Transformation Pillar:
Talent Architecture & Capability Development

Advanced Instructional Systems Design (ISD)

From Learning Events to Complete Learning Solutions

COURSE OVERVIEW

Experienced talent development professionals rarely struggle with the mechanics of instructional design. They struggle with what happens at its edges: learning designed as a single event when performance depends on practice and reinforcement over time; technical and operational content that arrives as procedures, standards, and expert knowledge rather than teachable material; and solutions that are complete on paper but never tested as one coherent learner experience.

This three-day advanced program builds on the foundations of instructional design (ADDIE, needs assessment, learning objectives, instructional methods, course maps, design documents, and evaluation) and deliberately does not repeat them. It concentrates on learning architecture, technical content transformation, and practice and performance support, and on the design judgment that separates an experienced designer from a competent one. AI runs through every module as a working partner under human design judgment.

This program is delivered by world-renowned HR transformation expert, consultant, and author, **Mostafa Azzam**, who designs and delivers learning programs for organizations across the GCC.

COURSE OBJECTIVES

By the end of this program, participants will be able to:

- **Extend** a single learning event into a complete learning journey.
- **Allocate** learning components across classroom, virtual, digital, social, and on-the-job environments.
- **Produce** a curriculum map and a reusable design blueprint.
- **Sort** technical and operational information into three tiers: memory, pre-work, and job aids.
- **Convert** procedures and expert knowledge into clear, learner-centered content.
- **Design** realistic scenarios and simulations with decision points and consequences.
- **Facilitate** structured debriefs using What? So What? Now What?
- **Design** job aids and performance support for the point of need.
- **Use** AI tools to draft content faster, and check every output against the source.
- **Evaluate** a complete learning solution, from business outcome to evidence.

COURSE METHODOLOGY

This program follows our decision-centered learning design, combining:

- **Opening Challenge:** A live quiz that connects what participants already know to the design problems ahead.
- **Expert-Led Briefings:** Short inputs focused on design decisions rather than theory.
- **Running Case:** A fictional GCC power and water distribution company, worked through in design teams over four episodes, each building on the last.
- **Hands-on Design Sessions:** Each produces a design artifact: a learning journey map and blueprint, a converted content sample, a scenario with its debrief guide, and a job aid.
- **AI Accelerators:** AI tools applied in every module, then consolidated into a governed AI-assisted development workflow.
- **Ready-to-Use Templates:** A full templates pack participants can apply immediately.
- **Capstone Project:** Assemble and peer-review an integrated learning solution, with an AI assistant as the final reviewer, and plan its first use on a real project of your own.

WHO SHOULD ATTEND

This program is designed for:

- Instructional Designers, Learning Specialists, and Learning Business Partners
- Technical Trainers and Training Supervisors
- L&D Professionals who commission, review, or quality-assure learning solutions
- Training and Talent Development Professionals with a foundation in instructional design

An advanced program: it assumes working familiarity with ADDIE, learning objectives, instructional methods, and course design documents.





linkedin.com/in/mostafaazzam
YouTube channel
WhatsApp @MostafaAzzam.Ai
WhatsApp @MostafaAzzam.HR
training@thehrtalent.com
training@mostafaazzam.net
training.development@yahoo.com
www.thehrtalent.com