Agile Instructional Design and Learning Experience Training Course



28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #TDD1584_294735

Course Introduction / Overview:

This course provides a comprehensive exploration of applying Agile methodologies to the fields of instructional design and learning experience creation. In today's fast-paced corporate environment, traditional, linear design models often fail to keep pace with evolving business needs and learner expectations. This program, offered by BIG BEN Training Center, bridges that gap by equipping participants with the mindset, tools, and techniques to build effective learning solutions iteratively and collaboratively. We move beyond theoretical discussions to provide practical, hands-on experience in implementing frameworks like Scrum and Kanban within a learning and development context. Drawing on the principles championed by experts such as Michael Allen in his influential work, "Leaving ADDIE for SAM," this course emphasizes rapid prototyping, continuous feedback, and a relentless focus on delivering value to the learner. Participants will learn to manage instructional design projects with greater flexibility, respond effectively to change, and create engaging, learner-centric experiences that drive measurable performance outcomes and foster a dynamic learning culture within their organizations. This training is designed to transform your approach from a rigid, process-driven one to an adaptive, results-oriented methodology.

Target Audience / This training course is suitable for:

- Instructional Designers and Curriculum Developers.
- Learning and Development (L&D) Managers and Specialists.
- Corporate Trainers and Facilitators.
- E-learning Developers and Multimedia Specialists.
- Human Resources Professionals involved in training.
- Project Managers overseeing training initiatives.
- Subject Matter Experts (SMEs) involved in content creation.
- Anyone seeking to modernize their approach to creating educational content.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Telecommunications.
- Consulting and Professional Services.
- Retail and E-commerce.
- Manufacturing and Engineering.
- Governmental agencies and public sector organizations.
- Non-profit and educational institutions.

Target Organizations Departments:

- Human Resources.
- Training and Development.
- Product Management and Development.
- Customer Support and Success.
- Sales Enablement.
- Corporate Communications.
- Information Technology.
- Operations.
- Compliance and Quality Assurance.

Course Offerings:

By the end of this course, the participants will have able to:

- Differentiate between Agile principles and traditional instructional design models like ADDIE.
- Apply Agile frameworks such as Scrum and Kanban to manage L&D projects effectively.
- Translate learning needs into actionable user stories and prioritize a curriculum backlog.
- Facilitate key Agile ceremonies, including sprint planning, daily stand-ups, and retrospectives.
- Develop rapid prototypes and Minimum Viable Products (MVPs) for learning solutions.
- Integrate stakeholder and learner feedback through iterative development cycles.
- Foster a collaborative and adaptive culture within a training development team.
- Measure the impact and effectiveness of Agile-developed training initiatives.
- Align learning projects directly with strategic business objectives for greater ROI.
- Manage project scope, time, and resources with increased flexibility and efficiency.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, mirroring the Agile principles taught within the course. We believe in learning by doing. The program moves beyond traditional lectures to engage participants in a dynamic learning environment. A significant portion of the course is dedicated to hands-on workshops, team-based sprints, and simulation exercises where participants will work in small groups to tackle real-world instructional design challenges. This collaborative approach encourages peer-to-peer learning, active problem-solving, and the immediate application of new concepts. Case studies from various industries will be analyzed to provide context and demonstrate the successful implementation of Agile L&D. Facilitated discussions, brainstorming sessions, and regular feedback loops are embedded throughout the five days to ensure a deep understanding of the material. Our expert instructors act as coaches and facilitators, guiding participants through the process of developing an Agile mindset and providing personalized feedback to help them apply these powerful methodologies effectively in their own professional contexts. The focus is on building practical skills and confidence, not just theoretical knowledge.

Course Agenda (Course Units):

Unit One: Foundations of Agile Instructional Design

- Introduction to the Agile Manifesto and its 12 Principles.
- Contrasting Agile with Traditional Waterfall and ADDIE Models.
- The Business Case for Agile in Learning and Development (L&D).
- Exploring the Agile Mindset: Iteration, Collaboration, and Customer Focus.
- Key Terminology: Sprints, User Stories, Backlogs, and Velocity.
- Introduction to Learner-Centric Design Principles.
- Identifying Projects Suitable for an Agile Approach.

Unit Two: Agile Frameworks for L&D Projects

- Deep Dive into Scrum: Roles (Product Owner, Scrum Master, Team), Events, and Artifacts.
- Applying the Scrum Framework to a Course Development Lifecycle.
- Introduction to Kanban for Continuous Workflow Management in L&D.
- Visualizing Workflow: Designing and Using a Kanban Board for ID Projects.
- The Successive Approximation Model (SAM) as an Agile Alternative.
- Comparing and Selecting the Right Agile Framework for Your Team.
- Hybrid Approaches: Blending Agile with Existing Processes.

Unit Three: Planning and Initiating Agile Learning Projects

- Conducting an Agile Needs Analysis and Learner Discovery.
- Crafting Effective Learner Personas and Empathy Maps.
- Writing and Estimating Learner User Stories.
- Building and Prioritizing the Product (Curriculum) Backlog.
- Defining the Minimum Viable Product (MVP) for a Learning Solution.
- Sprint Planning: Defining Sprint Goals and Selecting Backlog Items.
- Effective Stakeholder Management and Communication in an Agile Environment.

Unit Four: Execution, Prototyping, and Iteration

- Running Effective Sprints and Daily Stand-up Meetings.
- Techniques for Rapid Prototyping and Wireframing of Learning Content.
- Developing Learning Assets Iteratively.
- The Role of the Subject Matter Expert (SME) in an Agile Team.
- Conducting Sprint Reviews to Demonstrate Progress and Gather Feedback.
- Facilitating Sprint Retrospectives for Continuous Process Improvement.
- Managing Scope Creep and Adapting to Change Mid-project.

Unit Five: Quality, Delivery, and Scaling Agile

- Integrating Quality Assurance and Learner Testing into Each Sprint.
- Strategies for Deploying Learning Modules Iteratively.
- Measuring the Success of Agile L&D Projects: Metrics and KPIs.
- Fostering an Agile Learning Culture within the Organization.
- Scaling Agile for Large-Scale Curriculum Development and Enterprise-wide Initiatives.
- Tools and Technologies that Support Agile Instructional Design.
- Creating a Personal Action Plan for Implementing Agile in Your Role.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the principles of Agile instructional design challenge or transform traditional methods of academic accreditation and formal certification?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond a purely theoretical examination of Agile to a deeply practical and immersive implementation-focused experience. While many programs discuss the concepts, our curriculum is built around hands-on simulations that mirror the entire Agile instructional design lifecycle. Participants will not just learn about user stories; they will write, estimate, and prioritize them for a real-world case study. They will not just hear about sprints; they will participate in them, from planning to retrospective, within collaborative teams. This "learning by doing" approach, grounded in established adult learning principles, ensures that skills are not just understood but are practiced and retained. Furthermore, the course places a unique emphasis on cultivating the Agile mindset itself—focusing on the cultural and behavioral shifts required for true agility, such as embracing ambiguity, fostering psychological safety, and championing continuous feedback. We concentrate on the strategic application of Agile to solve complex business problems through learning, rather than merely presenting it as another project management tool. The insights provided are geared towards creating tangible value and measurable performance improvement, making it a transformative experience for L&D professionals seeking to elevate their strategic impact.