



Tips & Tricks: Using Agile Methodology in Instructional Design

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A stack of several white sheets of paper is shown, slightly fanned out. The top sheet is the most prominent and contains the text. The background is a soft, light-colored gradient.

Think about your
best project ever.

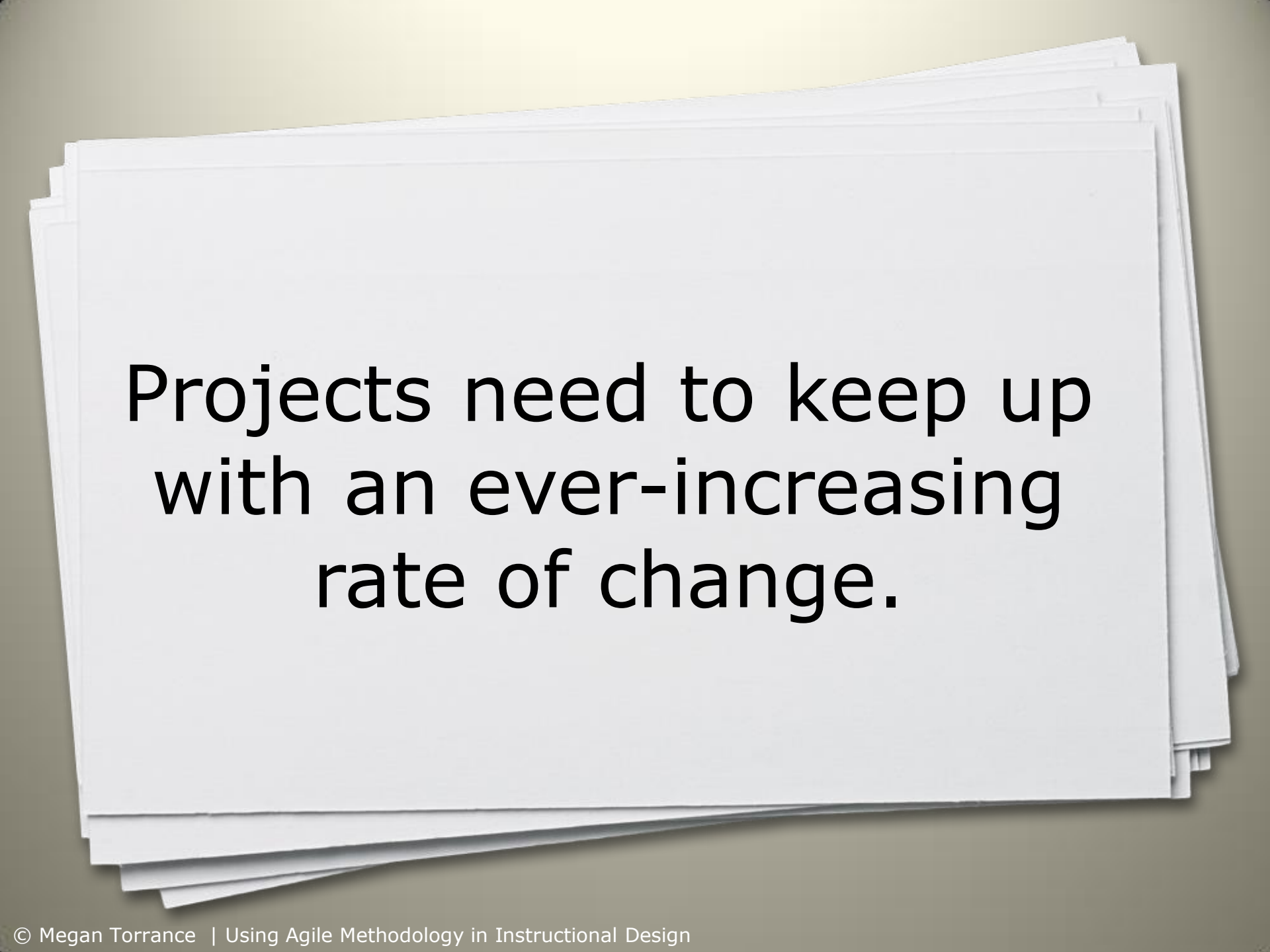
"Do more of what works,
and do less of what
doesn't."

Kent Beck, author of *Extreme Programming
(XP) Explained*

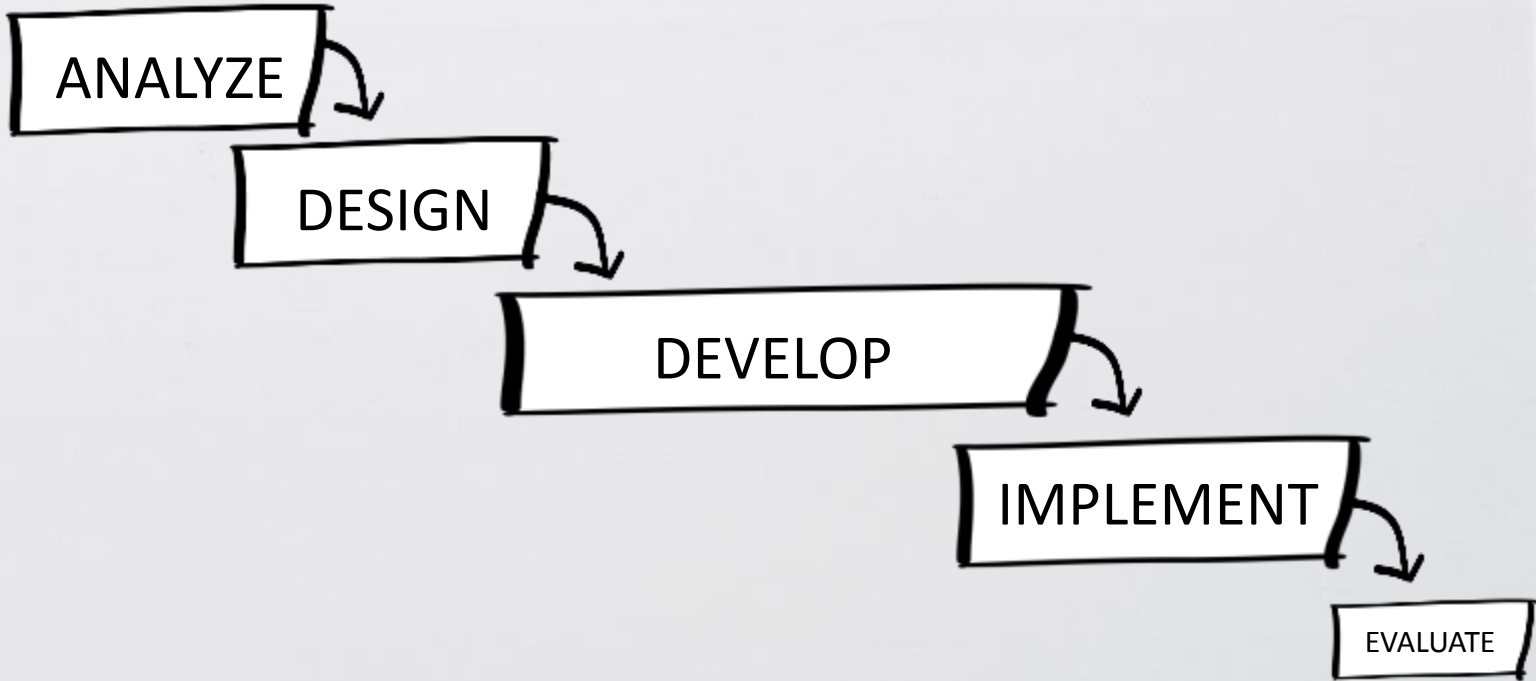


LLAMA

LOT LIKE AGILE MANAGEMENT APPROACH

A stack of several white sheets of paper is shown, slightly offset to the right and bottom. The top sheet is the most prominent and contains the main text. The background is a soft, light-colored gradient.

Projects need to keep up
with an ever-increasing
rate of change.

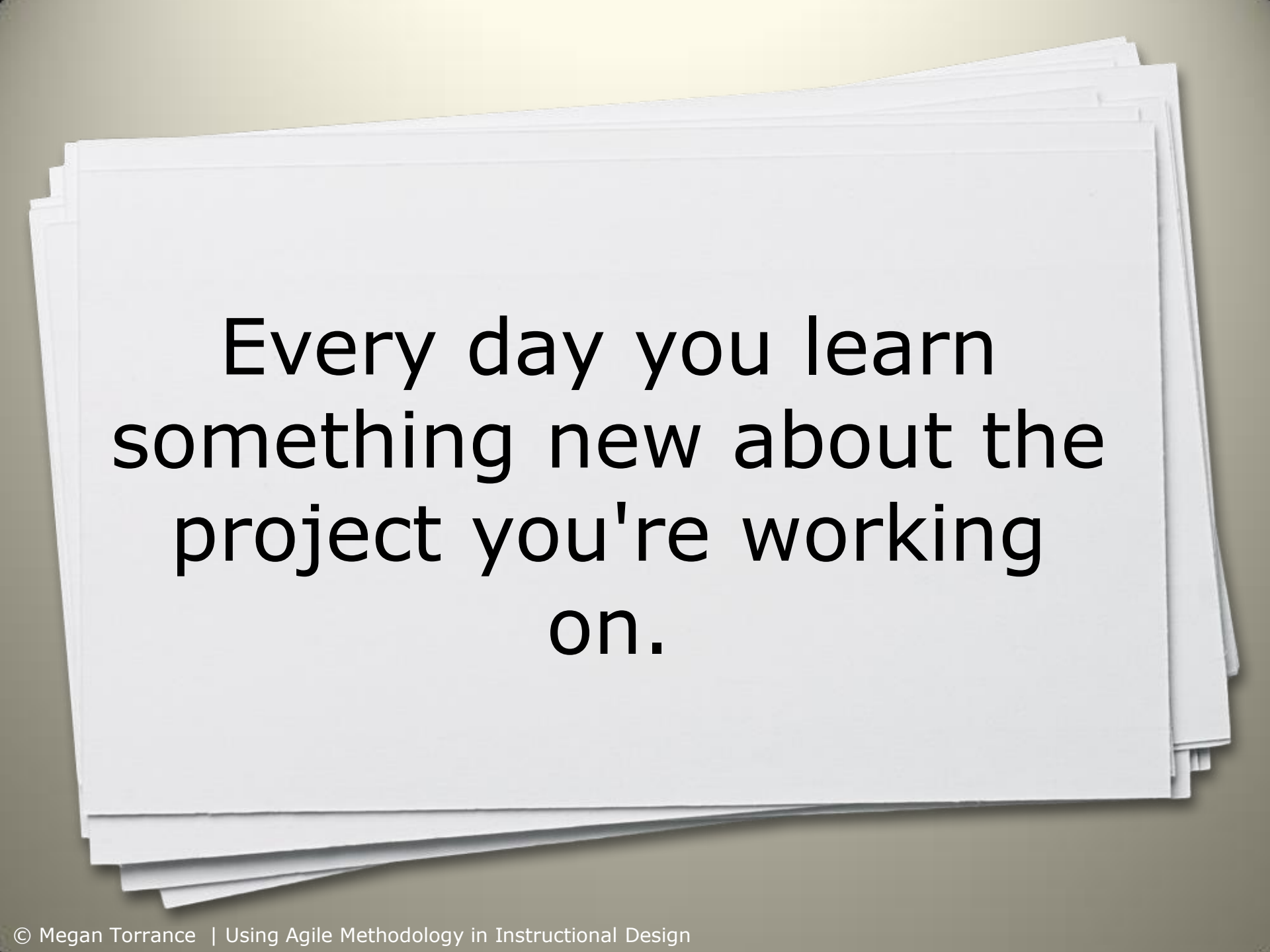


It's folly to assume that the client knows everything they want at the beginning of the project.

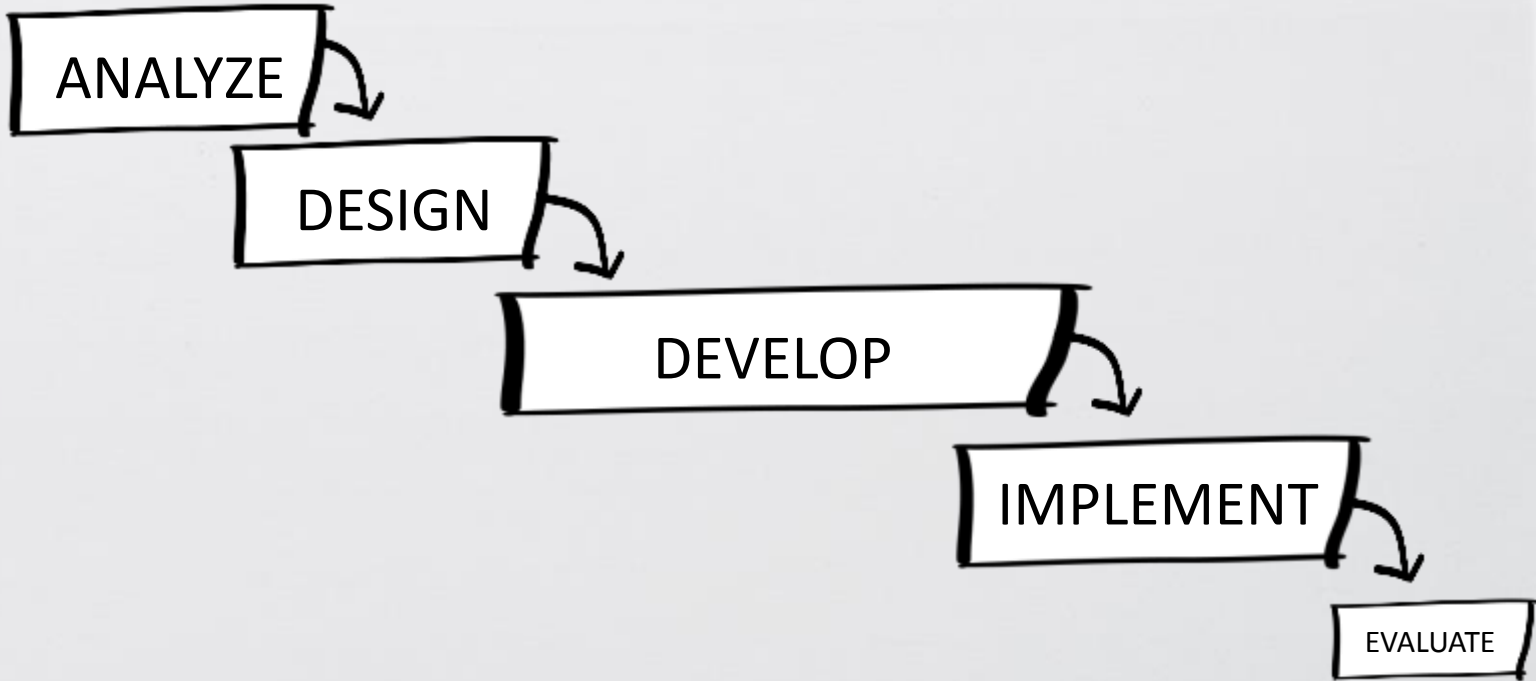
Any set of meaningful requirements is subject to change.

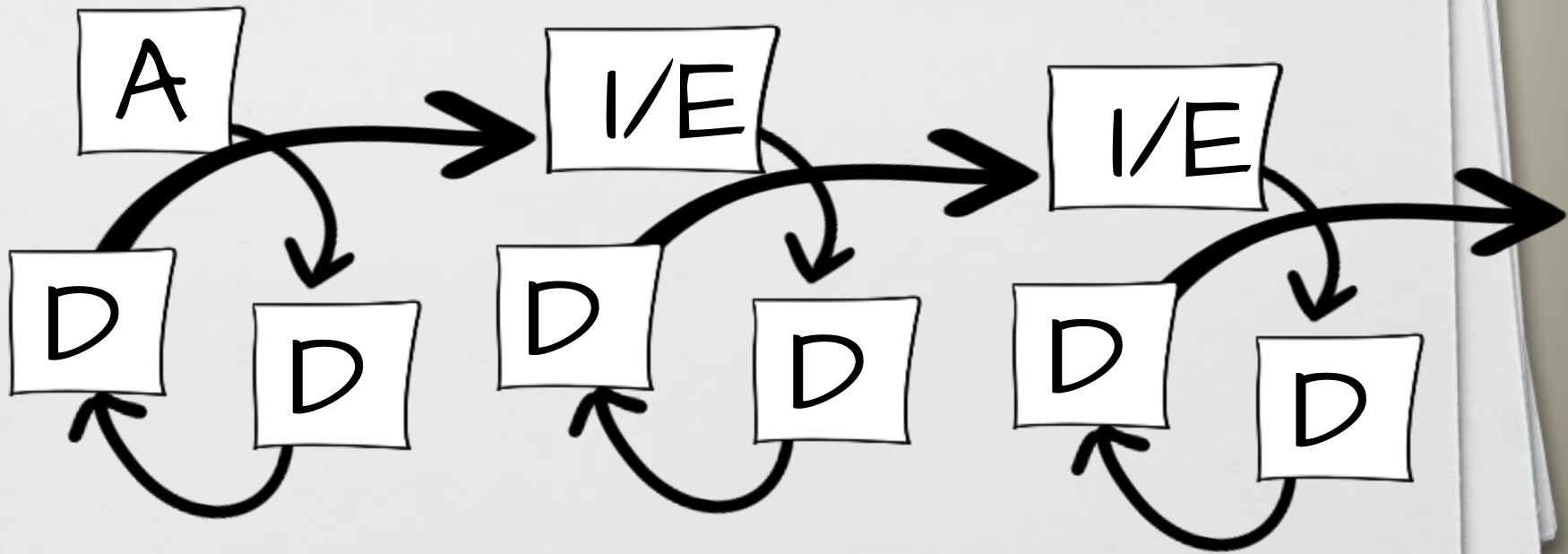
The first day of a project is the worst day to plan what the end product will be (and how much it will cost).

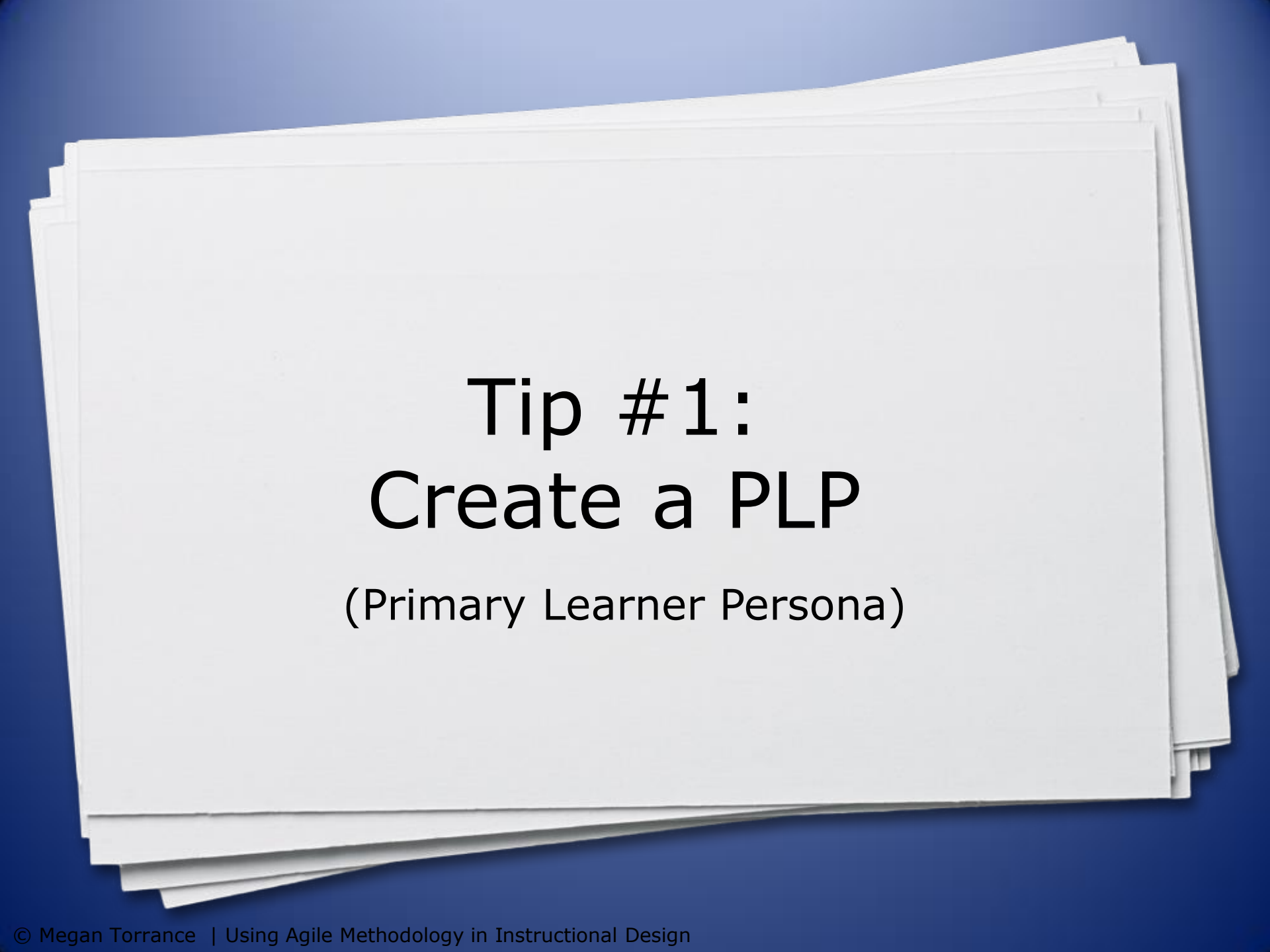
If we do not come up with a brilliant idea that might change things mid-project, we're not fully engaged creatively.

A stack of several white sheets of paper is shown, slightly offset to the right and bottom. The top sheet is the focus, featuring a large, bold, black sans-serif font. The text is centered and reads: "Every day you learn something new about the project you're working on." The background is a soft, light-colored gradient.

Every day you learn
something new about the
project you're working
on.





A stack of white papers is shown against a solid blue background. The papers are slightly offset, creating a sense of depth. The text is centered on the top paper.

Tip #1: Create a PLP

(Primary Learner Persona)



Menu Notes

- ▶ 1. Welcome to Be The Match Tra...
- ▶ 5. What happens at a drive
- ▶ 10. Checking for understanding ...
- ▶ 12. Check Consent form for com...
- ▼ 21. Conducting a medical evalu...
- 22. Medical evaluation
- 23. Questions 1-3
- 24. Learning and practicing
- ▼ 25. Choose a condition
- 26. Cancer
- 27. Cancer: Accept
- 28. Cancer: Defer
- 29. Cancer Practice
- 30. Back/Spine/Neck
- 31. Back/Spine/Neck: Accept
- 32. Back/Spine/Neck: Defer
- 33. Back/Spine/Neck: Practi...
- 34. Diabetes
- 35. Diabetes: Accept
- 36. Diabetes: Defer
- 37. Diabetes Practice
- 38. Asthma
- 39. Asthma: Accept
- 40. Asthma: Defer
- 41. Asthma Practice
- 42. Breathing Problems
- 43. Breathing Problems: Ac...
- 44. Breathing Problems: De...
- 45. Breathing Problems Pra...
- 46. Heart Problems & Stroke
- 47. Heart Problems & Strok...
- 48. Heart Problems & Strok...
- 49. Heart Problems & Strok...
- 50. Autoimmune Disorders
- 51. Autoimmune Disorders: ...

Medical Evaluation

Cancer

Back / Spine / Neck

Diabetes

Asthma

Breathing Problems

Heart Problems & Stroke

Autoimmune Disorders

Hospitalization

This medical evaluation below is designed to protect you, as well as safeguard the patient who might be affected. If you are not medically suitable at this time, you may become medically unable to donate in the future.

Weight: lbs. (Maximum weight restrictions apply.)

Are you 14 years or older? Yes No

Do you have any of the following conditions? Yes No

Answer this question "yes" if you would respond "yes" to any of the following questions (listed on page one.) Yes No

Questions 4 through 9 in detail below so your responses can be properly evaluated.

Do you have any of the following conditions such as: cancer • diabetes • breathing problems including asthma • sleep apnea • heart surgery • heart attack • heart-related chest pains • stroke • liver disease • autoimmune disorder such as lupus, multiple sclerosis, rheumatoid arthritis • HIV or hepatitis? Yes No

Do you have any of the following conditions including heart surgery • heart attack • heart-related chest pains • stroke • liver disease • autoimmune disorder such as lupus, multiple sclerosis, rheumatoid arthritis? Yes No

Do you have any of the following conditions including asthma • sleep apnea • heart surgery • heart attack • heart-related chest pains • stroke • liver disease • autoimmune disorder such as lupus, multiple sclerosis, rheumatoid arthritis? Yes No

Do you have any of the following conditions including asthma • sleep apnea • heart surgery • heart attack • heart-related chest pains • stroke • liver disease • autoimmune disorder such as lupus, multiple sclerosis, rheumatoid arthritis? Yes No

Do you have any of the following conditions including asthma • sleep apnea • heart surgery • heart attack • heart-related chest pains • stroke • liver disease • autoimmune disorder such as lupus, multiple sclerosis, rheumatoid arthritis? Yes No

Do you have any of the following conditions including asthma • sleep apnea • heart surgery • heart attack • heart-related chest pains • stroke • liver disease • autoimmune disorder such as lupus, multiple sclerosis, rheumatoid arthritis? Yes No

Do you have any of the following conditions including asthma • sleep apnea • heart surgery • heart attack • heart-related chest pains • stroke • liver disease • autoimmune disorder such as lupus, multiple sclerosis, rheumatoid arthritis? Yes No

Click Next when you've viewed all sections.

Choose a condition

Search...

◀ PREV NEXT ▶

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Tip #2: Define Scope in Stories

Stories capture business needs and performance outcomes in a format that's useful for planning & production.

As a _____

I want _____

so I can _____

As a new hire

I want to know what behaviors are OK & what's not

So that I don't accidentally offend someone

Do

Use continuous improvement tools to improve business processes.

Make excuses or place blame on others to avoid personal accountability.

Act as if innovation is the responsibility of only a select few.

Stop the line when quality or safety issues arise.

Take full responsibility for the quality & quantity of your work.

Be unreceptive to new ideas.

Don't

LLAMA: Use Cathy Moore's Action Mapping to define stories for Agile learning projects.

Cathy Moore

LET'S **SAVE THE WORLD** FROM BORING TRAINING!

BLOG

WORKSHOPS

ELEARNING BLUEPRINT

RESOURCES

STORE

QUESTIONS?

ABOUT

CONTACT

About Cathy Moore

Cathy is an internationally recognized speaker and writer dedicated to saving the world from boring instruction. She's a passionate advocate for improving business performance by respecting and deeply challenging people.

"Cathy is an extraordinary force in the eLearning community."

– Allen Partridge, Adobe

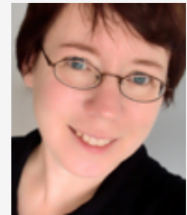
Her advice and designs have been used by organizations that include Microsoft, Pfizer, the US Army, Barclays, and the US Department of the Interior. She has 29 years of experience in helping people improve their performance.

A fun speaker, Cathy has been invited to present her ideas for improving instructional design in the US, Australia, UK,

Argentina, and Brazil. She's also an in-demand webinar presenter with an irreverent style.

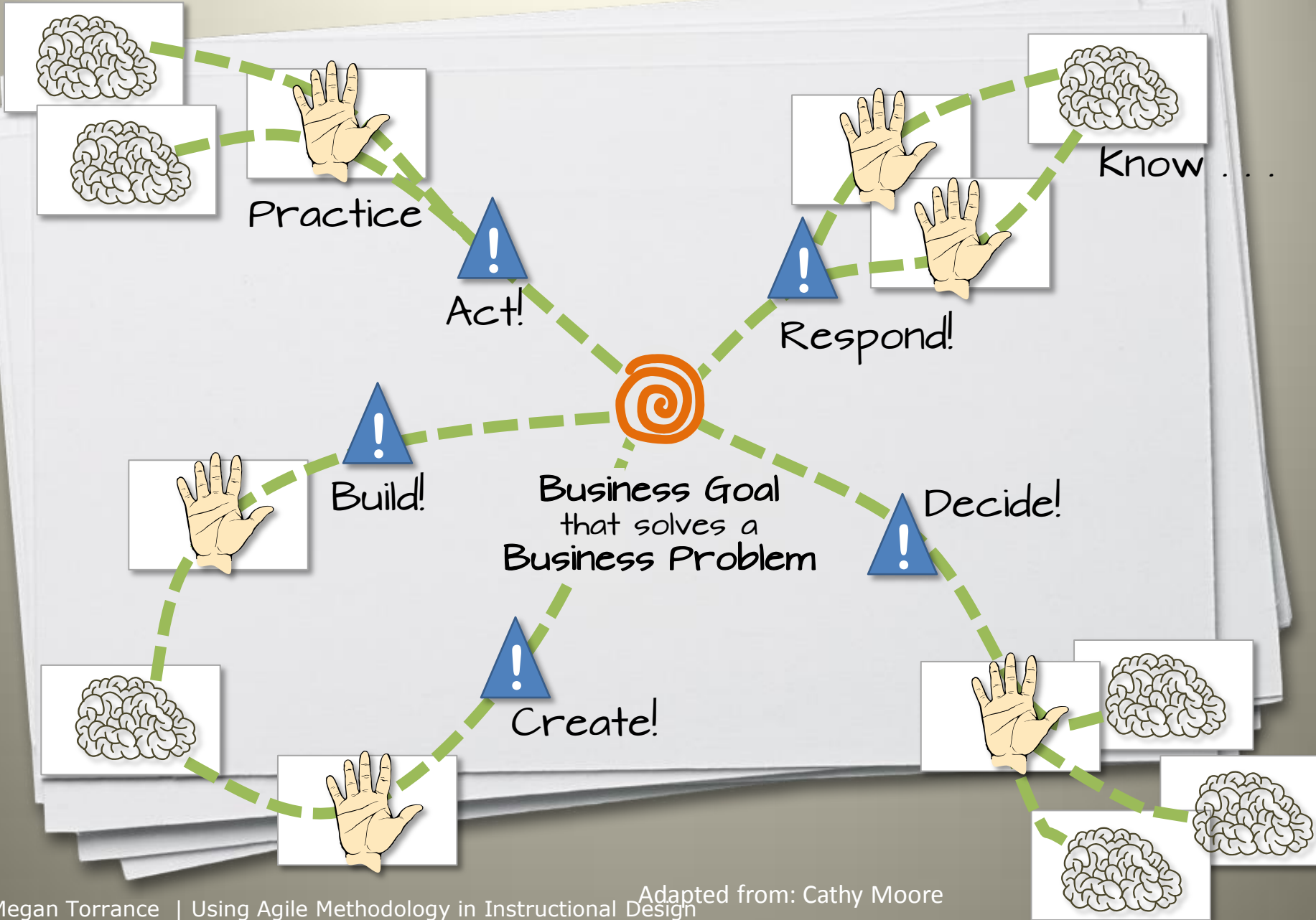
Cathy's writing and design have won awards, and she has served as a judge for awards in instructional design. Through her blog, she shares ideas with more than 11,000 international subscribers.

On this site, you'll get ideas that will help you develop action-packed learning materials for working adults. It's written by Cathy Moore.



Subscribe





ask @ for a global regulations by note

Questions Checklist
Conversation and opens

Sort Bob + good opens / questions

Asks about safety, S.L., new regulations

Initiate conversation about food safety

Know Understand Aware

goes to the right people w/ questions

Show Tell

market research finds next research needs competitors

Kind of products this product can be helpful with

List of questions - eps - storage - Asia - Wiman

review top ones Download all

Talks with the food safety people @ customer

Bob is selling systems

Bob uses sales process well

Help customer make a claim

Navigates the Cleanlabel claim terms

Talks about diffc between all natural + chemical

Scenario to guide customer

Narratives of the product

Conversation opens

working from TM/la Jen

plot eps App Resources AR for help fish

mention

Offers App Dev resources to the right customers

Communicate all-natural without fuging mud @ competitors

case studies on claims

Product overviews

Shares value of Microbio Prods for customer

Selling additional ingredients that go w/ it.

Relays stories about successes + failures

what foods are their top for food safety

Show + help / click map

Ask a EUM case study clickmap

review case studies

Appreciates a in Bakery - Dairy - Bread - Saltes (Bannan)

Spoken selling case shared re National Bakery

Case Studies of 31 weeks

Martha

reinforcement not recycling
foregrounding & backgrounding

- Principles of good alignment
 - SOPs / 1st version
 - Walnut one (STEP 1)

Make own plan map drawing → gallery

academic
finance
IT
facilities etc. → ! Align Stakeholders

! Makes a plan for her scope

"Here's the table of contents"

- Revisi I.P. + S.P.
- Components of a plan.
 - plan to replen
 - vision / mission
 - goals
 - objectives
 - outcome / metrics
- example plan time line of a plan

- "good" metrics
 - leading + lagging metrics
 - communicating progress (accountability)

define metrics
"accountability" discussion

! Set outcome metrics for each objective

STEP 2

1. Participate
2. Do
3. Lead

Plan + execute on strategy

! Implement the plan
- defines tasks + schedule

! Review, reflect, revise
! Identify Problems (internal scan)

Comm Plan
Tasks Plan
Metrics / Measure

- what are objectives
- how to know if good

Make objectives

! Define supporting objectives to meet each goal

! Identify trends (external scan)

- refresh SWOT scanning (STEP 1)
- what's a good problem "criteria" (STEP 1)

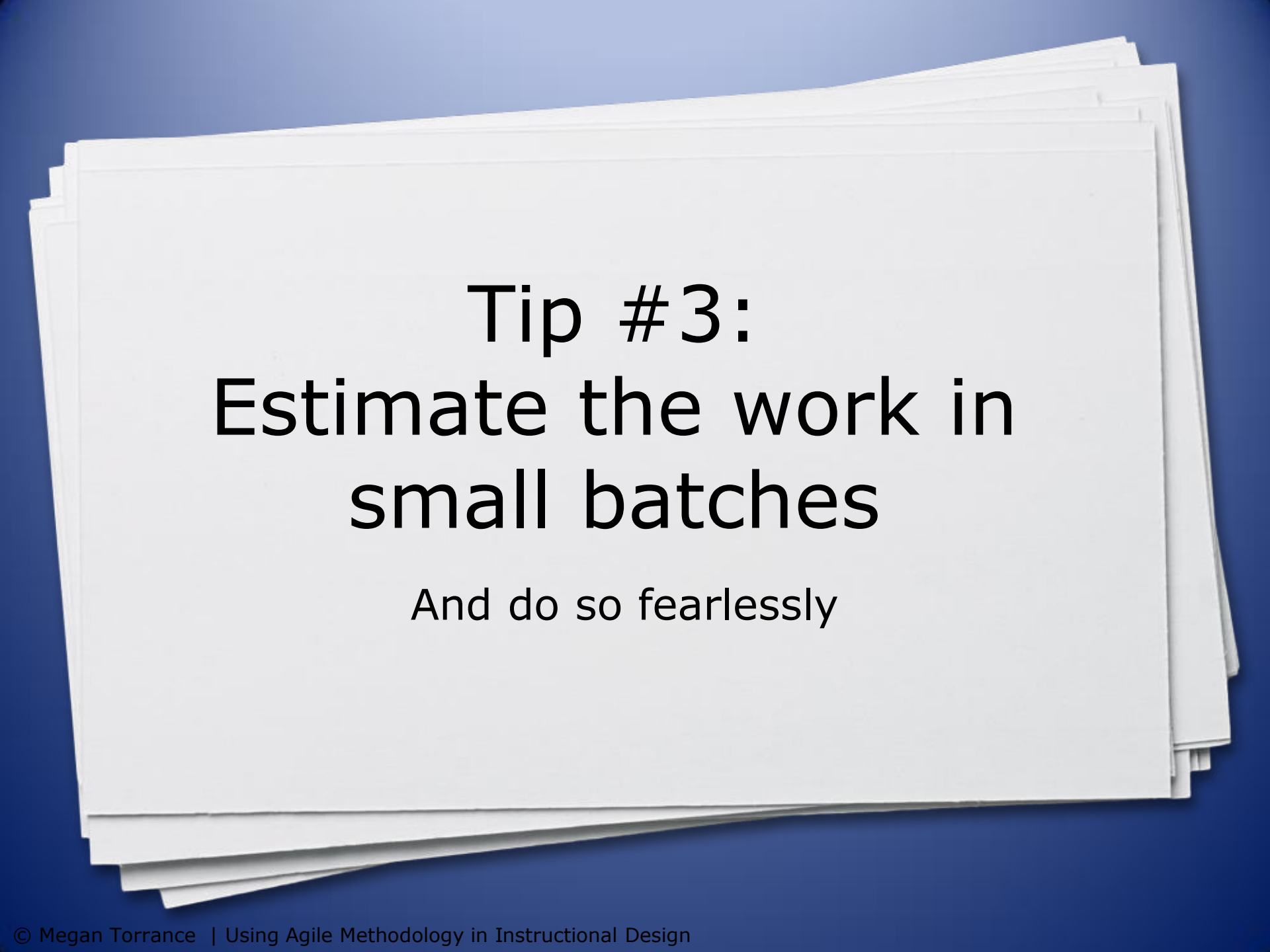
- what are goals
- what is good.
- time, budget, scope, risks, resources

Define the "5" goals for institution

- + Problems cards
- + Trend cards
- Make goals
- + roles cards
- + Walnut
- 4 PRIME
- + 1-2 wildcard stakeholders

EOD
write a definition to take back to univ. + translate to own experience



A stack of several white rectangular papers is shown against a solid blue background. The papers are slightly offset, creating a sense of depth. The text is centered on the top-most paper.

Tip #3: Estimate the work in small batches

And do so fearlessly



Rules for Estimating:

Estimate based on what you think it will take to do the work, with no padding.

**An estimate is just that.
An estimate.**

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**Tip #4:
Plan the Work Visibly**

**Define at the outset what
type of project this is.**

Define at the
outset what
type of project
this is.



Organize the project
overall in terms of
(bi)weekly goals on a big,
visible board.



AU



Spectacles

CRASH



Identify graphic needs

Identify graphic needs

Identify graphic needs

Identify graphic needs

Identify graphic needs

Identify graphic needs

Identify graphic needs

Identify graphic needs

Identify graphic needs

Identify graphic needs

Identify graphic needs

Bob Review

Bob Review

Bob Review

Bob Review

Bob Review

Bob Review

Alpha writing

Alpha writing

Alpha review

Screen Building

Screen Building

Video production + editing

Screen Building

Screen Building

Screen Building

Screen Building

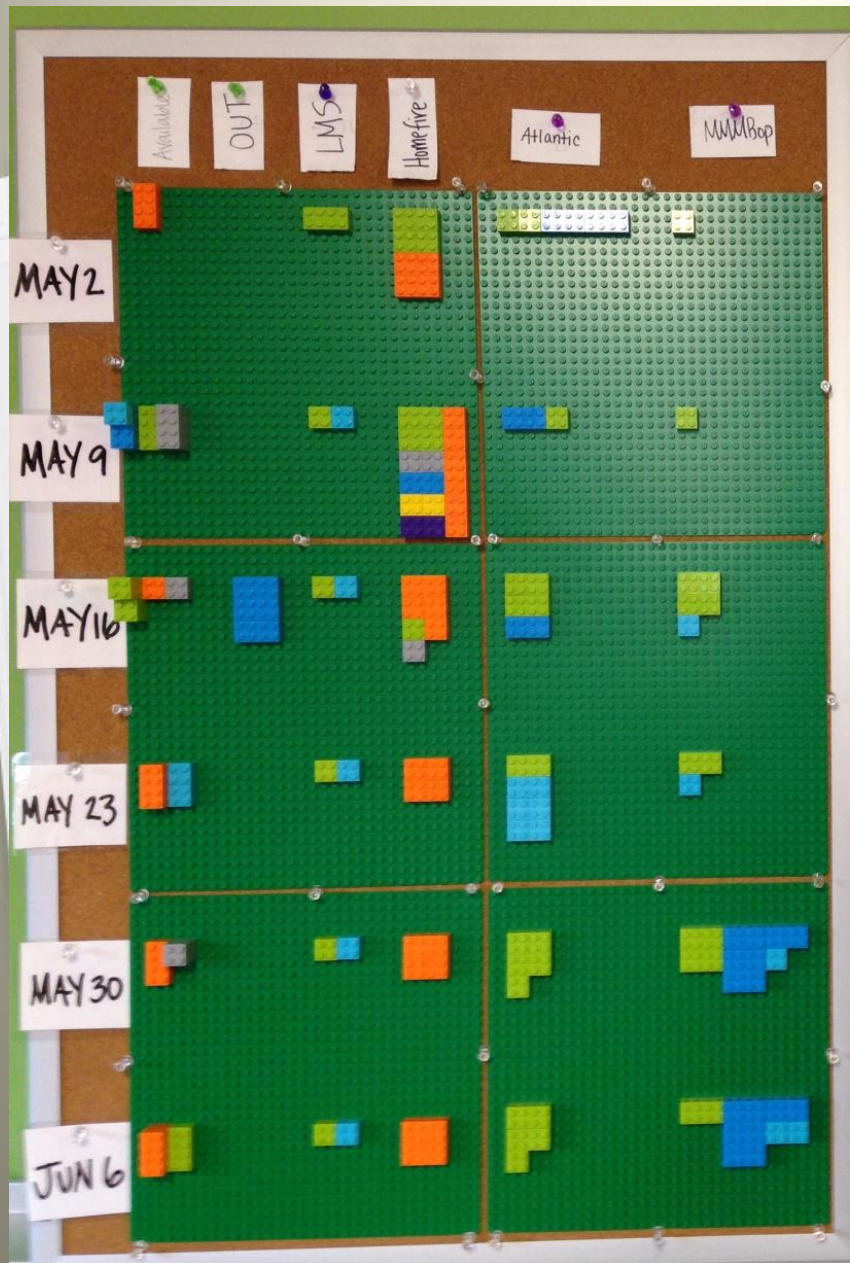


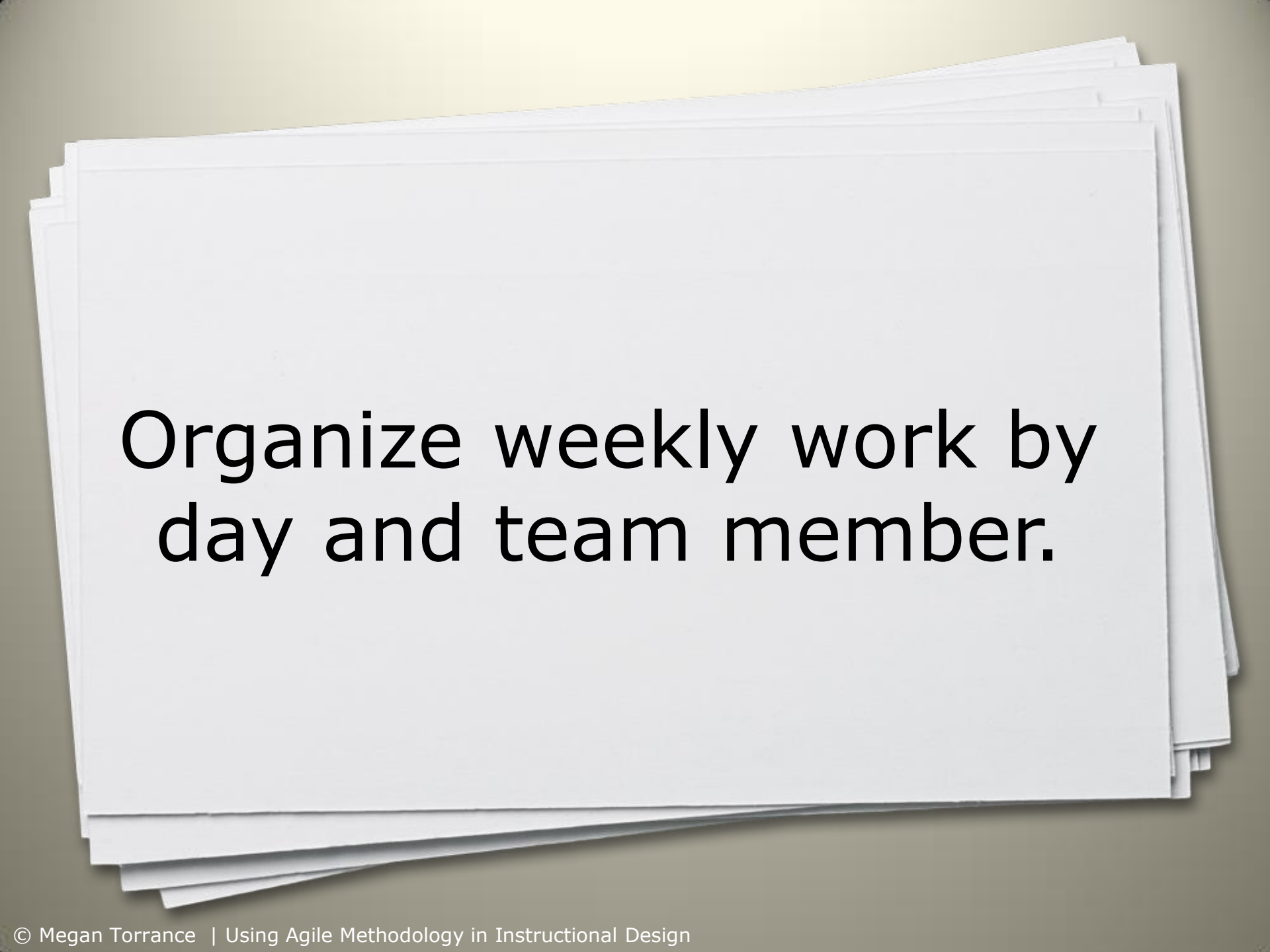
Green cards
for final
release

Purple for
course media
partners

Yellow cards
for client tasks

White cards
for TL tasks



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**Organize weekly work by
day and team member.**



QR3



Monday

10:00 AM - 11:00 AM
Meeting with [unclear]
[unclear] [unclear] [unclear]
[unclear] [unclear] [unclear]

11:00 AM - 12:00 PM
Meeting with [unclear]
[unclear] [unclear] [unclear]

Tuesday

10:00 AM - 11:00 AM
Meeting with [unclear]
[unclear] [unclear] [unclear]

11:00 AM - 12:00 PM
Meeting with [unclear]
[unclear] [unclear] [unclear]

Wednesday

10:00 AM - 11:00 AM
Meeting with [unclear]
[unclear] [unclear] [unclear]

Thursday

10:00 AM - 11:00 AM
Meeting with [unclear]
[unclear] [unclear] [unclear]

Friday

10:00 AM - 11:00 AM
Meeting with [unclear]
[unclear] [unclear] [unclear]

10:00 AM - 11:00 AM
Meeting with [unclear]
[unclear] [unclear] [unclear]

Romper Room TorranceLearning Org Visible

General

- (1) Make arrangements to shoot coffee shop photoe
Jan 27
- (1) Weekly project planning
Jan 27
- (2) Read through all scripts for Audio Only versions, determine VO needed for re-record
Jan 27
- (1) Project status update
Jan 27
- (1) Send final updates scripts to all Voiceover artists
Jan 27
- (2) Send zip files to client
14/14 Jan 31
- Purchase extended license for Intro music from Audio Jungle
Jan 30
- (2) Upload modules to torranceinc for JM to review
14/14 Jan 31
- (3) Phase one audio only

01 Humility

- (0.5) Remove TL logo from Screen 1
Jan 27
- (0.5) Try swapping SWFs on new publish
Jan 27
- Blow-up review #2
- (0.5) Test assessment only version make updates
Feb 4

02 Communication

- Remove TL logo from Screen 1
Jan 27
- Blow-up review #2
Jan 27
- (0.5) Create assessment only version
Jan 30
- (0.5) Test assessment only version make updates
Feb 4

03 Conflict

- Remove TL logo from Screen 1
Jan 27
- (2) Update post ID review
Jan 28
- (1) Final blow-up review
Jan 28
- (1) Small after-blowup changes
13/13 Jan 28
- Edit Video (character voices need to be louder)
Jan 28
- Blow-up review #2
Jan 30
- (0.5) Re-create assessment only version
Jan 30
- (0.5) Test assessment only version make updates
Feb 4

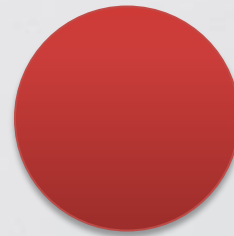
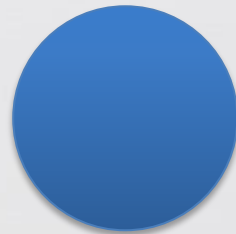
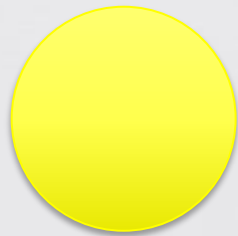
04 Ethical Character

- (0.5) Final blow-up review
Jan 27
- (0.5) Remove TL logo from Screen 1, republish, and send link
Jan 27
- (0.5) Test assessment only version make updates
Feb 4

05 Personal

- Remove TL logo from Screen 1
Jan 27
- (1) Blow-up review
Jan 29
- (0.5) Updates
Jan 30
- (0.5) Test assessment only version make updates
Feb 4

Use colors to indicate
status on cards.



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Tip #5: Plan for Iterative Experiments

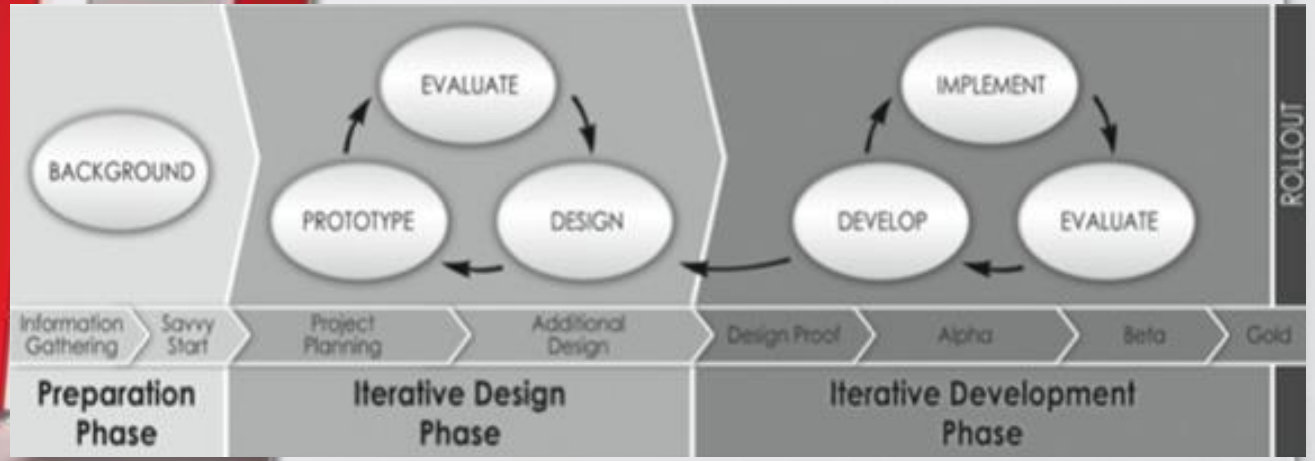
Lather, Rinse, Repeat.

**Make small mistakes
faster.
Skip the big mistakes.**

Agile Explained, Menlo Innovations

LEAVING ADDIE FOR SAM

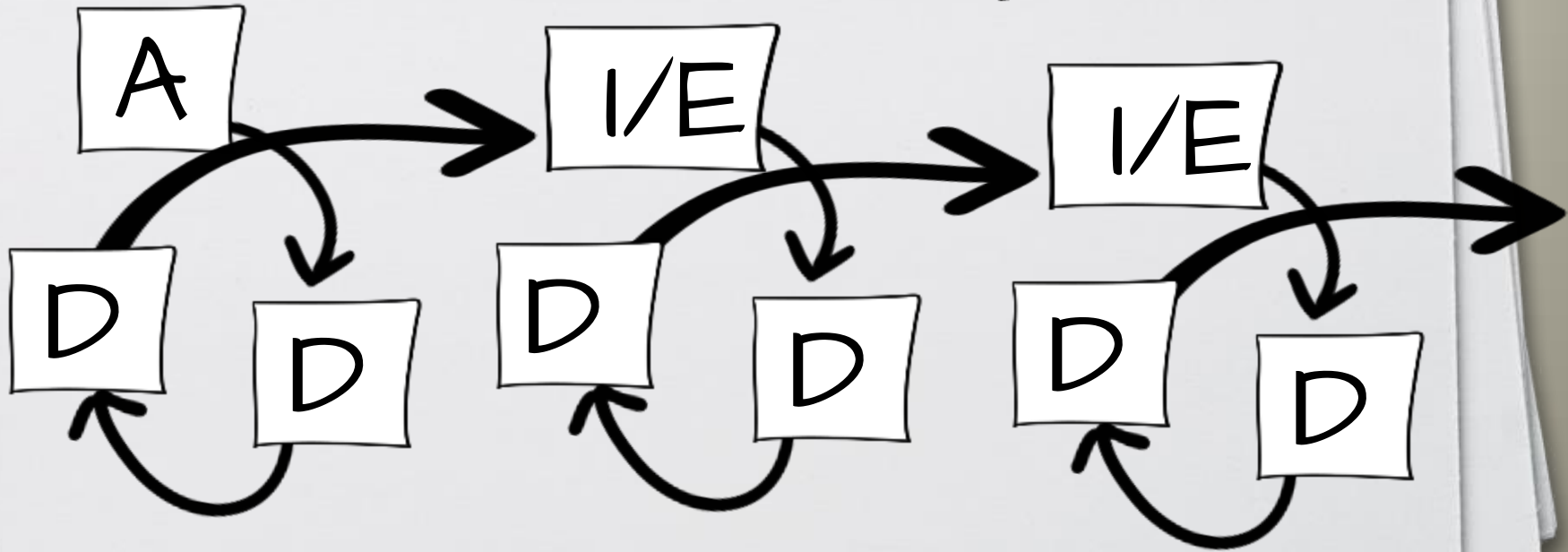
An Agile Model for Developing the Best Learning Experiences

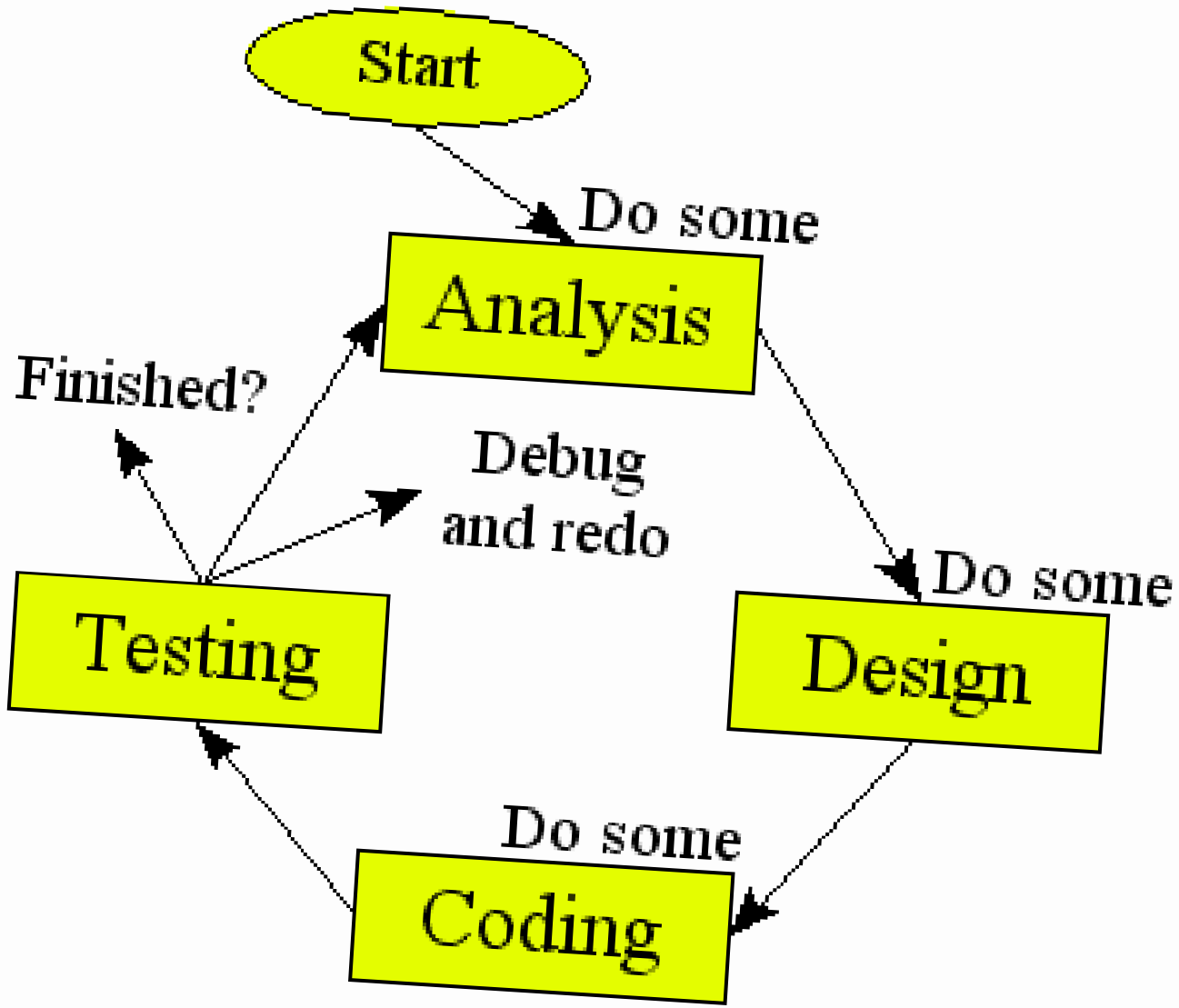


Iteration 1

Iteration 2

Iteration 3





The Minimum Viable Product



Why?

You always have something usable.

You catch errors early.

You don't get too far off track.

It's easier to estimate.

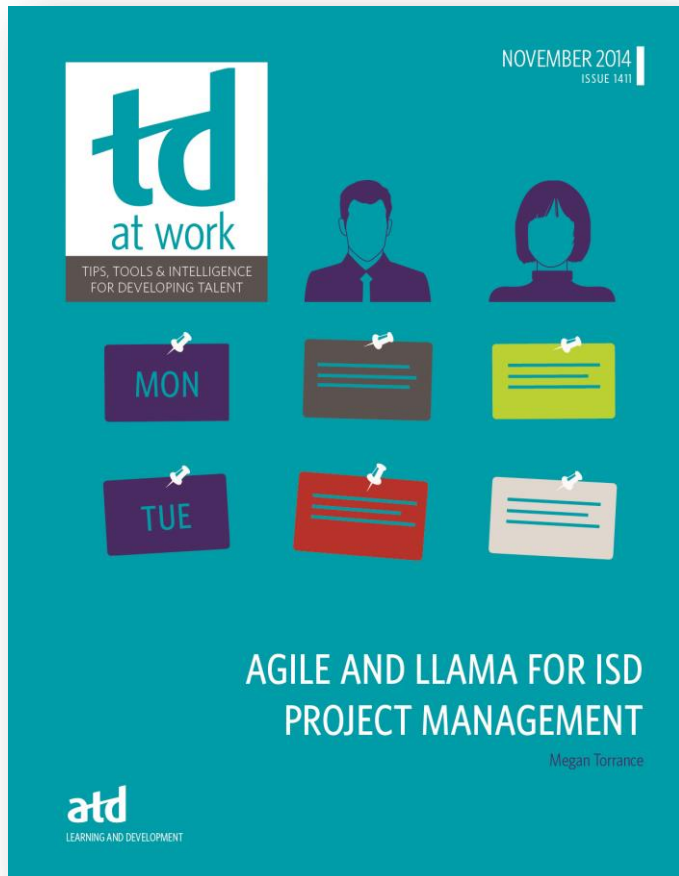
It's psychologically way more satisfying.



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