

Strategy Scenario
Ken Gates
Metaphor

Individual Scenario #2

Name: Ken Gates

Strategy: Metaphor

Content: Major components and basic operation of a cryogenic storage tank.

Title: “A Cryogenic Storage Tank is a Giant Thermos Bottle”

Time: One hour lecture and demonstration class.

Number of Participants: Fifteen adult students

Target Audience: Sales people in training to sell cryogenic equipment

Goal of Activity: To help sales people understand the basic design and operation of a cryogenic storage tank.

Goal of Script: To provide sales people with a metaphor that is easy to recall and one that will be useful in explaining cryogenic storage tank design to customers.

Learning Outcomes: Gagne’s Intellectual Skills: Information, Defined Concepts

Learning Outcomes: Bloom’s Taxonomy: Knowledge, Analysis, Synthesis

Learner Characteristics: The students are adult salespeople with a basic understanding of industrial equipment.

Entry Skills: Ability to understand basic industrial equipment operation.

Setting: Classroom

Media: Overhead Projector
Overhead Transparencies
Projector Screen
Video Tape
Television/VCR
Printed Handbook

Process: 1. The trainer will begin by telling the class that a cryogenic storage tank is a giant thermos bottle. Overhead transparencies showing a cut-away view of a cryogenic vessel and a thermos bottle will be used to point

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out the similarities in design and function. Both the cryogenic vessel and the thermos bottle have an inner container used to store liquid and an outer protective casing. In both cases the space between the inner and outer vessels is vacuum sealed.

2. The trainer will continue instruction by illustrating the similarities in the uses of cryogenic vessels and thermos bottles. Both are used to keep cold liquids cold and although this is not generally the case with a cryogenic vessel, to keep hot liquids hot. The instructor will point out that the cryogenic vessel is normally used to keep liquid oxygen, nitrogen, and argon at temperatures between +100 degrees F and -320 degrees F.
3. The trainer will conclude the lecture by showing a video tape that shows some typical installations of cryogenic vessels. This will include a demonstration of filling procedures and a short narrative on the operation of a cryogenic vessel. At this time each sales person will be given a handbook that captures the information presented in the class.

Strategy Assessment: Participants in the class will be given a test consisting of general questions relating to cryogenic equipment design and basic operating procedures.

References:

West, C. K., Farmer, J. A., & Wolff, P. M. (1991). *Instructional Design: Implications from Cognitive Science*. Boston: Allyn and Bacon.

Anglin, G. J. (1995). *Instructional Technology: Past, Present, and Future*. Englewood, Colorado: Libraries Unlimited, Inc.