

# dashLabs



Case Study for



eLearning Certificate Training

2015 - 2016

## DASHLABS ENGAGEMENT WITH THE ASSOCIATION FOR TALENT DEVELOPMENT

### **Summary**

#### ***About ATD***

The Association for Talent Development (ATD) is a global professional membership organization dedicated to empowering learning and development professionals to drive results for their organizations. Formerly known as the American Society for Training and Development, ATD offers resources, tools, and networking opportunities to help L&D professionals stay up-to-date on the latest trends and best practices in the industry. ATD also provides professional development opportunities, including conferences, webinars, and certifications, to help individuals build their skills and advance their careers.

#### ***About the Project***

Today, the Association for Talent Development (ATD) offers a professional development program called the Adult Learning Certificate, which was designed and developed as a collaborative effort that involved DashLabs instructional designers, eLearning developers, multimedia specialists, consultants, and subject matter expertise. The course was to be ATD's first ever certification that learning and development professionals can earn via an online training platform. This certificate program was developed to help trainers and instructional designers enhance their skills and knowledge in the area of adult learning. The program covers topics such as adult learning theory, needs assessment, instructional design models, e-learning development, and training delivery methods.

#### **DashLabs' Founder, Mina Johan, personally stepped in as a subject matter expert to write the Needs Assessment section of this still-thriving, highly demanded certificate program!**

Participants in the Adult Learning Certificate program learn how to design and deliver effective training programs that engage and motivate adult learners. They also learn how to evaluate the effectiveness of their training programs and make improvements based on feedback from learners and stakeholders.

The Adult Learning Certificate program is delivered through a combination of online and in-person instruction, and participants can earn continuing education units (CEUs) for completing the program. The program is designed for trainers, instructional designers, and other professionals who are responsible for developing and delivering training programs for adult learners.

#### ***The DashLabs Approach***

When engaged to work on this project, it was moving away from its analysis phase, where learning objectives and content aligned was assumed to have been completed. However, the client was struggling to find consistency across content development efforts as storyboarding and instructional alignment had been inconsistent in style, quality, and adherence to the original vision for the segments. DashLabs offered to reconstruct the previously developed analytics and re-write the learning objectives, re-map, re-sequence, and re-align. DashLabs developed tools and templates to enhance consistency and uniformity in development efforts, including deliverables that simplified the review and feedback cycles with stakeholders.

As a very well-respected leader in the learning and development industry, ATD understood that it sets the bar for the high standard of instructional design they are to present and instruct. They wanted to go away from the canned feeling of an encased media player that allows learners to click through each lesson. Instead, they opted for a mixed-media format that allowed for the content to spread across a learning path as the learner enters into different learning experiences supported by media elements that were best suited to drive the key points forward.

As this program is still offered nearly a decade after engagement, this project is one that DashLabs proudly presents as a key indicator of not only our expertise in our field of work as evidenced in having authored content that L & D professionals seek out to certify their skills, but also as contributors to ever advancing field of EdTech.

Scenes (snapshots purposefully blurred to protect copyright)

See course offering online HERE: <https://www.td.org/education-courses/adult-learning-certificate>



CERTIFICATE PROGRAM



## Adult Learning Certificate

*The foundational course for those who teach and develop lifelong learners.*

Gain foundational knowledge of the theories and cognitive science principles underlying adult learning in the workplace to design, build, and facilitate learning with greater impact.



**Credits:** CEU 1.4 **MORE**    **Level:** Capable    **Role(s):** Trainer/Facilitator **MORE**  
**Language(s):** English    **Capability Area(s):** Learning Sciences **MORE**