

Learning Experience Design — The VALIDD[®] Way

Learning that means Business

In corporate learning, all too often, it is content that is allowed to determine the context of the learning. Everyone labors under the misconception that improving the content in terms of its presentation would better the learning process. However, learning always was and continues to be an experience made up of interconnected insights gained by the learner as a result of engagement with the content, in the context of reality as interpreted by the cognitive processes.

Each learning experience constructs a mental model of the reality at hand that includes an approach to deal with that reality, with the three constituents:

Content (the Artifacts), **Context** (the Direction of Motivation), and **Cognition** (the Thoughts that construct Meaning). The need of the hour is learning that focuses on performance outcomes — where the context of the learning helps determine the content. Effective learning therefore is that which stimulates thought for action.

2KnowBiz's **Visually-Aided Learning Insights Design and Development (VALIDD[®])** methodology is uniquely geared to increase learning effectiveness, and results in dramatically reduced timelines for development and deployment.



The VALIDD[®] Methodology

VALIDD[®] leverages the following components to create learning insights that are focused on outcomes, centered on engaging the learner's mind and performance-oriented:

Performance Modeling: Performance modeling includes a cause-and-effect analysis of on-the-job performance, and correlating gaps therein. Using performance modeling, VALIDD sets standards for post-learning performance outcomes and provides a basis for projecting the impact of learning on the performance of the learners. Once the performance standards are set, it becomes easy to assess the learning path needed to bridge the performance gaps. Performance modeling also helps emulate and propagate the best practices of performers. This improves the predictability of the learning outcome.

Balance of Consequences (BoC[®]): VALIDD[®] uses the BoC[®] session to identify the set of Instructional Strategies that invite the most appropriate learning response from the target audience. The BoC is the Affective Analysis of the audience: the feelings of the learners are captured and analyzed, and integrated strategies are developed to address every feeling or influence, whether positive or negative, potential or certain. The instructional strategies can then be crafted with the specific goals of retaining Current Positives, translating Current Negatives, avoiding New Negatives, and ensuring New Positives.

Information Mapping: Information Mapping™ is a trademarked method to write and structure information. Using Information Mapping™, VALIDD[®] captures all knowledge and classifies it into seven information types:

1. **Procedure:** A task or number of steps leading to a result
2. **Process:** Describes why a task is done
3. **Structure:** Describes the structure of a physical, material object
4. **Concept:** Describes an idea, a concept
5. **Principle:** A policy, rule telling what is allowed and what not
6. **Fact:** Proposition without proof/argumentation
7. **Classification:** Sorting of chunks/units into classes

VALIDD[®]

- Performance modeling
- Balance of Consequences[®]
- Information mapping™
- Learning domains
- Visual organizers
- Rapid design and development process

Learning Domains: While framing performance objectives, VALIDD® considers each of the three learning domains – the Cognitive, the Affective and the Psychomotor. VALIDD® uses the learning domain levels to determine the performance goals behind any learning objective:



Cognitive Learning Domain

1. Know (Goal: Recall & Recognize)
2. Comprehend (Goal: Understand and Explain)
3. Apply (Goal: Use and Put into Practice)
4. Analyze (Goal: Breakdown and interrelate)
5. Synthesize (Goal: Create & Build)
6. Evaluate (Goal: Judge & Decide in Context)

Affective Learning Domain

1. Receive (Goal: Create Openness & Willingness)
2. Respond (Goal: Initiate Reaction & Participation)
3. Value (Goal: Express Opinions)
4. Resolve (Goal: Reconcile Internal Dissonance & conflict)
5. Internalize (Goal: Adopt and characterize)

Psychomotor Learning Domain

1. Imitate (Goal: Observe & Replicate)
2. Manipulate (Goal: Reproduce from Instruction or Memory)
3. Master (Goal: Execute precisely and independently)
4. Articulate (Goal: Adapt & Integrate Expertise)
5. Naturalize (Goal: Unconscious Competence)

Visual Organizers: VALIDD® uses interactive visual thinking tools and organizers to capture, analyze, organize and communicate ideas and information effectively. Mind mapping and concept mapping tools are used extensively for design of instruction right down from the content outline to the story board. And tools such as Cause-Effect Diagrams, Prioritization Matrices, Process Flow Charts, Affinity Diagrams and System Thinking Loops are leveraged during analysis. These tools make it easier to organize, understand, validate, and recall knowledge and information.

Rapid Instructional Design and Development: VALIDD® integrates the power of Instructional Patterns and Templates with the power of rapid e-learning design and development process for creating learning that has critical development timelines, goes out of date quickly, or changes frequently. Some of the approaches used to build these design patterns and templates are:

- Thinking Organizers such as PMI (Positive, Minus, Interesting), Values Lines Thinking/Emotions, EBS (Examine Both Sides) and Place Mats
- Concatenated rule-based scenarios
- Learning mazes and games
- Decision trees and matrices
- Forced Analogies and Think, Pair, Share Technique
- On-the-job performance aids

About 2KnowBiz

TKB Learning Services Pvt. Ltd. is a **Workplace Learning and Performance Integrator** based in New Delhi, India with development facilities in Mumbai and New Delhi. Team 2KnowBiz brings several decades of intensive global experience in management, operations and people. Our solutions leverage best practices that integrate business goals with people performance measures through our POLES® framework. Our passion is **Learning that means Business**.

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