

**#SUCCESSFUL
CORPORATE LEARNING**
TWEET

**Instructional Design
for Today's Professionals**

**VICKI HALSEY, S. CHRIS EDMONDS,
and MITCHELL LEVY**

FOREWORD BY KEN BLANCHARD and MARGIE BLANCHARD

BOOK 03

A THiNKaha® BOOK

#SUCCESSFUL CORPORATE LEARNING

tweet Book03

Instructional Design for Today's Professionals

Book Excerpt

**By Vicki Halsey, S. Chris Edmonds,
and Mitchell Levy**

Foreword by

Ken Blanchard and Margie Blanchard



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Instructional Design for Today's Professionals



Foreword by Ken Blanchard and Margie Blanchard

Learning is one of the four key values that drive the success of the Ken Blanchard Companies. This splendid book focuses on bringing out the brilliance of the learners. It profoundly shifts the mindset and practices of leaders, teachers, and coaches to create powerful environments where learning transformations connect, inspire, and ENGAGE!

Ken Blanchard

Co-author of *The One Minute Manager*[®]
and *Leading at a Higher Level*

Margie Blanchard

Co-founder of
The Ken Blanchard Companies

Section I: Instructional Design and the Brilliance Learning System



Section I

Instructional Design and the Brilliance Learning System

Today's employees need engaging and inspiring instructional design. To meet current and future challenges, they must be inspired, connected, and engaged to the power and purpose of what they are learning. In this section, the authors will introduce the Brilliance Learning System to highlight the best practices of creating learners who are newly skilled and excited to apply their learnings.

1

Bringing out the brilliance that drives transformations is the art and science of teaching.

2

People are naturally brilliant in their own unique ways. Compelling learners to facilitate their full potential inspires transformation.

3

Anyone who seeks to bring out the best in others is a teacher. Great teachers help make learners brilliant!

4

Great instructional design leverages purposeful content through learner-centered, active engagement.

Section II: People



Section II

People

This section underscores the primary “customer” of engaging instructional design: PEOPLE. When we say people, we are referring to learners and teachers. In this section, you will focus on what you need to know to ensure you understand what energizes, focuses, and enables individuals to best learn so as to be able to use the learning in action. The underlying premise of the Brilliance Learning System is that *whoever is doing the teaching is doing the learning*. Here we’ll provide designers with tools to rebalance the typical learning equation to ensure that 70 percent of the teaching, talking, and practicing is done by *learners*.

29

Brilliance is an outcome
only when the teacher's
vision inspires the
learner's willingness to
collaborate and focus
attention and energy.

30

Great teachers are loving
yet demanding. They
know what must be taught
& are masters at requiring
individual learners to
embrace new skills.

Section III: Content



Section III

Content

The clarity and relevancy of content—crafted into a meaningful model—is the foundation of interactive and sustained learning by course participants. Once you know exactly who you are teaching and their learning preferences, your next focus is on exactly WHAT you want them to learn and do with that knowledge. This section presents ideas and tools to help designers focus on creating simple, digestible pieces and using concrete examples to make their content SING!

57

Content alone doesn't transform learners. Designers must engage learners via curiosity, possibility, and concrete application.

58

The learners' personal experiences are powerful bridges between what they do NOW and what the content might enable them to do NEXT.

59

Great learning design presents a customized model or framework that organizes the content into a simpler prompt for desired behaviors.

60

Present content in small chunks or building blocks that, over the course of the class, fill out your model and framework.

Section IV: Design



Section IV

Design

After you have a clear picture of learner preferences, and have sketched out the exact content that will meet learners' needs, shift your focus to instructional design or to HOW you are going to ensure their success. This section presents ideas on how to make certain that the three elements of the Brilliance Learning System (People, Content, Design) are implemented in the learner experience from start to finish. We will cover how to energize learners, create relevant tools to drive learning, link learning to learners' responsibilities, and enable application and practice in learners' real world.

85

Brilliant design energizes, provides content navigation, generates meaning, applies to the real world, celebrates, and extends learning.

86

Designers build learning experiences that capture learners' attentions and align the content with each learner's unique interests.

87

Active learning techniques—like novelty, creativity, and playfulness—renew focus and energize personal application.

88

A brilliant design puts learners into active experiences quickly and often, enabling them to embrace and label new concepts.

Section V: Be Brilliant!



Section V

Be Brilliant!

This closing section provides numerous strategies for helping participants celebrate how much they have learned. This deepens their neural connections, thus aiding retention and moving learning to action. It includes methods and assessments that ensure that learners are doing the teaching, personal connections are built, and that learners develop skills that ultimately unleash positive changes in their behavior and improvements in day-to-day work relationships.

138

We are in the midst of a learning revolution. Learners seek critical information. Leaders seek peak performers who have that information.

139

We cannot afford to let a new idea get away. Optimal learning design invites as well as shares information.

140

Skills matter.

Accomplishment matters.

Design matters. LEARNERS

matter. Create Brilliance!

About the Authors



Vicki Halsey, PhD, is the vice president of applied learning at The Ken Blanchard Companies. Vicki is the author of the bestselling book *Brilliance by Design*, and co-author of the bestselling books *The Hamster Revolution* and Blanchard's *Leading at a Higher Level*. She co-authored Blanchard's Legendary Service program and its award-winning Situational Leadership® II eLearning program. Vicki has led leadership and service initiatives at hundreds of Fortune 500 organizations such as Microsoft, Wells Fargo, Nike, Gap, Chick-fil-A, and Procter & Gamble. Visit her website at <http://www.vickihalsey.com> or email her at Vicki.Halsey@kenblanchard.com.



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Mitchell Levy, CEO of Happy About® and Chief Evangelist of Gurus4Media, has started and run fifteen firms and partnerships since 1997. He and his team's focus are to help experts turn into gurus. He is a physical and eBook publisher (200+ titles), author of sixteen business books, business consultant, strategist, connector, educator, and prognosticator helping companies succeed by putting tools in the hands of corporations and individuals to allow them to create their own successes. He has an extensive network which he taps into to drive success for those around him. Mr. Levy is a frequent media guest and a popular speaker, lecturing on business and management issues throughout the U.S. and around the world. In addition to the companies/joint ventures he's started, Mr. Levy has provided strategic consulting to over 100 companies, and, through CEO networking groups, has advised over 500 CEOs on critical business issues.

After earning his MBA from the College of William and Mary, he spent thirteen years working for corporations in IT, Finance, and Operations. He then spent fifteen years as an entrepreneur creating fifteen companies and strategic partnerships, including Happy About in 2005 and THiNKaha® in 2007. Mr. Levy is also a partner of the physical networking firm CXOnetworking, co-director of College Open Textbooks, and is chairman of the board of directors of Rainmaker Systems (NASDAQ: RMRK). He lives with his wife and son in Silicon Valley.

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**#SUCCESSFUL CORPORATE
LEARNING TWEET**
Create **BRILLIANT** Learners Who
Translate Ideas into Workplace **ACTION**

"The Brilliance Learning System plays a fundamental role in the creation of *all* our training. The ENGAGE model revolutionizes the learner experience in meetings, workshops, and off-sites."
Marcus Buckingham, CEO, The Marcus Buckingham Company, Author of numerous *New York Times* bestselling books including *Go Put Your Strengths to Work*

"Passionate learners drive organizational success. Powerful instructional design drives passionate learning! This concise book helps you ENGAGE learners with *luv*!"
Colleen Barrett, President Emeritus, Southwest Airlines, Co-author, *Lead with LUV*

"Start a learning and performance revolution! Vicki, Chris, and Mitchell's book will help your learners THRIVE!"
Marshall Goldsmith, World-renowned Executive Coach, Author of *New York Times* bestsellers *Mojo* and *What Got You Here Won't Get You There*



Dr. Vicki Halsey, VP of Applied Learning at The Ken Blanchard Companies, is an author and speaker who designs and delivers optimal leadership and learning experiences for many Fortune 100 clients. Her book *Brilliance by Design*, challenges preexisting paradigms on teaching and learning with the objective of helping people achieve their goals through powerful learning.

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