

## **American Management Association's Instructional Design Certificate Program**

### ***Learning Objectives***

- Follow the ADDIE Instructional Design Process to Efficiently Design a Training Course or Program
- Create an Interactive Training Course Based on Accelerated Learning Principles
- Manage the Instructional Design Process to Create Courses That Meet Stakeholder Needs

### ***Introduction to Instructional Design***

- Define Instructional Design and the Instructional Designer's Role
- Identify Key Stakeholders and Their Definition of Successful Training
- List the Most Common Learning Styles and Their Importance
- Identify Instructional Design Best Practices
- Explain the Five Components for Successful Knowledge Transfer
- List the Stages in the Analysis Design, Development, Implementation, and Evaluation (ADDIE) Instructional Design Process

### ***Analyze Phase: Analyze Training Needs***

- Explain the Importance of Conducting a Training Needs Assessment (TNA)
- List Five Analyses to Perform When Conducting a TNA

### ***Analyze Phase: Create a Training Strategy***

- Compare the Purpose and Content of TNAs and Training Strategies
- List the Components of a Comprehensive Training Strategy

### ***Design Phase: Identify Learning Objectives***

- Describe the Basic Structure of a Course
- Explain the Difference Between Course Goals and Learning Objectives
- Explain the Importance of Having Clear Learning Objectives and Test Items
- Create Effective Learning Objectives

### ***Design Phase: Sequence the Content***

- Describe Two Techniques to Help Select Which Content to Include in a Course
- Describe Three Ways to Sequence Course Content
- Plan How Much Time to Allot for Each Subject in a Course

### ***Design Phase: Choose the Activities***

- List Five Different Purposes for Which Learning Activities Can Be Helpful
- Describe at Least One Activity Type for Each Purpose
- Design a Learning Activity

### ***Design Phase: Create the Design Document***

- Explain the Importance of the Design Document
- List the Five Types of Information to Include in a Design Document
- Describe How Stakeholders Use the Design Document

### ***Develop Phase: Build the Course***

- List Four Important Considerations When Creating Activity Directions
- Explain the Importance of Incorporating Post-Training Activities into the Course Design
- Identify at Least Three Best Practices for Webinar Design
- Identify at Least Three Best Practices for E-Learning Design
- Explain the Importance of Having an Iterative Review Process
- Explain the Importance of Having a Review Panel
- Explain the Purpose of Conducting a Pilot Session Before Implementing the Course
- List Questions That Reviewers Should Seek to Answer During Their Reviews
- Explain a Preferred Process for a Pilot Session

### ***Implement Phase***

- Explain the Importance of Conducting Train-the-Trainer (TTT) Sessions
- List Three Options for Preparing Trainers
- Explain a Preferred Process for TTT

### ***Evaluate Phase***

- Review Samples of Evaluation Forms and Methods
- Revise Level 2 Evaluation for Training Presentation

