

Instructional Design Models: Types, Patterns, and Examples

- Frameworks guiding course creation from analysis to evaluation
- Define structure, sequence, and quality for effective learning
- Transform theory into practical, repeatable design workflows
- Key for training leads, educators, and course creators
- Model: framework; pattern: reusable approach; example: case study
- Selecting the right model addresses complexity, timelines, and outcomes



Why Structured Design Beats Content Dumping

CONTENT DUMPING

Chaotic. Reactive. Inefficient.



STRUCTURED DESIGN

Purposeful. Aligned. Effective.



- Unstructured development leads to wasted time, effort, and money



- Models create repeatable quality and foster team alignment



- Structured approaches align training to business outcomes



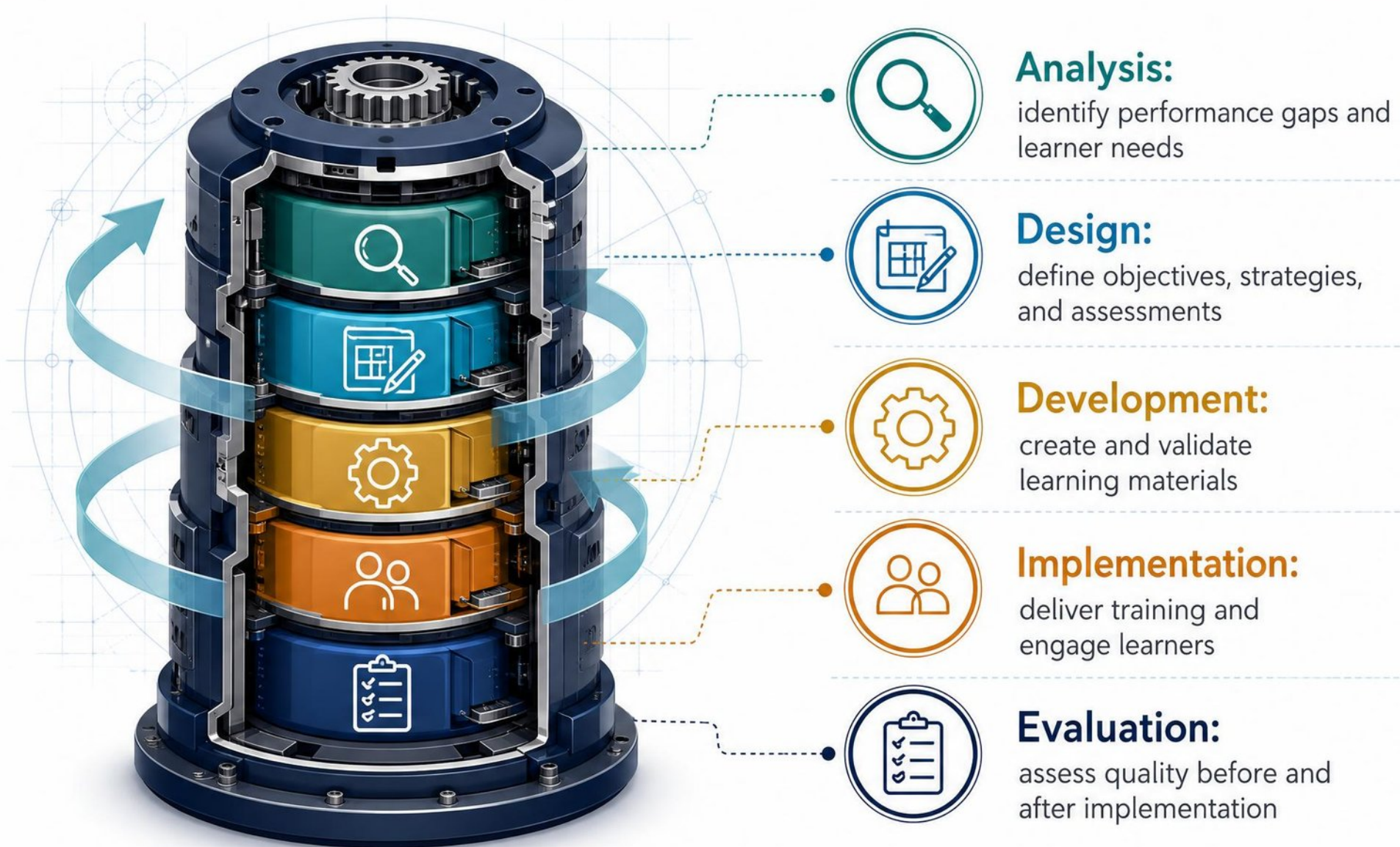
- Formal models are most useful for complex or high-stakes training



- Evidence links structured design to improved training transfer

Core Building Blocks:

From Analysis to Evaluation

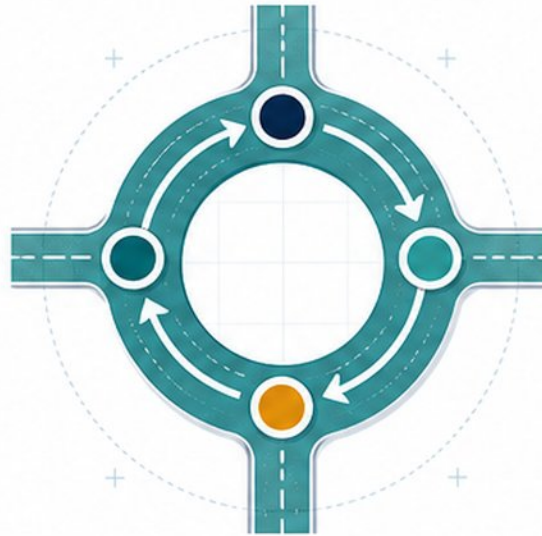


A Simple Taxonomy: Linear, Iterative, and Systemic

LINEAR



ITERATIVE

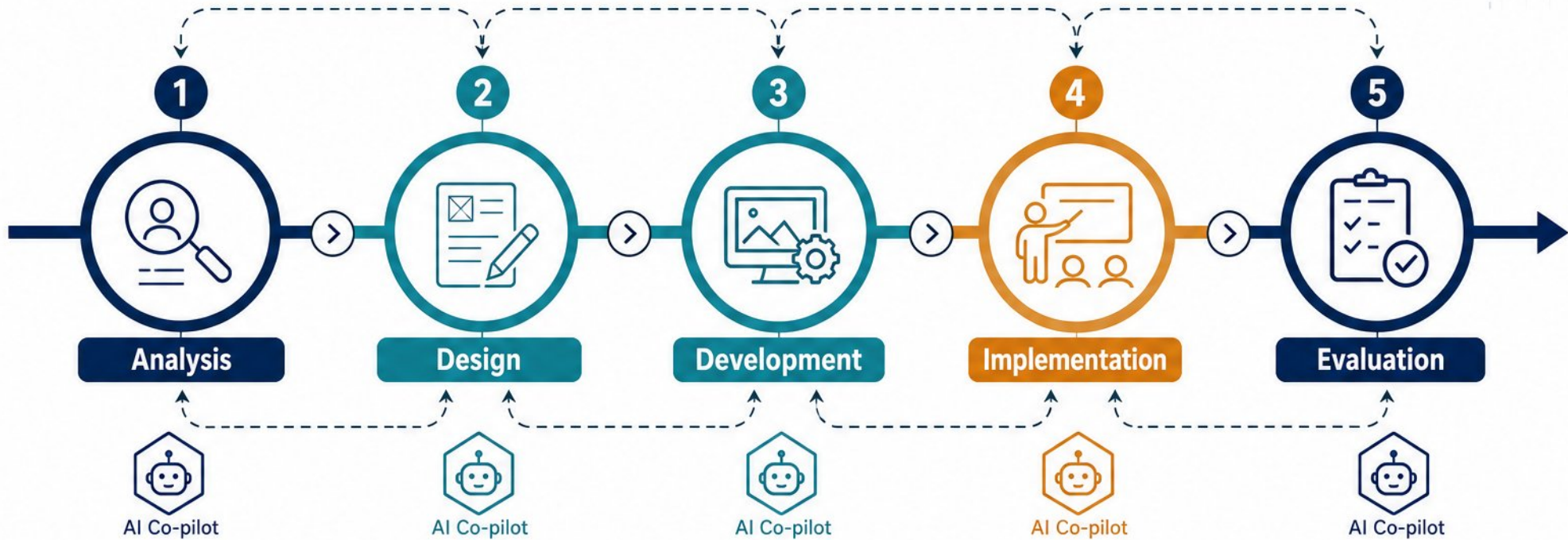


SYSTEMIC



- **Linear:** Step-by-step from analysis to evaluation
- **Iterative:** Rapid cycles, feedback, and revision
- **Systemic:** Organization-wide needs and large-scale projects
- **Examples:** ADDIE (linear), SAM (iterative), Dick & Carey (systemic)
- **Trade-offs:** Control vs. speed; scalability vs. flexibility

ADDIE: The Foundation and Its AI-Era Update



- **Five phases:** Analysis, Design, Development, Implementation, Evaluation
- **Iterative in practice;** each phase informs the next
- **Most widely used model:** 78% of teams in 2026
- **ADDIE 2.0 integrates AI co-pilots** for 5× faster delivery
- **Common pitfall:** linear use without iteration; choose for structured projects

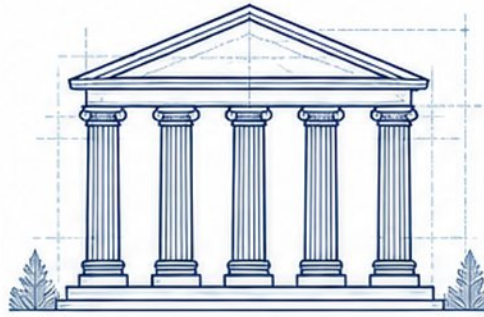
SAM, Dick & Carey, and Backward Design

SAM



Agile, iterative,
rapid prototyping
for fast-changing content

DICK & CAREY



Rigorous 10-step
systems approach
for compliance

BACKWARD DESIGN



Start from desired results,
then plan assessments



- SAM: Agile, iterative, rapid prototyping for fast-changing content



- Dick & Carey: Rigorous 10-step systems approach for compliance



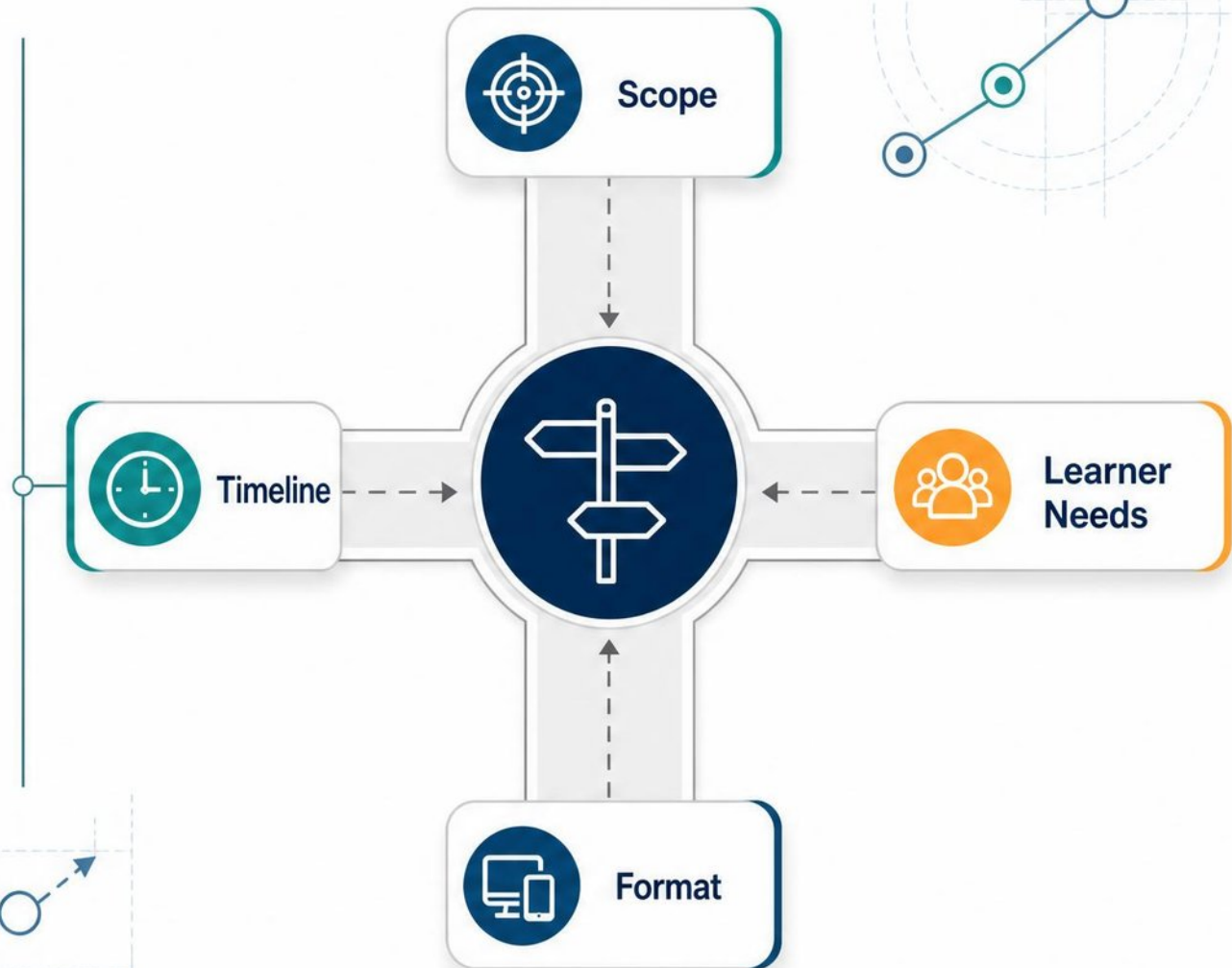
- Backward Design: Start from desired results, then plan assessments



- Action Mapping: Focus on measurable business performance outcomes

Choosing the Right Model for the Job

- - Match model to project scope, timeline, and resources
- - Align with learning outcomes and delivery format
- - Blend models like ADDIE analysis with SAM iteration
- - Avoid rigid rules—adapt models as needed
- - Common pitfall: picking by trend, not project needs



Patterns That Support Business Training

- Onboarding blends microlearning, eLearning, and manager check-ins
- Compliance: role-based paths, annual baselines, refreshers between
- Just-in-time modules embed learning in daily workflows
- Scenario-based learning for high-stakes risk areas
- Patterns turn models into practical, repeatable designs



Applying a Model to a Real Course Project



- Choose a model: ADDIE, SAM, or Backward Design



- Analyze learners and define measurable objectives



- Create course outline aligned to stated outcomes



- Plan evaluation points: formative and summative



- Translate model stages into concrete, actionable tasks



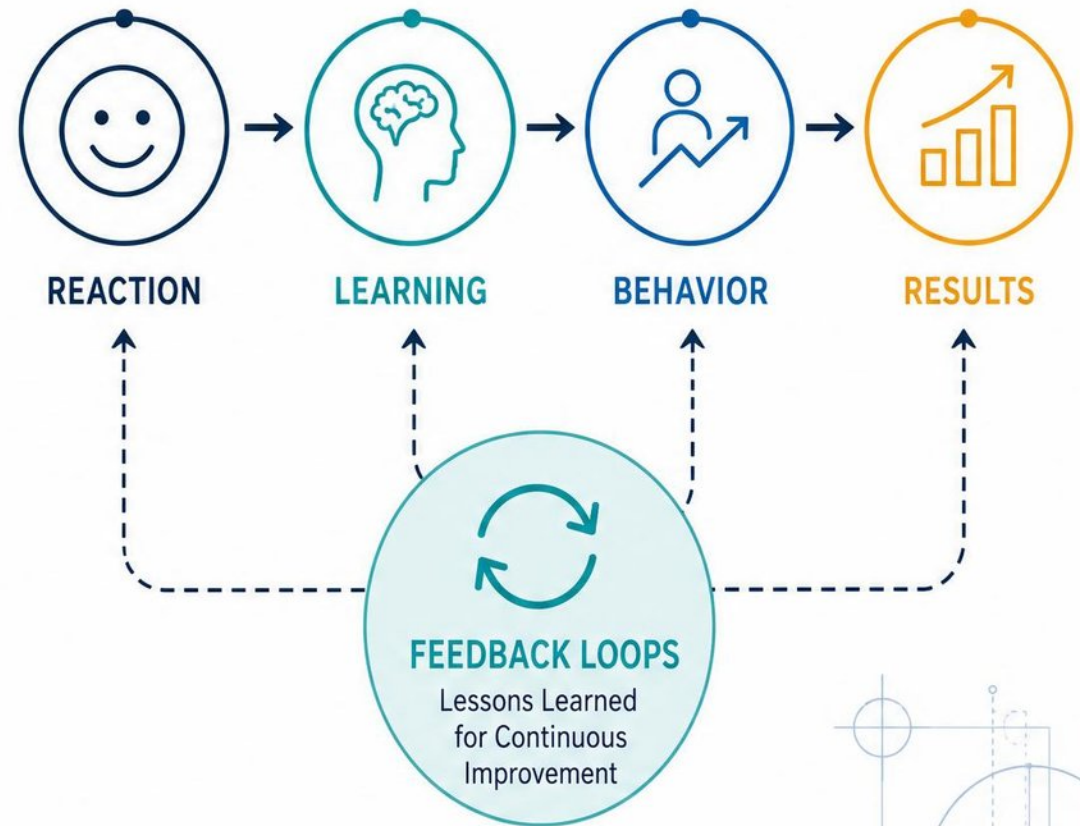
Evaluation: Formative, Summative, and Beyond

- Formative: refine during design and development
- Summative: measure success after implementation
- Confirmative: assess long-term performance impact
- Kirkpatrick: Reaction, Learning, Behavior, Results
- Common pitfall: relying only on satisfaction surveys



Metrics That Matter: From Smile Sheets to Business Results

- ▶ Define success metrics tied to learning objectives and business goals
- ▶ Combine quantitative data (tests, completion rates) with qualitative insights
- ▶ Use Kirkpatrick's four levels: reaction, learning, behavior, results
- ▶ Avoid completion-only measurement; track on-the-job application and impact
- ▶ Build feedback loops with lessons learned for continuous improvement



Building a Repeatable Design Workflow



- Turn model selection into a team practice



- Create templates and checklists from covered models



- Set formative and summative evaluation touchpoints



- Develop a decision matrix for future projects



- Leverage AI tooling and digital platforms



Key Takeaways and Team Next Steps



- Match model to project scope, timeline, and learner needs



- Start with ADDIE; add SAM for speed and Bloom's for objectives



- Define success metrics beyond completion rates



- Use formative, summative, and confirmative evaluation



- Build a repeatable design workflow with templates and AI tools



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