Reinforcement Program Checklist

How to Design an Impactful Reinforcement Program

- ✓ **Develop Clear Reinforcement Objectives**
  When outlining your reinforcement objectives, make sure they are specific enough and use verbs like: *do, use, master, and evaluate or analyze*.

- ✓ **Establish Clear Ways to Measure Behavior Change**
  Surveys, quizzes etc. are a great way to measure whether the reinforcement program is effective. Be sure to review your survey and questions for clarity.

- ✓ **Categorize Your Questions and Learning Materials**
  Categories can help you divide questions and organize learning material. We recommend a minimum of two questions per category to create impact.

- ✓ **Ask Questions that Test Knowledge Retention**
  With knowledge questions, you can use a first/second measurement scale to prove that learners' knowledge gaps are closing as a result of the program.

- ✓ **Establish a Reinforcement Program Timeline**
  The reinforcement program must be long enough to achieve results without overwhelming learners with the pace of material.

- ✓ **Send Mindmarker Messages in Waves**
  Learners should come away with a rich understanding of main objectives, without feeling hit over the head with repetition of important messages. Spread out questions over the timeline to pace learning and achieve reinforcement results.

- ✓ **Vary the Types of Reinforcement Messages**
  Strive to vary the types of Mindmarker moments to accommodate different styles of learning. Pair messages with compelling visuals to increase the impact.

- ✓ **Target the 3 Stages of Reinforcement**
  Use specific Mindmarkers to target each stage of reinforcement: *Awareness, Knowledge and Skills, and Application*.

- ✓ **Make Learning Memorable by Creating a Storyline**
  The storyline allows you to use scenarios to make your learning material memorable and create connections between different Mindmarker moments.