

# Friesen, Kaye and Associates



**Friesen, Kaye and Associates**  
The Experts in Knowledge Transfer  
and Workplace Performance

## Advanced Instructional Design

Moving beyond the basics, this program allows instructional designers and developers to make complex analysis and design decisions, specifically when adapting existing designs to alternative delivery methods. Learning specialists who need to plan and scope quality, on-time and cost-effective learning projects will benefit from this program.

### Who Should Attend?

- Instructional designers, instructional developers, instructors, facilitators, and subject-matter-experts with a solid foundation in instructional design who wish to strengthen and refine their abilities to develop learning programs that increase organizational effectiveness.
- Managers and those responsible for the creation or purchase of learning materials.

### Key Benefits

1. Align your learning initiatives with business needs and step up your operational impact.
2. Cost, design, and deliver your learning projects on time.
3. Practice the key activities for project planning, population and performance analysis, program design, and material development.
4. Be more efficient and effective with creative, blended, and streamlined solutions that deliver performance change that transfers to the job environment.
5. Learn how to revise existing courseware methodologies to new delivery methods.

### Post-Learning Sustainment

As a participant in an FKA program, you are entitled to complimentary Post-Learning Sustainment:

- Transfer Strategy: one-hour online, live-facilitated coaching session (2-3 weeks post program) to maximize and reinforce learning.
- One-Year Hotline: connect with our experts to discuss your learning initiatives, lessons learned, successes, challenges and best practices.

*"I just wanted to thank you for a WONDERFUL class!! FKA never fails to deliver - you are definitely a top-notch organization" K Loveless, ESL Federal Credit Union*

# Advanced Instructional Design

## Objectives

Upon successful completion of this program, you will be able to:

- Develop a business case that integrates learning initiatives with business needs.
- Determine how to simplify and speed up the instructional design process.
- Select effective blended solutions that achieve performance and results.
- Determine the most appropriate analysis methods to use.
- Integrate analysis data to describe complex performance.
- Use effective facilitation techniques for focus group validation during analysis and evaluation.
- Adapt existing designs to alternative delivery methods.
- Select and develop more creative presentation, application, and feedback methods.
- Select techniques to use to design learning for use in large group settings.
- Develop bridging and transfer strategies to support on-the-job performance.
- Create higher level questions to test attainment of learning objectives.
- Assess learning, performance, and results of your learning initiatives.
- Plan and scope quality, on-time and cost-effective learning projects.

## Agenda

### Day One

- Introductions and Overview
- Demystifying the ISD Methodology
- Integrating Business Needs and Learning Initiatives
- Streamlining the Design Process
- Selecting Blended Solutions
- What's a Model of Performance?

### Day Two

- MoP: Analysis
- MoP: Synthesis
- Validation Using Focus Groups
- Adapting Design to New Delivery Methods
- More Creative PAF
- Designing for Large Groups
- Bridging and Transfer Strategies

### Day Three

- Higher Level Questions and Tests
- Assessing the Effects of Learning Initiatives
- Scoping and Planning
- Wrap-up

