**

Corporate managers

### **Content creation tools used to develop this course**

> Flash 8

### **Staffing and budget**

Four developers produced this course.

### **Effort required to create this course**

This course was developed in three months, with a production ratio of approximately 150 labor hours for each course hour.

### **Judges' comments**

“Well-designed interface and clear on-screen user instructions. Would like to suggest the UI designer to indicate when a particular screen is complete by highlighting the "Next" button, for example. With more and more animation-based content coming into e-learning, I feel this indicator would help a learner know that everything that needs to be presented has indeed been presented.”

“Well designed, well documented, well presented course. I would certainly recommend buying it for my organization.”

“I thought this course was presented very effectively. The introduction told me exactly what I was going to learn about and gave me an overview of each lesson. The content all seemed very useful, with great examples for application sprinkled throughout. The lessons never felt too long or wordy.”

“For a non-simulation type of course, I felt that this submission was extremely well done. Rather than relying on flashy animations, the focus on solid content and practice applications is what made this course engaging, motivating, and just plain interesting. Obviously, a lot of thought went into the layout of the navigation, as well as the essential content to be presented and the activities to reinforce. I wish I could have seen the post-test. A very nicely done course!”



“I thought the audio was integrated nicely with the content. Major chunks of information had audio, as well as the supplemental transcript for the student. It was easy to read or follow along with the audio.”

“Interactions had several forms: multiple select, drag-and-drop, hot spot, and hover, improving the overall knowledge integration of the course. I liked the method for receiving immediate feedback upon answering a question and subsequent guidance to the correct answer. Several items for improvement: Upon hover and roll off into the content area, the Topic and Resources boxes did not return to their original down state...”

“The course material kept with the fundamentals of the message being relayed. I enjoyed learning more about the ABCs of behavior. My one recommendation would be eliminating the new window for each module of content. I should be able to get to and from the table of contents without opening a new browser window.”

“The Behavior Change Principles entry was completely user-friendly and extremely easy to navigate. The navigation bar was intuitive, and I enjoyed the progress tracking feature... The information was configured in a logical format with a summary page with all topics listed.”

“I was extremely impressed with this entry. One of the best I have ever seen. Effective use of pictures vs. video streaming.”

“In general, the use of media is very limited. Throughout the material, there is an audio narration; however, after a while, this gets very tiresome. Especially because it is the same text that is presented on-screen... The interactivity is medium. There are a few drag-and-drop exercises, but, as for new, innovative interactivity, there is not so much. The material is very dense, and so some different types of exercises would have been nice.”

## **Contact information**

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