

Learn More About...

Instructional Design



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As our name implies, PowerTrain creates powerful training. With everything from training needs analysis, design, and development through implementation and evaluation—we've got you covered. We develop highly interactive and cost-effective online, classroom, and blended training solutions, performance interventions, games, simulations, scenario-based and other animations, engaging interactions, and mobile apps. Our goal? Improving the productivity, performance, safety, health, and job satisfaction of your employees.

PowerTrain understands how adults learn.

Using the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) Instructional Systems Design (ISD) model—and our own professional expertise in training design and development—we deliver custom products that produce measurable performance improvements. We analyze training and resource requirements, performance outcomes, and target audience needs, developing specific behavioral objectives, observable proficiency measures, and effective training solutions!

In addition to creating training products using the ADDIE model, the PowerTrain team uses an internally developed process referred to as the Rapid Agile Development System (RADS). The RADS process reduces overall development time by insuring that the client is involved throughout the development process, requiring less revision at the end of the evaluation phase. RADS has been proven to reduce development time, making products cost-effective and available to learners sooner.

We write for your audience.

Developing technical courses at an overly detailed level can result in long, simplistic training, while skipping over knowledge and skills not resident in the target population results in performance gaps. Our experienced instructional design team has successfully worked through these issues on numerous courses using a proven workflow process. We use a multistep training development process: a marriage of the ISD model and excellent project management practices. Through our process, we create training solutions that improve job performance, enhance training efficiencies, and reduce training costs.

Our team's instructional strategies are developed to ensure that instruction is geared toward the target audience. We ensure that the training is relevant and attractive to those required to complete it. We are committed to designing training that inspires learners to be involved and engaged.

We work with your team.

PowerTrain's approach to ISD consists of working closely with you and your subject matter experts to best understand your desired course outcomes. If you already know what your organizational training needs are, we'll develop a sound and engaging product for you. If not, we start by working with you and analyzing what is to be learned, planning an intervention that establishes the conditions for learning, and producing and refining highly engaging and interactive content until the specified performance objectives are met. Finally, we evaluate the outcomes, helping you make improvements within your organization.

When you're ready, give us a call.

For more information on PowerTrain's instructional design process, contact:

Lisa Sergent

Vice President

(606) 780-0196

LSergent@powertrain.com