CONCEPT

Instructional Design Training Course: ADDIE and SAM for Corporate Programmes

25 – 29 October 2027
Amsterdam - Zuidas business district hotel



Instructional Design Training Course: ADDIE and SAM for Corporate Programmes

Ref: 1558_25131 **Date:** 25 – 29 October 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Instructional design training on ADDIE and SAM for corporate programmes is the subject of this 1-week course for learning and development specialists, instructional designers and subject matter experts, who produce a Programme Design Document and a sample module for a case training programme. Organisations lose budget and credibility when programmes are assembled from slide decks rather than from analysed performance gaps, measurable objectives and aligned assessment. Nominees already build or contribute to training content at work, and teaching is by case study on real briefs, task analyses and draft modules. CoreConcept Training Center delivers this instructional design course.

Course Objectives:

- Convert needs, task and learner analysis findings into a documented design brief for a corporate programme
- Write measurable performance objectives at the right Bloom's taxonomy level and map them to assessment items
- Structure programme architecture, module sequence and blended modality choices using ADDIE and SAM
- Design practice activities, case studies, storyboards, facilitator guides, participant guides and job aids
- Plan a pilot, formative review and evaluation approach and manage subject matter expert input
- Produce a Programme Design Document and sample module that pass a design quality checklist

Target Audience:

- Specialists who analyse performance gaps and specify corporate training solutions
- Designers who turn approved briefs into modules, materials and assessments
- Subject matter experts who supply content and review training programmes in their field
- Learning coordinators who manage programme development with internal and external contributors
- Trainers moving from delivering sessions to designing whole programmes

Course Outline:

Day 1: Instructional Design Foundations and Analysis Inputs

- Instructional Design Role in Corporate Performance Improvement
- Needs Analysis Findings Converted Into Design Requirements
- Hierarchical Task Analysis for Job Procedures and Decisions
- Learner Persona Profiles Covering Prior Knowledge and Context
- Design Brief Template Agreeing Scope, Constraints and Sponsors

Day 2: ADDIE, SAM and Objective Writing Frameworks

- ADDIE Phases, Outputs and Sign-Off Gates Mapped
- SAM Savvy Start and Iterative Prototype Cycles
- Choosing Between ADDIE and SAM by Project Risk
- Bloom's Revised Taxonomy Verbs for Performance Objectives
- Objective Condition and Criterion Statements Tested for Measurability

Day 3: Programme Architecture, Methods and Practice Design

- Programme Architecture Map Linking Modules to Objectives
- Gagne's Nine Events Applied to Module Sequencing
- Blended Modality Selection Matrix for Classroom, Virtual and Workplace
- Scenario-Based Practice and Case Study Construction Method
- Storyboard Template for Module Flow and Media Notes

Day 4: Assessment Alignment, Guides, Job Aids and Pilots

- Assessment Blueprint Aligning Items to Objective Levels
- Facilitator Guide and Participant Guide Structure Standards
- Job Aid Formats Including Checklists and Decision Tables
- Subject Matter Expert Interview and Review Cycle Protocol
- Pilot Plan, Formative Review Log and Evaluation Design

Day 5: Case Study Build of the Programme Design Document

- Case Programme Brief Analysis and Task Inventory Review
- Case Objectives and Assessment Blueprint Peer Challenge
- Case Programme Architecture and Modality Decisions Defended
- Sample Module Storyboard and Guide Drafting Clinic
- Programme Design Document Completion Against Quality Checklist

Skills You Will Gain:

- Task Analysis
- Performance Objective Writing
- Programme Architecture Design
- Assessment Blueprinting
- Storyboarding
- Job Aid Design
- Subject Matter Expert Management
- Pilot and Evaluation Planning

Why Attend This Course:

- Deliver a Programme Design Document and sample module to the L&D manager and programme sponsor for approval
- Decide whether ADDIE or SAM suits a project, and which modality each module needs
- Avoid costly rework from vague objectives, misaligned tests and late subject matter expert changes
- Share the design brief, assessment blueprint and quality checklist templates with the wider learning team

Conclusion:

Back at work, the participant presents the Programme Design Document and sample module to the learning and development manager and the programme sponsor, who use it to approve scope, modules, modalities and assessment before development budget is released. Subject matter experts review content against the agreed objectives rather than reshaping the programme late. After the pilot of the first module, the team should review the formative review log and assessment results, then revise the design document, storyboards and job aids before wider rollout.

Frequently Asked Questions FAQ:

What should participants know before an instructional design course on ADDIE and SAM for corporate programmes?

Participants should already create, review or coordinate training content at work. No authoring software skills are needed. Bringing an anonymised brief, needs analysis or draft module from their organisation helps during the case study work.

How does this instructional design course on ADDIE and SAM differ from trainer delivery or e-learning development courses?

It focuses on designing whole corporate programmes: analysis, objectives, architecture, assessment, guides and design documents. Classroom facilitation skills and e-learning authoring tools are covered only lightly, as they belong to separate delivery and digital learning courses.

When is SAM a better choice than ADDIE in instructional design for corporate programmes?

SAM suits projects with unclear requirements, tight timelines or high stakeholder change, because rapid prototypes are reviewed early and often. ADDIE suits larger programmes needing formal phase sign-offs and documented analysis before development begins.

What does a participant take back from instructional design training on ADDIE and SAM?

A Programme Design Document with a sample module, plus templates for the design brief, assessment blueprint, storyboard, facilitator guide, job aids and a design quality checklist that the learning team can reuse.