



The Role of Instructional Design Today

Transcript Summary

Summary

- **Job titles and roles in L&D profession. [0:03](#)**
 - Shannon Tipton: Instructional designer, facilitator, virtual facilitator, and learning & development professional discuss their evolving roles.
 - Participants share their job titles: instructional designer, learning experience designer, training facilitator, and more.
 - Shannon Tipton and Douglas discuss the lack of consistency in job titles within the L&D profession, with various roles having different titles despite similar responsibilities.
 - The discrepancies in job titles and descriptions can make it difficult for organizations to understand the value of L&D positions, leading to potential elimination of positions.
 - Shannon Tipton and Douglas discuss how their roles as instructional designers have evolved, with a focus on the expanding responsibilities and unrealistic expectations of the position.
- **The value of instructional design in organizations. [8:59](#)**
 - Instructional designers struggle to convince upper-level leaders of their value and impact.

- Instructional designer creates business case to demonstrate need for additional help to avoid burnout and complete critical projects.
- Organizations struggle to understand the role of L&D professionals, leading to miscommunication and abuse of power.
- **Marketing and project management in training.** [14:49](#)
 - Shannon Tipton emphasizes the importance of marketing skills for learning and development professionals.
 - Instructional designer highlights the importance of quick wins in training development.
 - Shannon Tipton emphasizes the importance of agile thinking in project management, citing examples from her own experience.
- **L&D's role in business growth and future readiness.** [20:59](#)
 - Joyce shared how she built relationships with operators and supervisors by being visible and available during a training session, leading to increased buy-in and help for her projects.
 - Shannon agreed, highlighting the importance of relationship building, marketing, and product management in the future of L&D.
 - Shannon Tipton and Speaker 6 discuss the importance of future readiness in businesses, with Shannon mentioning an article by Josh Bernsen on adaptive learning organizations and the need for L&D departments to adapt.
 - Speaker 6 talks about a think tank program in their company where frontline workers submit suggestions to simplify processes, with a monetary reward associated with implemented ideas.
 - Shannon Tipton discusses the importance of tech acumen in business, suggesting that leaders need to understand how technology can help their business and providing insights on how to future-proof ID skills.
 - Maureen shares a personal experience where a training project received praise as the best training someone ever had, but was later realized to be a "lipstick on a pig" kind of project.
- **Reactive training and resource allocation.** [29:40](#)
 - Maureen negotiated a three-week training project with limited resources and a week's vacation planned.
- **Creating engaging e-learning content.** [30:50](#)

- Douglas emphasizes the importance of incremental progress in learning and marketing.
- Shannon and Maureen discuss the value of small wins in training, with Shannon agreeing that it's a "quick win" for all involved.
- **L&D professionals' role in leadership development.** [34:42](#)
 - Erica and Shannon discuss the challenge of collaborating with clients who are not open to iterative conversations and are set on their ideas, making it difficult to find solutions that truly address their pain points.
 - Shannon agrees and adds that there are always competing priorities and it's hard to know which ones to focus on, leading to frustration and missed opportunities for collaboration.
 - Shannon Tipton emphasizes the importance of sharing successes and leadership skills within L&D, even for those without a seat at the table.
 - Denise's comment on the high percentage of future skills in leadership highlights the need for L&D professionals to demonstrate leadership skills.
- **Measuring training effectiveness and using data analytics in L&D.** [40:38](#)
 - Kelly is frustrated that some training is not resulting in behavior change, leading her to question how to measure effectiveness and ensure training is tied to performance goals.
 - Kelly is working to get buy-in from others to prioritize future readiness and L&D initiatives, but progress is slow.
 - Shannon Tipton discusses using data to demonstrate leadership skills, citing examples like setting revenue goals and tracking progress.
 - Lakeisha McMurtry shares a strategy for influencing others without a seat at the table, involving direct leadership taking training and being held accountable for changes made.
- **Leadership skills, being helpful, and having a seat at the table.** [46:03](#)
 - Speaker 3 describes how creating performance support pages reduced HR coordinator and manager questions by providing clear instructions.
 - Shannon Tipton and others discuss frustration with not having a seat at the table in business decisions, leading to missed opportunities and order-taking roles.
- **Future readiness for instructional designers.** [51:02](#)

- Shannon Tipton discusses the importance of having important conversations and being comfortable inserting oneself in meetings, particularly for women who may be perceived as aggressive.
- Jason agrees and adds that finding alternative ways to stay informed and involved, such as inviting oneself to meetings, can be beneficial without being overbearing.
- Shannon Tipton discusses the future of instructional design and L&D roles, focusing on the importance of business acumen and consultative partnerships.
- Shannon Tipton is excited for the upcoming "Learn Something New" event in November, featuring speaker Dia Nuruddin, who will discuss storytelling and turning stories into learning.
- Unknown speaker(s) express their enthusiasm for the event and plan to attend, with some mentioning they will learn something new.