

Friesen, Kaye and Associates



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The Experts in Knowledge Transfer
and Workplace Performance

Designing Instruction

Challenged with creating and designing successful learning programs? This cornerstone program is for anyone wanting to design learner-centered programs that lead to performance improvement and business results. You will gain the requisite knowledge, skills, and confidence to meet the challenges of any learning initiative. Experience a variety of interactive presentation and application methods that support effective adult learning. Take home a detailed support manual including access to online checklists and templates to help transfer your learning to back-on-the-job success.

Who Should Attend?

- Instructors, facilitators, and subject matter experts who are new to course design
- Managers and those responsible for the creation or purchase of learning materials
- Course designers and developers, with no formal design experience, seeking a systematic approach to instructional design
- Subject matter experts responsible for updating or modifying existing custom or off-the-shelf courses.

Key Benefits

1. Build all your design projects on a strong instructional design foundation that goes beyond ADDIE while supporting an agile approach.
2. Forecast design time and program launch dates with confidence.
3. Practice the key activities for project planning, population and performance analysis, design, and material development.
4. Return to work ready to start designing – there's no risk of getting bogged down trying to adapt complex theories.
5. Take home a comprehensive support manual packed with job aids and reference materials that will help you succeed with future design projects.

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.

"Excellent, good value, lots of resource material for use post-course.", K Wright, Wricom

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Objectives

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

- Identify key sign-off points
- Choose population factors for analysis
- Gather data from subject matter experts
- Develop a Model of Performance
- Derive objectives based on the Model of Performance
- Design tests and exercises to be used during learning programs
- Confirm instructional strategies
- Outline bridging strategies
- Apply principles of adult learning to design
- Determine the best content sequencing for learning
- Select presentation and application methods
- Select instructional media
- Develop a lesson plan
- Select appropriate styles for participant and instructor manuals
- Make media decisions
- Plan validation activities throughout the project
- Describe how the impact of the learning program can be evaluated
- Identify design shortcuts.

Agenda

Day One

- Systematic Learning Process
- Instructional Systems Design Methodology
- Needs Identification
- Determining the Needs
- Planning the Project
- Instructional Strategies
- Analysis
- Population Analysis
- Model of Performance

Day Two

- Review
- Learning Scope
- Meeting Time Constraints
- Adult Learning Principles
- Learning Outline
- Objectives and Tests
- Application Methods
- Bridging Strategies
- Learning Design
- Motivation
- Presentation Methods
- Testing for Understanding

Day Three

- Review
- Lesson Plan Development
- Materials Development
- Facilitator Manuals
- Participant Manuals
- Media
- Validation – Assuring Quality
- Evaluation – Measuring the Impact
- Short Cuts
- Wrap Up

