It's All About Them

1. What is their problem?
2. What are their worries?
3. What do they need?
4. Ask them before, during, and after.
5. Solve their problem.
6. Imagine when they start to use it and it doesn't work.
7. Give them concrete examples - how to apply.
8. Follow up. Many small bites.

Design Tips

1. Look for existing resources to use.
2. Talk little, let them explore.
3. Stress application.
4. Stress finding help/support.
5. Ask them - "What now?"

Links

- www.compstrategies.com/staffdevelopment/tenstep.html
- staffdevelop.org/articles.html
- www.mff.org/edtech
- nwrel.org/national
- http://www.teachersnetwork.org/
- http://www.tcet.unt.edu/START/profdev/models.htm