

How to Get Into Instructional Design: A Practical Workflow



- A repeatable, portfolio-backed workflow from your current role into ID



- One small deliverable per section: you finish with a starter kit



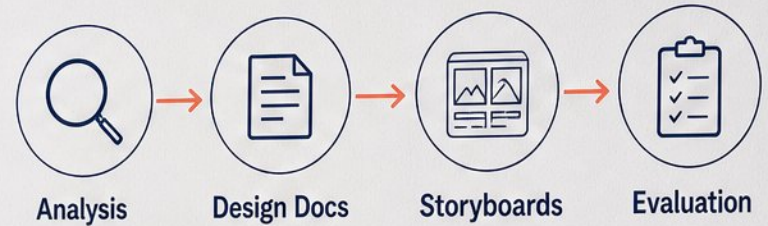
- What IDs really do: analysis, design docs, storyboards, evaluation



- Built for switchers, educators, SMEs, and early-career L&D staff



- 2026 reality: evidence and design judgment beat credentials, AI fluency is baseline

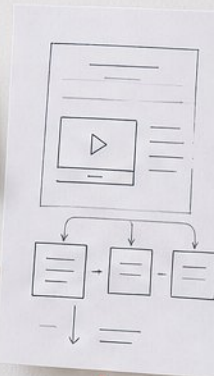


Understand learners and context

Plan learning objectives and solutions

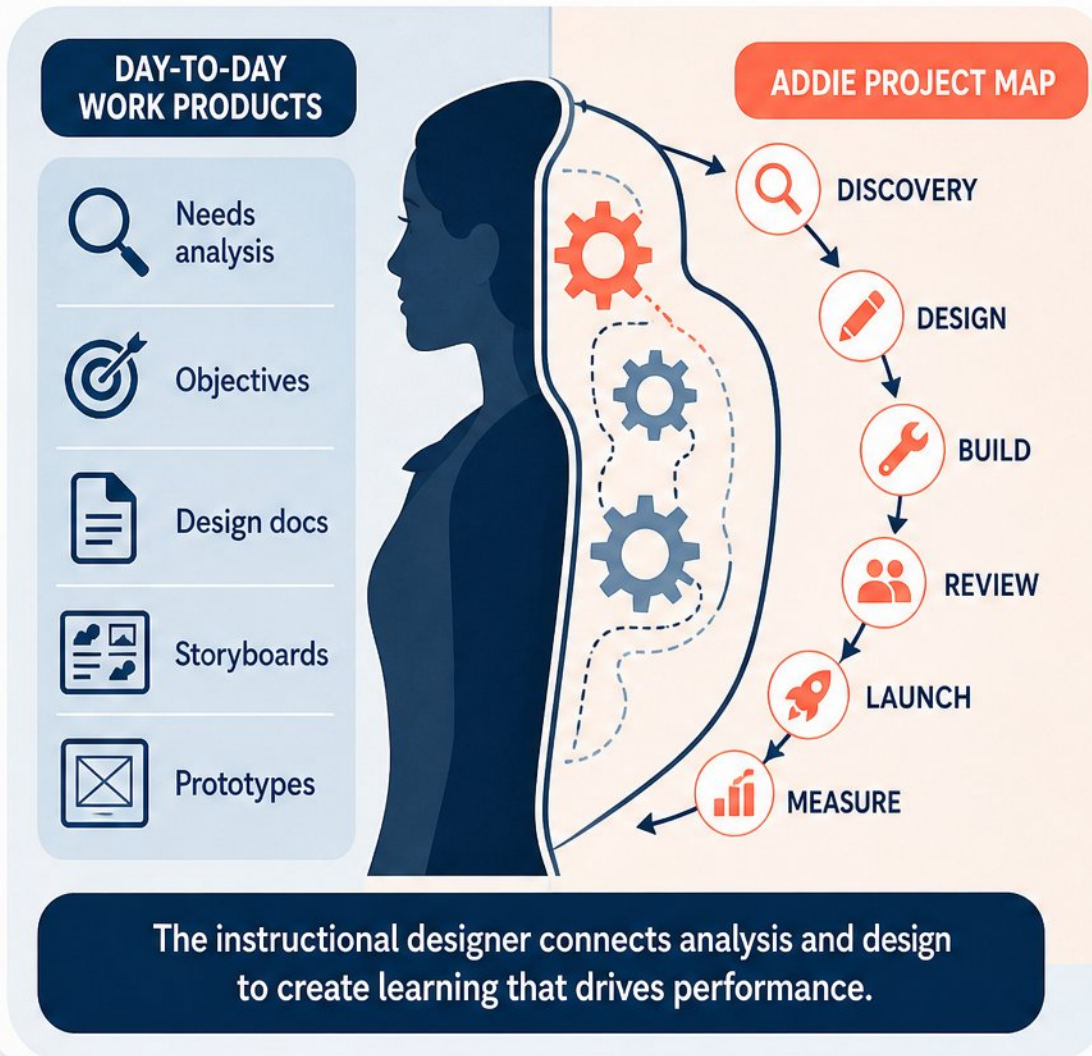
Map the learning experience

Check impact and improve



Small steps.
Real impact.

What Instructional Designers Actually Do



- Core work products: needs analysis, objectives, design docs, storyboards, prototypes
- ADDIE: a five-phase project map, not a rigid rulebook
- Corporate L&D holds about 46% of roles; also higher ed, government, healthcare
- Discovery, design, build, review, launch, measure — 3-6 concurrent projects
- Tool choice follows design decisions — authoring tools, LMSs, video, collaboration
- IDs diagnose performance problems and decide when training is not the answer

Assessing Your Transferable Skills and Fit



- **Map existing strengths:**
explaining, curriculum planning, facilitation, writing, research, coordination



- **Identify real gaps:**
learning theory, assessment design, multimedia development, stakeholder communication



- **Self-assess against IBSTPI or ATD competency domains**



- **Pick a target role and a niche**
to reduce competition



- **Budget hours, money, and milestone-based timelines** — not fixed months



- **Pre-empt common rejection reasons** for career switchers

TRANSFERABLE SKILLS MAP

CURRENT STRENGTHS



Explaining



Curriculum Planning



Facilitation



Writing



Research



Coordination



INSTRUCTIONAL DESIGN COMPETENCY GAPS



Learning Theory



Assessment Design



Multimedia Development



Stakeholder Communication

DECISION FORK

Build capabilities to close gaps

Pivot to a niche and target role

Learning the Core Models That Guide Design Decisions

- ✓ ADDIE: five-phase backbone for scoping and stakeholder communication
- ✓ SAM: rapid prototyping for agile projects with evolving requirements
- ✓ Backward design: start from outcomes and assessment evidence first
- ✓ Bloom's Taxonomy, Gagné's Nine Events, Merrill's First Principles
- ✓ Choose by project constraints — most teams blend ADDIE with SAM



Practicing Analysis and Writing Learning Objectives



- Run a needs analysis: performance gap, root cause, audience, context, constraints



- Use Mager and ABCD: Audience, Behavior, Condition, Degree



- Choose Bloom's action verbs; avoid "understand," "know," "appreciate"



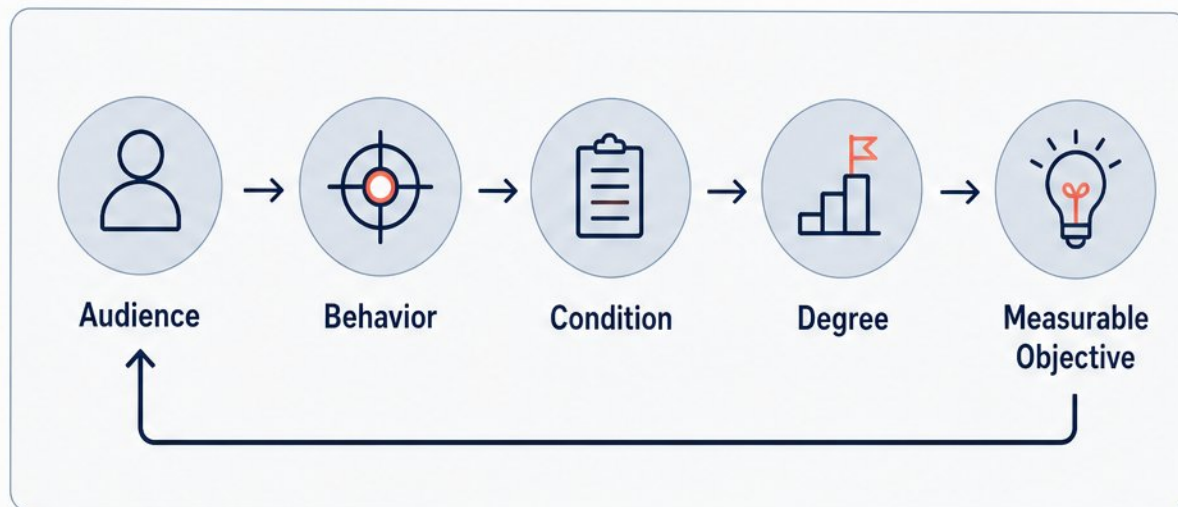
- Build a learner persona and task analysis you can defend



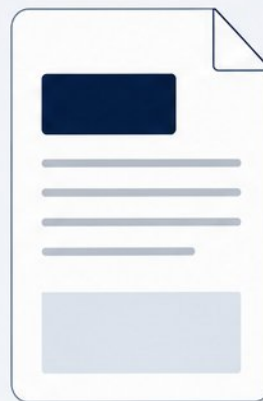
- Know when training isn't the answer — recommend a performance intervention



- Deliverable: one-page analysis summary plus three written objectives



DELIVERABLE ARTIFACTS



One-Page Analysis Summary



Three Written Objectives



Designing Instruction and Storyboarding

1. Design

2. Develop

3. Review

4. Pilot

5. Implement

6. Evaluate



- Pick the strategy: direct instruction, scenarios, guided practice, social learning



- Design document is the stakeholder-approved blueprint before any build



- Storyboard units: screen ID, objective, on-screen text, narration, interactions



- Write the audio script first — narrative drives the visuals



- Apply Mayer's principles: cut extraneous load, manage essential load



- Design access in from the start: captions, contrast, keyboard, WCAG 2.1



- Prototype mid-fidelity to test ideas before full development

STORYBOARD (MID-FIDELITY)

 SCREEN ID	
 OBJECTIVE	
 ON-SCREEN TEXT	 
 NARRATION	
 INTERACTIONS	
 ACCESSIBILITY NOTES	

Building Essential Tools and Production Skills



- Start with one authoring tool: Storyline or Rise



- Learn minimum viable skills: build, interact, publish, test



- Publish SCORM or xAPI packages and test on an LMS



- Use free pathways: 30-day trial, free LMS hosts, community resources



- Avoid tool-collector syndrome; finish two projects first



Evaluating Learning and Measuring Impact



Creating a Portfolio Without Formal ID Experience

- Pick 1–3 projects showing analysis, design, development, and evaluation
- Cluttered portfolios hurt more than having none at all
- Write a case study per project: problem, audience, constraints, decisions, results
- Build spec projects when you have no client work to show
- Show range: eLearning module, job aid, storyboard, short video
- Publish on Google Sites, Wix, or Squarespace — no downloads required
- Avoid tool slideshows, 404 links, and ten samples with no story

PORTFOLIO EVIDENCE

CASE STUDY FRAMEWORK

	PROBLEM	
	AUDIENCE	
	CONSTRAINTS	
	DECISIONS	
	RESULTS	


eLearning
Module


Job Aid


Storyboard


Short
Video

Job Search Strategy, Interviews, and a 30-60-90 Day Plan

- Target ID titles, plus adjacent roles as your way in
- Tailor resume and LinkedIn to ID keywords for ATS
- Put your portfolio link at the top of your resume
- Prepare for portfolio walkthroughs and design challenges
- Answer with STAR plus a 5-7 sentence thesis statement
- Apply to 5-10 matched roles weekly, not mass applications
- 30-60-90 plan: learn the business, ship a small win, measure it



TARGET & APPLY

Find and apply to matched roles with a tailored approach.



INTERVIEW & SHOWCASE

Walk through your portfolio, tackle design challenges, and communicate clearly.



30-60-90 DAY PLAN

Start strong with a clear plan to create impact and drive results.

PORTFOLIO EVIDENCE FRAME



PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/4497656b/public