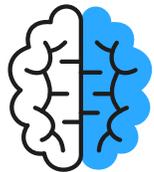## WORKSHOP OVERVIEW

When designing and developing an eLearning course, it's easy to fill it with a bunch of nice-to-know information and other fun facts. But the truth is, knowledge and performance aren't mutually exclusive—delivering your learners an information-dump eLearning course isn't going to help them do their jobs better. In fact, it's more likely to put them to sleep!

In this two-day, hands-on eLearning workshop, you will learn how to apply solid instructional design techniques to create eLearning that delivers results. Starting with an overview of adult learning theory, you'll learn how Knowles' 4 Principles of Andragogy apply when creating eLearning content for adult learners. From there, you'll learn how to conduct a learning needs analysis to determine whether or not eLearning is the right solution. You'll then learn how to use Action Mapping to identify and design performance-based eLearning interactions and scenarios.

Finally, you'll learn how to collect and organize your learning content into an eLearning storyboard, how to apply Kirkpatrick's Four Levels of Evaluation, and how to reduce cognitive load when developing eLearning content.

WHAT WILL YOU LEARN?

After attending this hands-on eLearning workshop, you'll learn:

- How to apply adult learning theory (Knowles' 4 Principles of Andragogy) to the creation of eLearning content.
- How to conduct a learning needs analysis and determine if eLearning is the right solution.
- How to write performance-based learning objectives.
- How to apply the ADDIE and SAM instructional design models to eLearning development.
- How to use Action Mapping to design performance-based eLearning interactions and scenarios.
- How to collect and organize your learning content into an eLearning storyboard.
- Tips and considerations for converting instructor-led training (ILT) into self-paced eLearning.
- How to apply Kirkpatrick's Four Levels of Evaluation when designing eLearning.
- How to reduce cognitive load when developing eLearning by applying good graphic design, visual communication, and user interface design techniques.

WHO SHOULD ATTEND?

This workshop has been designed for instructional designers, eLearning designers and other learning professionals who are new to applying instructional design techniques to eLearning development.

MEET YOUR FACILITATOR

Tim Slade is a speaker, author, and award-winning eLearning designer. Having spent the last decade working to help others elevate their eLearning and visual communications content, Tim has been recognized and awarded within the eLearning industry multiple times for his creative and innovative design aesthetics. Tim is a regular speaker at international eLearning conferences, is a recognized Articulate Super Hero, co-author of the popular *E-Learning Uncovered* book series, author of the *The eLearning Designer's Handbook* and author of *The eLearning Designer's Blog* at www.timslade.com.

FOLKS LOVE MY ELEARNING WORKSHOPS

"Tim is always awesome. Funny, genuine, and walks the walk. He shows what he knows."

"Tim was organized, well spoken, entertaining, thoughtful and kept to his topic at hand."

"Tim's workshop was hands-down one of the BEST workshops that I have ever attended!"

OTHER TOPICS

- Articulate Storyline
- Articulate Studio
- eLearning Project Management
- Working with Subject Matter Experts
- eLearning Instructional Design
- eLearning Graphic Design & Visual Communications
- eLearning Interactivity Design
- Scenario-Based eLearning
- eLearning Quizzing & Evaluations
- Freelancing in eLearning
- And much more!