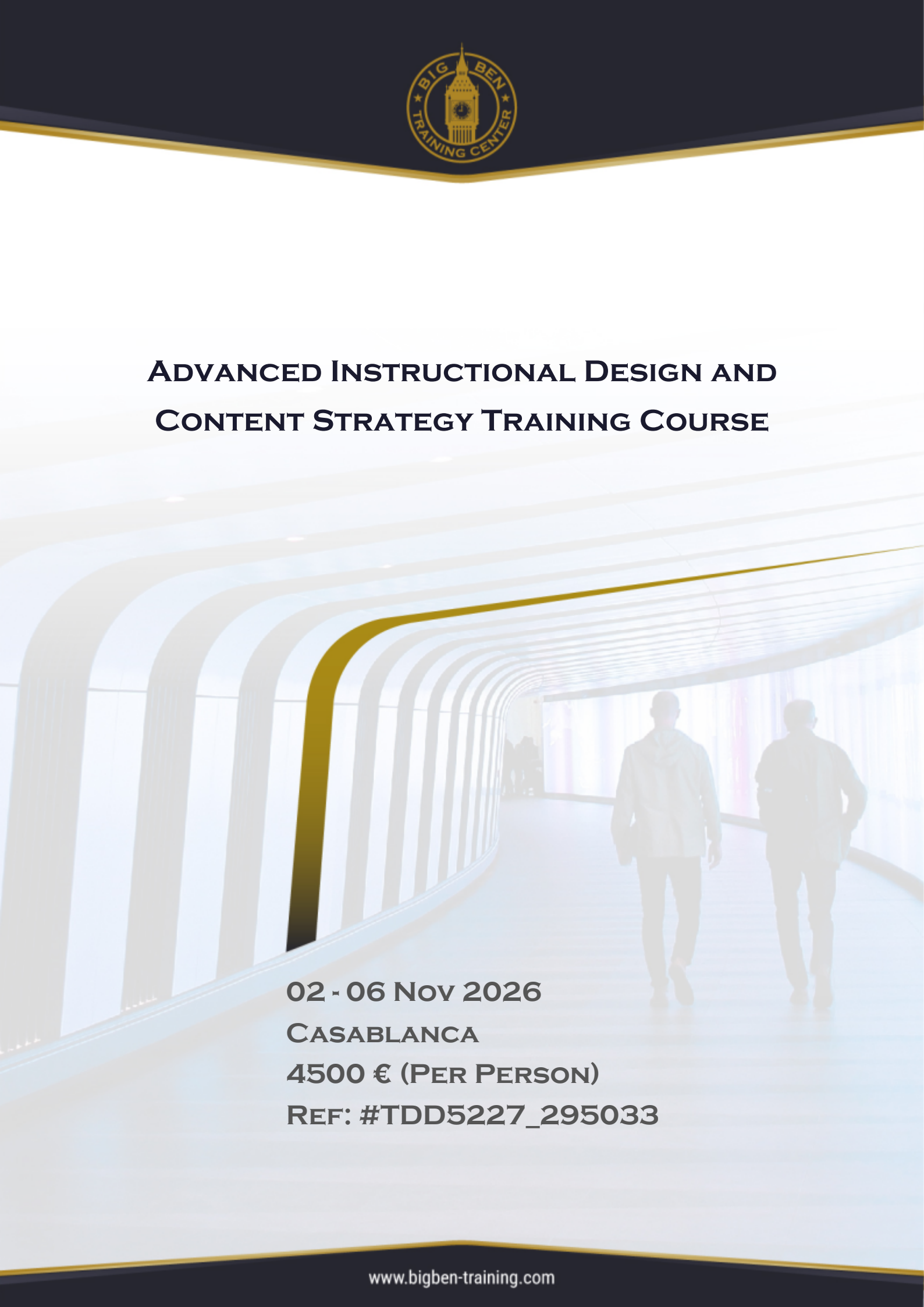
# Advanced Instructional Design and Content Strategy Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #TDD5227_295033

## Course Introduction / Overview:

This comprehensive training course delves into the critical intersection of instructional design and content strategy, providing a holistic framework for creating impactful and effective learning experiences. In today's rapidly evolving corporate landscape, simply creating training materials is insufficient; success hinges on a strategic approach to content that aligns with both learner needs and organizational goals. This program moves beyond traditional models to explore a dynamic synthesis of pedagogical principles and content lifecycle management. Drawing upon the foundational work of theorists like Robert Gagné, whose "Nine Events of Instruction" provides a structured approach to designing instruction, the course equips participants with a robust toolkit. We will explore concepts discussed in seminal texts such as "The Essentials of Instructional Design" by Abbie H. Brown and Timothy D. Green, translating theoretical knowledge into practical, real-world application. BIG BEN Training Center has meticulously designed this curriculum to empower professionals to not only design instruction but to architect entire learning ecosystems that are engaging, measurable, and strategically sound, ensuring a significant return on investment for any organization. Participants will leave with the ability to manage learning content as a critical asset, driving performance and fostering a culture of continuous improvement.

## Target Audience / This training course is suitable for:

- Instructional Designers.
- Learning and Development (L&D) Specialists.
- Corporate Trainers and Facilitators.
- E-learning Developers.
- Curriculum Planners and Developers.
- Content Strategists and Managers.
- Human Resources Managers and Business Partners.
- Technical Writers creating training documentation.
- Subject Matter Experts involved in content creation.
- Training and Development Managers.

## Target Sectors and Industries:

- Technology and Information Technology.
- Healthcare and Pharmaceuticals.
- Banking, Finance, and Insurance.
- Telecommunications.
- Consulting and Professional Services.
- Manufacturing and Engineering.
- Retail and Customer Service.
- Government Agencies and Public Sector Organizations.
- Non-Profit and Educational Institutions.

## Target Organizations Departments:

- Human Resources.
- Learning and Development.
- Training and Employee Onboarding.
- Product Development and Management.
- Customer Support and Success.
- Sales Enablement.
- Corporate Communications.
- Compliance and Regulatory Affairs.
- Information Technology.

## Course Offerings:

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

- Analyze learning needs to develop a targeted and effective content strategy.
- Apply core instructional design models such as ADDIE, SAM, and Gagne's Nine Events of Instruction.
- Design and develop engaging learning materials using various formats, including e-learning, video, and microlearning.
- Integrate adult learning principles (andragogy) to maximize learner engagement and knowledge retention.
- Create comprehensive storyboards and design documents for complex learning projects.
- Develop a content governance plan to manage the entire lifecycle of learning assets.
- Implement evaluation strategies using models like the Kirkpatrick Model to measure training effectiveness.
- Utilize learning analytics to gain insights and drive continuous improvement of training programs.
- Ensure learning content is accessible and compliant with universal design principles.
- Align training initiatives directly with strategic business objectives and demonstrate ROI.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their new skills in a professional context. We believe that learning is most effective when it is an active process, not a passive one. Therefore, this course moves beyond traditional lectures and focuses on a blended approach that includes expert-led presentations, in-depth case study analyses of real-world instructional design challenges, and collaborative group workshops. Participants will engage in hands-on activities, such as developing a needs analysis, creating a content storyboard, and designing an evaluation plan. Team-based projects will simulate real-world scenarios, fostering problem-solving skills and encouraging peer-to-peer learning and feedback. Interactive sessions, Q&A panels, and facilitated discussions are woven throughout the five days to encourage critical thinking and the sharing of diverse perspectives. Our expert facilitators provide continuous guidance and personalized feedback, ensuring each participant masters the core competencies of instructional design and content strategy. The emphasis is on learning by doing, transforming theoretical knowledge into tangible, job-ready skills.

## Course Agenda (Course Units):

### Unit One: Foundations of Instructional Design and Learning Strategy

- Introduction to Instructional Systems Design (ISD).
- Comparing and contrasting ADDIE and SAM models.
- Exploring adult learning theories (Andragogy vs. Pedagogy).
- Applying Bloom's Taxonomy to write effective learning objectives.
- Gagné's Nine Events of Instruction as a design framework.
- Conducting a comprehensive training needs analysis.
- Aligning learning strategy with organizational business goals.

### Unit Two: Developing a Strategic Content Framework

- The role of content strategy in learning and development.
- Audience analysis and learner persona development.
- Mapping the learner journey from novice to expert.
- Content curation versus content creation strategies.
- Developing a content governance and maintenance plan.
- Writing for instruction and clarity.
- Structuring content for optimal cognitive load and retention.

### Unit Three: Designing Engaging and Interactive Learning Experiences

- Principles of user experience (UX) in learning design.
- Storyboarding and prototyping for e-learning modules.
- Integrating multimedia elements like video, audio, and graphics effectively.
- Introduction to gamification and serious games for engagement.
- Designing effective microlearning and performance support assets.
- Creating scenarios and simulations for skill practice.
- Ensuring accessibility and inclusivity in learning design (WCAG).

## Unit Four: Technology, Tools, and Implementation

- Overview of the learning technology ecosystem.
- Understanding Learning Management Systems (LMS) and Learning Experience Platforms (LXP).
- Key considerations for selecting authoring tools.
- Introduction to technical standards like SCORM and xAPI.
- Strategies for designing effective blended learning programs.
- Best practices for mobile learning (m-learning) design.
- Managing and collaborating with subject matter experts (SMEs).

## Unit Five: Measuring Impact and Driving Continuous Improvement

- Introduction to the Kirkpatrick Model of training evaluation.
- Exploring the Phillips ROI Methodology for measuring business impact.
- Using learning analytics to understand learner behavior and outcomes.
- Designing effective assessments, quizzes, and knowledge checks.
- Gathering and analyzing qualitative feedback from learners.
- Creating a framework for iterative design and content updates.
- Presenting the value of training initiatives to stakeholders.

# 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:

As learning becomes increasingly personalized through AI and analytics, how can instructional designers balance data-driven content adaptation with the need to ensure a consistent and equitable learning experience for all employees?

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

This course distinguishes itself by uniquely integrating the two critical disciplines of instructional design and content strategy into a single, cohesive framework. While many programs focus solely on the mechanics of creating instructional materials, this course elevates the participant's role to that of a strategic architect of learning ecosystems. We emphasize the "why" behind the "how," teaching participants to align every piece of learning content with overarching business objectives and manage it as a valuable organizational asset throughout its lifecycle. The curriculum is built on a foundation of practical application, moving beyond abstract theories to immerse participants in real-world case studies, collaborative projects, and problem-solving scenarios that mirror the challenges they face in their roles. Rather than focusing on specific, transient software tools, we cultivate a deeper, tool-agnostic skill set in design thinking, learner empathy, and strategic analysis. This approach ensures the skills learned are durable and adaptable to future technological shifts. The focus on learning analytics and demonstrating a tangible return on investment equips participants to effectively communicate the value of their work to senior leadership, positioning them as key contributors to organizational success.