

**Ask-A-Coach Session:
Instructional Design Q&A
with Chuck Hodell**

January 29, 2016

Chuck Hodell

Welcome!

We have received hundreds of questions for this session and I have broken these down into several key areas to frame the conversation.

I will not be able to answer all of your questions, but I will try my best to address the themes and then dig deeper as time permits.

You can always email me with questions after the Webcast if I don't address them directly.

Key Areas

- ISD Skills
- ISD Models and Approaches
- Subject Matter Experts
- Issues that Instructional Designers Face Regularly
- Building a Career in ISD

ISD Skills

- Learn the basics
- Seek formal training in the field
- Know the jargon
- Once you establish a strong foundation, expand into more detailed knowledge and practice in more specific areas like online, technology, analysis, evaluation, etc.

ISD Models and Approaches

- ADDIE and every other ISD model is just that, a model.
- Only a foundation, not a prescription for how to perform this work.
- Most useful as a learning tool, not as a ‘how to’ guide. More academic than practical.
- If it has ‘model’ in its name, think of it as a philosophy.

Subject Matter Experts

- Five Types
 - Technical
 - Hybrid
 - Instructional
 - Functional
 - Sentinel
- Need to be part of the design team
- Need clear role description and expectations
- Should not expect to make design decisions

Instructional Designer Issues

- Credibility and Authority – Lack of Respect
- Resources
- Seemingly Clueless Leadership/SMEs/Consultants
- Designers are often expected to be project managers, accountants, graphic artists, videographers, SMEs, IT professionals, team builders, HR Generalists and clairvoyants.
- Not/Never/Ever enough time
- No shortcuts in ISD - sorry

Building Your Career in ISD

- Obtain Certification/Degree
- Stay Current
- Network
- Diversify
- Teach
- Publish
- Learn

Other Questions

Thanks!

- ATD Press Books
 - ISD From the Ground Up 4th edition
 - SMEs From the Ground Up
 - Handbook 2nd edition
- Contact
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