

EVERNORTH EDUCATION

Crafting Impact:

Content Development for Effective Learning

Engage with Impact. Inspire with Clarity.

Who is this for?

Teachers, instructional coaches, and curriculum teams who design lessons, training, or professional learning content. Ideal for teams revising curriculum, building PD sessions, or raising the quality of instructional materials.

Format:

- Length: Half day (3 hours) or full day (6 hours)
- Delivery: On site or virtual
- Group size: Up to 30 participants
- Materials: Participant resource guide included

What participants leave able to do:

- Design learning content that starts from a clear, measurable goal
- Organize material and scaffold effectively so learners follow the logic without getting lost
- Build engagement into content through activity and connections to real-world experience
- Evaluate existing materials and improve implementation.

Session Flow

- Opening critique. Participants review two versions of the same lesson and identify what makes one land and one fall flat.
- Purpose first. Guided practice writing clear learning goals and aligning every element to state standards.
- Structure lab. Teams reorganize a cluttered piece of content into a clean, logical flow.
- Engagement design. Participants build in checks for understanding, interaction, and application.
- Make it yours. Each participant applies the full process to a piece of their own content and leaves with a revised draft.

Pricing

Contact us for a quote. Pricing varies by format, group size, and location. Bundled rates available when paired with follow up coaching packages.



CONTACT US | info@evernortheeducation.com

Scan the QR code to submit your contact information to learn more about a personalized coaching experience with EverNorth Education.



"I brought a lesson I had taught for five years. By the end of the session I had rebuilt it completely, and my students noticed the difference the first time I taught the new version."

~Mrs. Lisa Yard
6th Grade Mathematics