

Partnering for Performance

What an Instructional Systems Designer Does

Your ISD bridges the gap between how your team is performing now & how they need to perform to meet business goals. **How do they do this?** By designing learning experiences & tools that ensure people have the specific skills, mindset, & physical ability to do their jobs effectively.

Problems Your ISD Is Brought In to Solve

The ISD goal is to solve performance gaps, not just "training requests." Reach out to your ISD when:
New Hire Speed: New employees are taking too long to become fully productive.
High Error Rates: A specific process is resulting in too many mistakes or safety risks.
Skill Gaps: Staff struggle to use a new system, follow new regulations, or lead teams.
Consistency Issues: Different teams are doing the same task in different (& sometimes incorrect) ways.

How ISDs Approach the Work

ISDs use a science-based process to ensure the solution actually works:



What ISDs Produce

ISDs provide the roadmap & the vehicle for improvement.

Deliverables: Performance maps, storyboards for digital learning, instructor guides, student workbooks, & "at-the-desk" job aids.

Non-Deliverables: ISDs do not automatically build a course for every request. ISDs also do not "make PowerPoints look pretty" if the content doesn't help people perform better.

How to Work With ISDs Effectively

To get the best results, your ISD needs:

The "Do," not the "Know": Tell me what you want people to do differently on Monday morning, not just what they should *know*.

SME Access: ISDs need time with your Subject Matter Experts to capture their "secret sauce."

Honest Data: Share the real numbers or feedback that show there is a problem.

Clear Ownership: One person who can give final approval on content accuracy.

Common Misconceptions

Misconception: Training is a "quick fix" for every problem.

Reality: Training only fixes a lack of skill. It cannot fix bad management, low morale, or poor software.

Misconception: The more information we give them, the better.

Reality: "Information dump" causes brain overload. ISDs keep content focused only on what is necessary to do the job.

Misconception: Success is "completing the course."

Reality: Success is a measurable change in job performance.

Signals That Training May Not Be the Answer

Sometimes, a course is a waste of time & money. Training is likely **not** the answer if:

If you offered an employee \$1,000 to do the task correctly right now, could they do it? If yes, they don't need training; they need better motivation or fewer obstacles.

The "Gun to the Head" Test

Broken Tools

The software or equipment they use is slow, buggy, or confusing.

People know what to do but don't have the time or authority to do it.

Resource Gaps

Incentives

People are actually being rewarded (knowingly or not) for doing the task the wrong way.