

# SMPS STANDARDS FOR LEARNING

Learning is a process and not the result. The amount of energy placed on “what” should be learned must be equal to “how” it should be learned. We want to move from acquisition of information to engaging knowledge transfer.

## PRINCIPLES OF ADULT LEARNING

An understanding of the following is critical to the development of any educational program:

- Adults are autonomous and self-directed.
- Adults bring knowledge and experience to each activity.
- Adults need learning to be relevant and practical.
- Adults are goal-oriented.
- Adults are problem-oriented and want to apply what they’ve learn.
- Adults are motivated by intrinsic and extrinsic factors.
- Adults have different learning styles (visual, auditory, kinesthetic).

*Based on theory by Malcolm Shepherd Knowles.*

## OUR LEARNING COMMITMENT

- SMPS will provide opportunities for participants to direct their own learning.
- SMPS will incorporate learning activities to touch each learning style.
- SMPS will balance how content is presented.
- SMPS will provide clearly defined learning objectives.
- SMPS will utilize a variety of assessment techniques.
- SMPS will be impartial in selecting programs and speakers.
- SMPS will provide content that can transform businesses and support professional development.

**BUSINESS TRANSFORMED  
THROUGH MARKETING  
LEADERSHIP.**