

## Workshops on Instructional Design for Elearning

From Cathy Moore

Help your team create powerful, activity-rich elearning with these lively workshops.

**Workshop length:** 60 minutes

**Format:** Each workshop is a mix of presentation, group design simulation, and discussion. I ask participants thought-provoking questions throughout the session. Sessions can be recorded and distributed internally.

Virtual workshops are held online using web conferencing software that works in most browsers. Participants use chat (typing) or audio to share ideas and ask questions.

**Simulations:** In the workshops, we apply new concepts to realistic but easy-to-understand training challenges, such as increasing security or reducing injuries in familiar settings. This helps participants practice new design skills without being distracted by unfamiliar content. While the examples used are standardized, the discussion is tailored to your audience. More customization is available; please see below.

### Action Mapping for Lively Elearning

**Virtual workshop fee:** \$775

**On-site workshop fee:** \$2000 plus travel

**Audience:** People who design elearning for adults in business or the military

**Prerequisites:** Some familiarity with training or elearning

**Goal:** Participants will use a streamlined instructional design process that will help them identify the most powerful activities for an elearning project, cut excess information, and support measurable performance improvement.

**Description:** Do learners in your organization complain about boring e-learning? Surprise and engage them with lively, activity-rich materials that encourage real-world change.

In this interactive session, participants will use a visual organizer to analyze a performance problem and identify the learning activities and support materials that will solve that problem. Then they'll flesh out the design with compelling activities and just enough information.

The Action Mapping design approach will help participants:

- Pinpoint the measurable performance improvement that their materials will help create.

- Identify why people aren't performing as needed and how elearning could help.
- Create compelling, realistic scenarios that motivate learners and let them learn by doing.
- Cut the information they don't need—and get subject matter experts to agree.
- Identify what information should go in job aids and other easy-to-update support materials.

Participants will end up with a streamlined design process that will make their e-learning and performance support lively and memorable.

## **How to Use Elearning Scenarios to Create Real Change**

**Virtual workshop fee:** \$775

**On-site workshop fee:** \$2000 plus travel

**Audience:** People who design elearning that's intended to change thinking skills or behavior

**Prerequisites:** Some familiarity with elearning

**Goal:** Participants will use a simple formula to brainstorm realistic decision-making scenarios that help their learners practice the skills that they need to use on the job.

**Description:** Research shows that decision-making scenarios are more effective than simple assessments at helping learners remember new knowledge on the job. Even if your elearning budget is small, your team can create compelling scenarios that support long-term performance change and motivate your learners.

In this interactive session, participants will first identify the decisions and actions that learners need to make on the job. Then they'll use a simple formula to brainstorm realistic scenarios that help learners practice making those decisions and taking those actions. These scenarios could be short, one-choice scenes or complex, branching stories.

Participants will be strongly encouraged to move dry information out of their courses and into concise, real-world job aids that learners use during the scenarios and, later, on the job.

Participants will end up with ideas and a framework that will help them design scenario-rich elearning that supports measurable, long-term change.

## **On-site packages**

Host both workshops at the same site on the same day for \$3200 plus travel expenses.

## **Custom workshops available**

I'm happy to customize the above workshops or to create a completely unique experience tailored to your needs and goals. Please contact me for details.

## Hands-on design aid available

After a workshop, help your team continue to apply their new skills by giving them access to the Elearning Blueprint, an interactive job aid that helps anyone design lively elearning. The blueprint:

- Walks users through the steps of Action Mapping in detail
- Offers downloadable worksheets to help users immediately apply each step to their project
- Includes advice and ideas for activity types, scenarios, organization, navigation, and writing style
- Offers research-based recommendations to guide decisions about audio, animation, and other media elements

For more information, please see <http://www.elearningblueprint.com>.

## About Cathy Moore

Cathy Moore is an instructional designer with more than 25 years of experience in training and distance education. She designs elearning for Fortune Global 500 companies and other large organizations, and through her consulting, she helps firms improve their elearning strategy and results. Her designs and consulting have been used by organizations that include:

- US Military Academy at West Point
- Federal Reserve Bank of New York
- NATO
- Microsoft
- Roche Diagnostics
- GE
- Barclays
- Pfizer
- National Health Service (UK)
- Center for Creative Leadership

Cathy speaks regularly online and at conferences, and she shares tips for lively elearning through her blog at <http://blog.cathy-moore.com>.

For a complete client list and more information about Cathy's background and services, please see <http://www.cathy-moore.com>.

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