

# Preparing Instructional Objectives: A Critical Tool in the Development of Effective Instruction

By Robert F. Mager



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Before you prepare instruction, it's important to be able to clearly state what the desired outcomes of that instruction should be. In Preparing Instructional Objectives, you'll learn the characteristics of well-stated objectives, how to derive suitable objectives, and how to write objectives to match the instructional results you are seeking to achieve.



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#### **Editorial Review**

From the Publisher

Preparing Instructional Objectives is the best-selling book ever written on this subject, and is part of the Museum of Education's Books of the Century list.

From the Author

If you don't know where you're going, the best-made maps won't help you get there. Similarly, without a way to communicate your instructional objectives to others:

- You won't be able to decide which instructional content and procedures will help you accomplish your objectives,
- You won't be able to create measuring instruments (tests) to tell you whether your students have become competent enough to move on, and
- Your students won't be able to decide for themselves when to stop practicing.

If you care about developing and/or delivering instruction that will give your students the skills and knowledge important for them to have, then this book is for you.

About the Author

Dr. Robert F. Mager is the most widely read, influential writer in training and education today. On three separate occasions, he was selected by his peers as the most influential individual in the training and performance field. He was also among the first to be inducted into Training Magazine's Hall of Fame. His writings have been translated into several languages, and over three million copies of his books have been sold worldwide.

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