



Facilitator Session Design Canvas

Plan instruction backward from a field behavior, then build practice and feedback that prove participants can perform it.

1 Name a measurable outcome

- Weak: “Understand better consultations.” Strong: “Given a homeowner scenario, ask three discovery questions and summarize the customer’s priorities accurately.”

2 Identify the evidence

- Decide what a participant will say, write or demonstrate. Use a short rubric: accurate discovery, transparent option explanation and a clear agreed next step.

3 Design a realistic practice

- Provide a scenario with a real constraint, such as a tight timeline or unknown substrate condition. Give each learner a turn and permit a retry after feedback.

4 Close the transfer loop

- Have each participant choose a workplace application, a date and a person who will observe or review it. Build follow-up into the manager’s normal rhythm.

Sample 30-minute micro-session

3 min outcome and context · 5 min demonstration · 12 min paired practice · 5 min specific feedback and retry · 5 min workplace commitment.



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Use this canvas for your next session

- Write the behavior first. If the practice does not reveal that behavior, redesign the exercise.
- Keep instructor talk brief; reserve the largest block for participant practice and useful feedback.

Audience / situation _____

One observable outcome _____

Evidence and simple rubric _____

Scenario and constraints _____

Demonstration / practice minutes _____

Feedback and retry plan _____

Workplace action / owner / date _____

How transfer will be checked _____

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(1-800-447-3277) to discuss team training.

Further reading: SBA guidance on business planning and performance —
<https://www.sba.gov/business-guide/manage-your-business/marketing-sales>

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