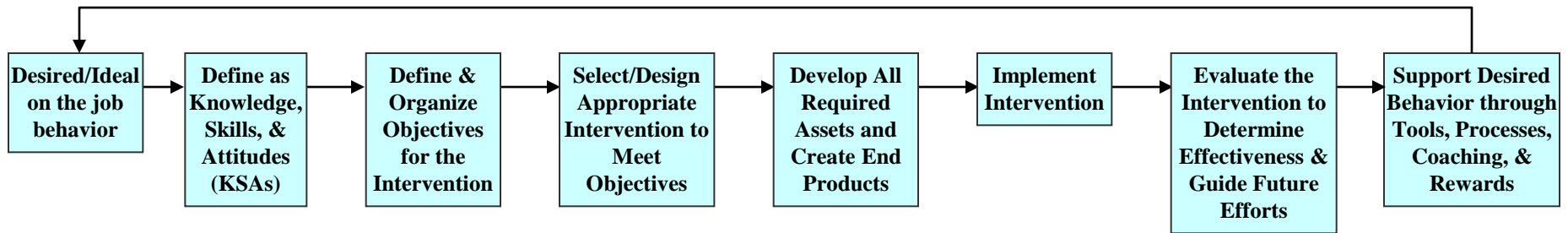


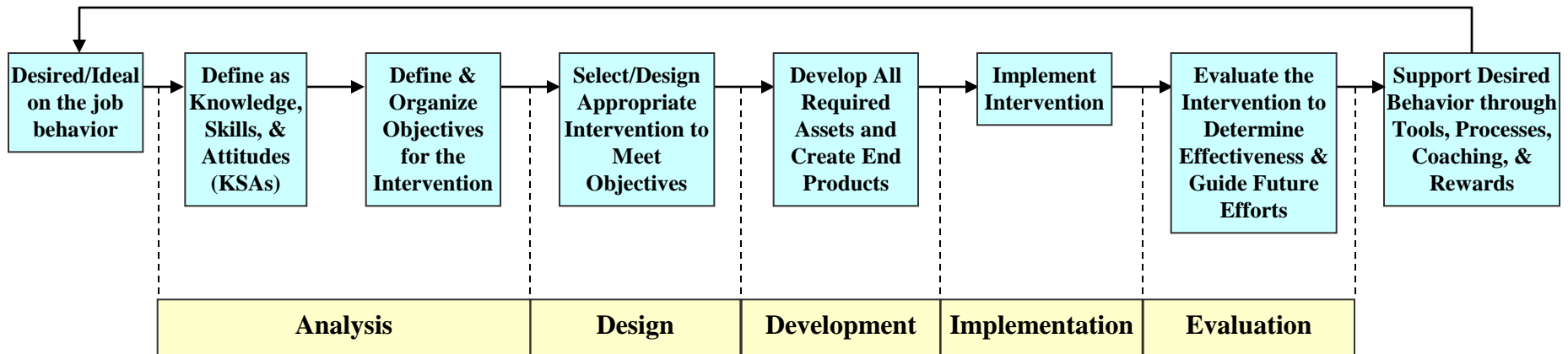
Alignment



A lack of alignment anywhere along the way will result in failure to achieve the desired/ideal behavior on the job.

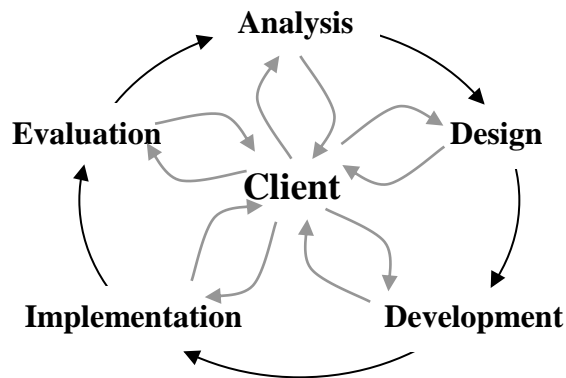
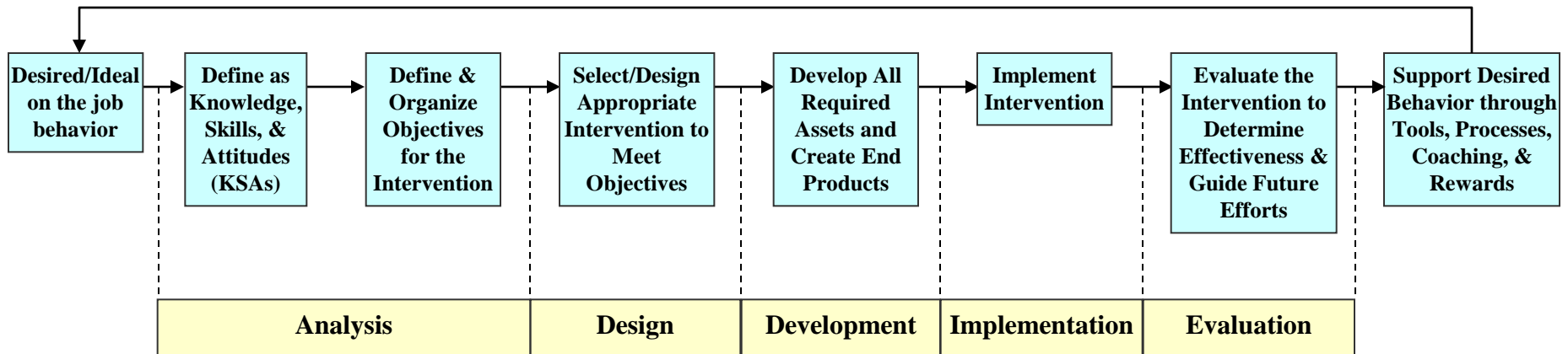
The most common error made in the field is poorly defined objectives (i.e., the objectives don't properly represent the desired/ideal behavior on the job).

Instructional Systems Design (ISD) / ADDIE



Alignment yields a logical development flow. This flow can be broken down into a series of steps that comprise the ISD or ADDIE process.

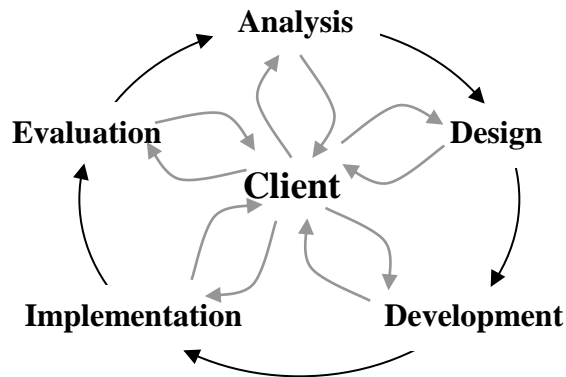
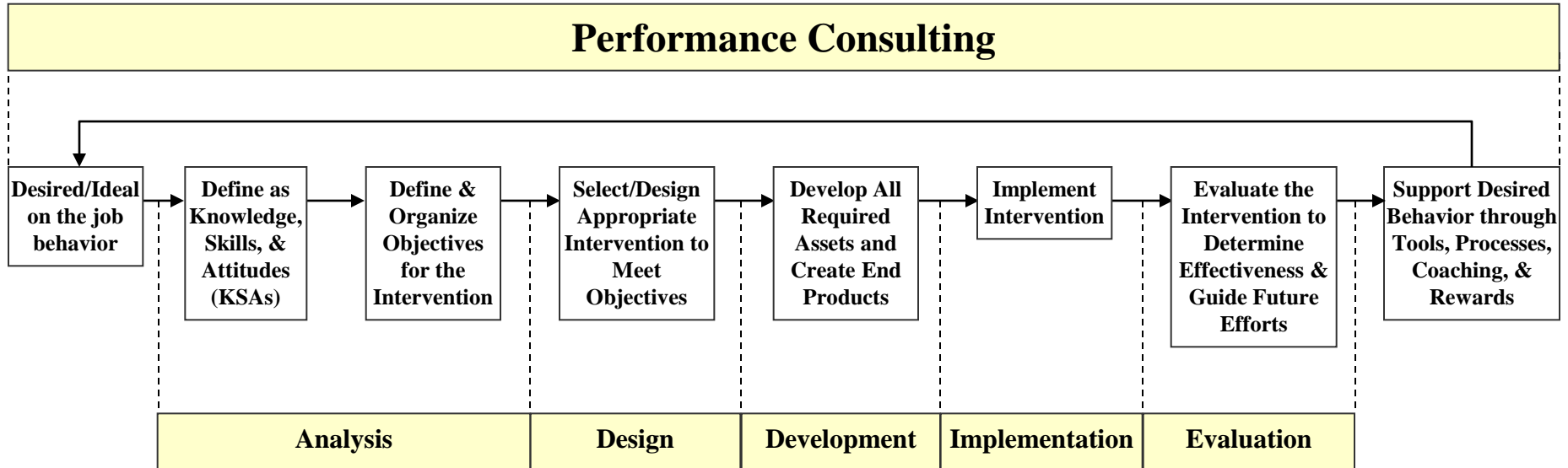
Instructional Systems Design (ISD) / ADDIE



The ISD/ADDIE process is most commonly seen as a cycle, where each step “feeds” into the next. The client is placed in the center of the cycle to represent their critical involvement and sign off/buy in at each stage.

In reality, the steps are not so clearly separated. For example, during development, you may find that an objective is defined to the wrong level, so you need to step back into analysis and revisit design.

ISD/ADDIE & Performance Consulting



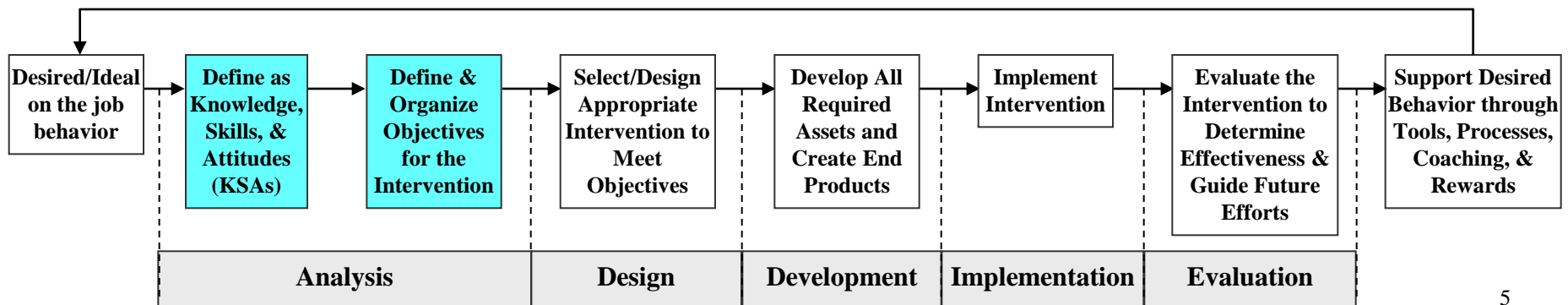
Some aspects of “alignment” live outside of the ADDIE process. They fall into the bigger category of “Performance Consulting.”

ADDIE is just one aspect of Performance Consulting, which includes several dimensions not covered in this diagram (e.g., process consultation, balanced scorecard, quality assurance, strategic planning).

KSAs Required for IDs - Analysis

Analysis

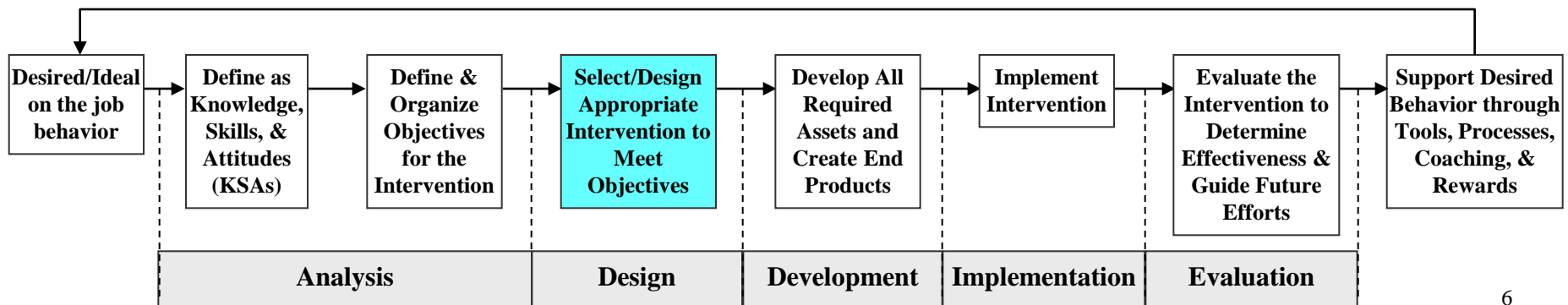
- Working knowledge of Learning Taxonomies in the Cognitive, Psychomotor, & Affective Domains
- Instrument design
- Job observation
- Job definition
- Task analysis (inputs/throughputs/outputs)
- Content analysis
- Performance assessment
- Data gathering, analysis, and interpretation
- Process engineering
- Flowcharting
- Defining target audience using relevant descriptors
- Defining objectives
- Organizing and clustering objectives
- Root cause analysis



KSAs Required for IDs - Design

Design

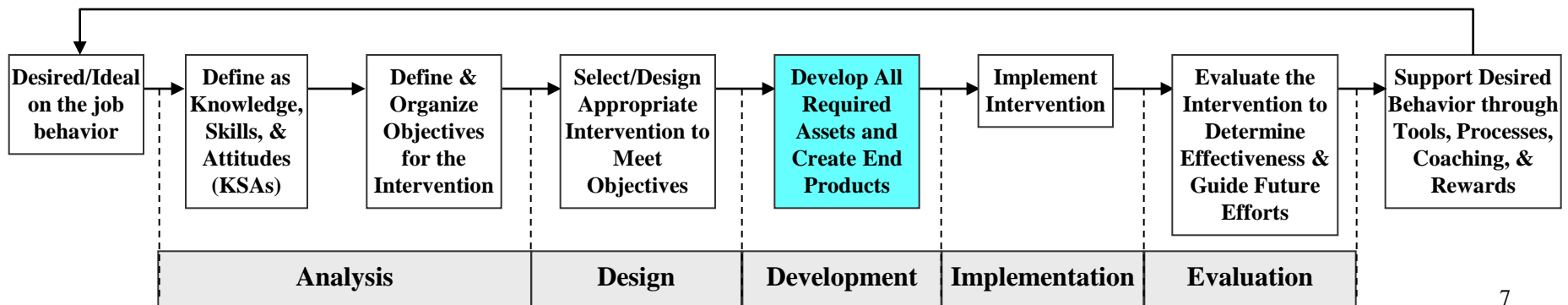
- Working knowledge and application of relevant schools of learning and learning theory (e.g., constructivism, cognitivism, problem based learning, discovery based learning)
- Selecting appropriate media to meet objectives
- Selecting and structuring learning sequences
- Use of complex navigation models and structures
- Designing engaging treatments
- Designing objective-driven interactions, exercises, and activities
- Realistic design (i.e., designing products that can be built within the constraints of tools, resources, time, and capabilities)
- Creative problem solving (i.e., finding ways around the above listed limitations)
- Brainstorming
- Leveraging existing learning objects



KSAs Required for IDs - Development

Development

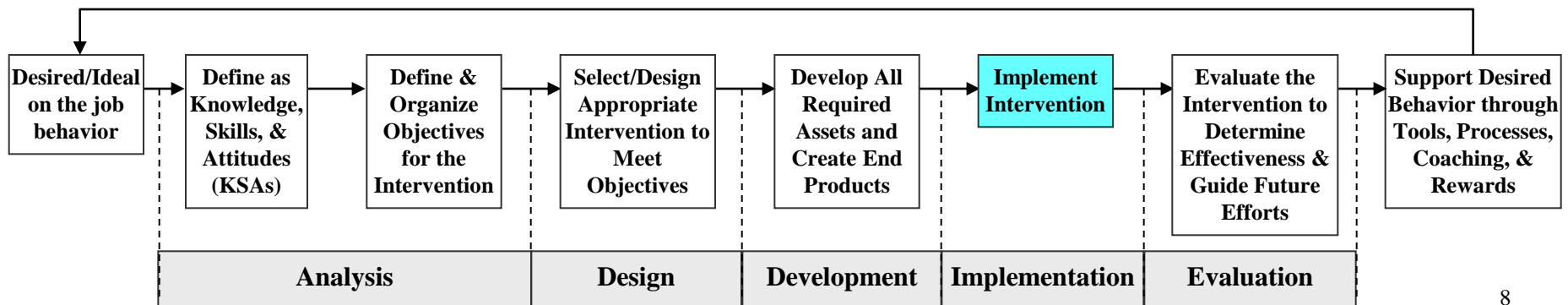
- Using appropriate tools and templates (e.g., Word, Dreamweaver, Photoshop, Snag-It, Adobe Acrobat, Flash)
- Communicating designs to resources (e.g., storyboarding Flash animations or complex interactions)
- Information design (e.g., Information Mapping -- appropriate chunking and labeling)
- Creating instructional graphics
- Creating a high-quality look and feel (e.g., consistent graphic look and feel, font selection, balance of white space)
- Building engaging screens and pages



KSAs Required for IDs - Implementation

Implementation

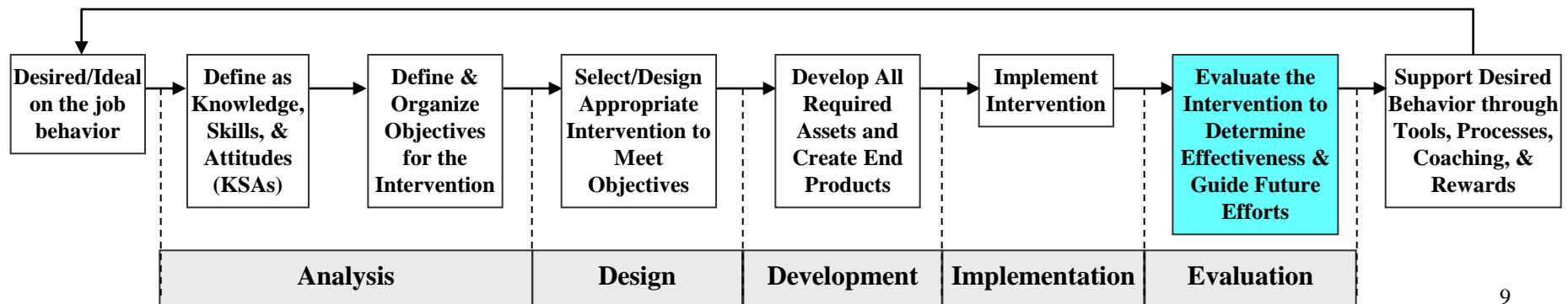
- Designing and running Train the Trainers
- Designing, scheduling, and running Pilot sessions
- Gathering and interpreting data from Pilot sessions (including conducting debrief sessions)
- Defining system specifications and defining capabilities and limitations (e.g., no sound cards in the target platform require alternative audio strategies)
- Meeting accessibility requirements (i.e., Section 508)
- Coordinating implementation with appropriate team members
- Building implementation schedules and plans



KSAs Required for IDs - Evaluation

Evaluation

- Application of Kirkpatrick's levels of evaluation
- Designing reliable and valid assessments
- Designing objective-representative assessments
- Designing interactions that accurately measure the achievement of the objectives
- ROI calculation
- Item analysis
- Reporting measures (impacts)
- Sharing lessons learned (i.e., what successes would you repeat, and what failures would you avoid?)



KSAs Required for IDs - Performance Consulting

Performance Consulting

- Process engineering and documentation
- Negotiating
- Persuasive communication
- Building trust
- Project management
- Client relations
- Marketing
- Project intake and contracting

