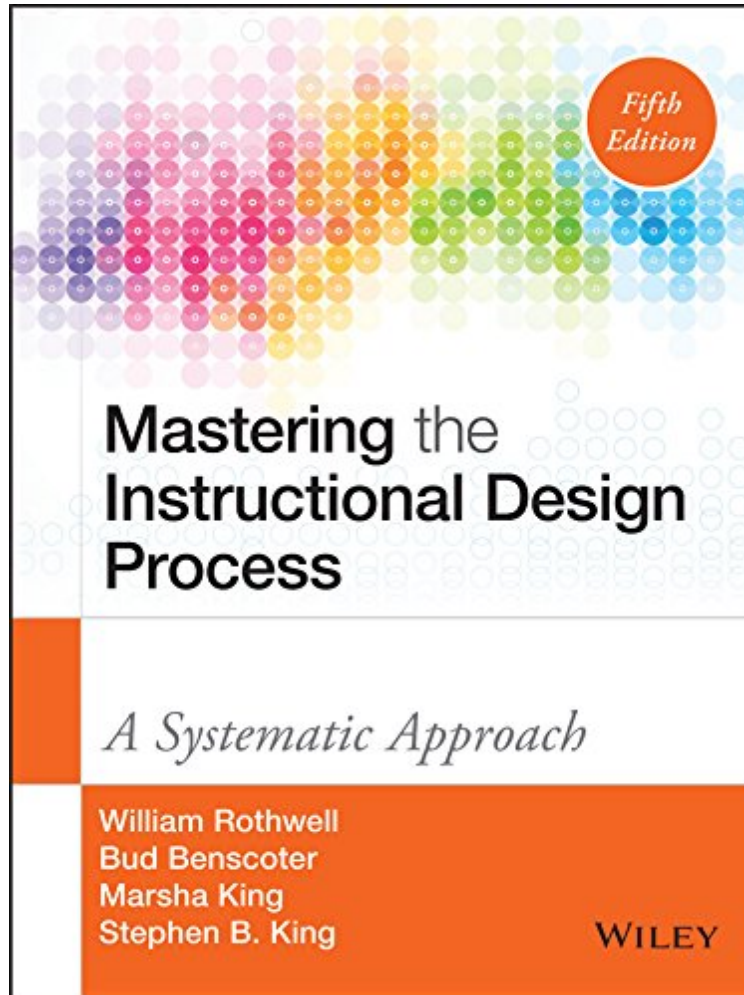


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Mastering the Instructional Design Process: A Systematic Approach

William J. Rothwell, Bud Bencoter, Marsha King, Stephen B. King

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A comprehensive framework for effective real-world instructional design Mastering the Instructional Design Process

provides step-by-step guidance on the design and development of an engaging, effective training program. The focus on core competencies of instructional system design helps you develop your skills in a way that's immediately applicable to real-world settings, and this newly updated fifth edition has been revised to reflect the new IBSTPI Competencies and Standards for Instructional Design. With a solid foundation of researched and validated standards, this invaluable guide provides useful insight and a flexible framework for approaching instructional design from a practical perspective. Coverage includes the full range of design considerations concerning the learners, objectives, setting, and more, and ancillaries include design templates, PowerPoint slides, lecture notes, and a test bank help you bring these competencies to the classroom. Instructional design is always evolving, and new trends are emerging to meet the ever-changing needs of learners and exploit the newest tools at our disposal. This book brings together the latest developments and the most effective best practices to give you a foolproof framework for successfully managing instructional design projects. Detect and solve human performance problems Analyze needs, learners, work settings, and work Establish performance objectives and measurements Deliver effective instruction in a variety of scenarios Effective training programs don't just happen. Instructional design is a complex field, and practitioners must be skilled in very specific areas to deliver a training program that engages learners and makes the learning 'stick.' Mastering the Instructional Design Process is a comprehensive handbook for developing the skillset that facilitates positive training outcomes.

From the Inside Flap For more than two decades, professionals, trainers, and students have relied on the expert advice in *Mastering the Instructional Design Process* to design, develop, implement, and evaluate high-quality learning programs. Now, this fully revised and updated Fifth Edition provides a solid framework for building and applying the instructional design competencies outlined in the newly released *Instructional Designer Competencies* guide by the International Board of Standards for Training, Performance, and Instruction (IBSTPIreg;). Through in-depth coverage of the core competencies of instructional systems design, complete with hands-on tools for immediate practice, this comprehensive resource provides everything you need to master the instructional design process. Step-by-step guidance fully prepares you to use the strategies and tools necessary to improve human performance at a level in line with the most highly respected minds in instructional design. With the full range of coverage inside, from basic concepts to advanced skills and concepts, you can: Detect and solve human performance problems Analyze needs, learners, work settings, and work Establish performance objectives and performance measurements Deliver instruction effectively to a variety of learners Manage complex projects successfully In addition to a wealth of convenient charts and tables for quick reference while assessing the learning needs of others, this true practitioner's guide also provides a full self-assessment instrument to highlight personal strengths and development needs to customize and improve your own instructional design. The team contributors for this edition is made up of active industry experts and provides you with exactly what they'd use in the field to set and achieve established training goals. Because meaningful learning doesn't just happen—*Mastering the Instructional Design Process, Fifth Edition*. From the Back Cover The Popular Framework for Instructional Design—Fully Updated and Expanded *Mastering the Instructional Design Process, Fifth Edition* provides a full suite of knowledge and tools for designing and developing engaging, meaningful learning programs every time. Expertly written and organized to jumpstart your skill development in the real world, this completely revised edition demonstrates how to succeed as an instructional designer in every environment, everywhere in the world, using a variety of delivery systems. Engaging learners and presenting material that "sticks" takes a very specialized skill set, and the quantitative results from extensive research done by the recognized authority on training, performance, and instruction validate the critical competencies covered inside. Use this instructional design system with confidence knowing your personal performance meets world-class standards. It brings together in one handy resource the latest trends and breakthroughs in the industry, as well as best practices for successfully managing instructional design projects in today's complex world. Packed with clarifying illustrations and timesaving tools, this dynamic guide gives you a distinct competitive advantage with: Insightful coverage of new trends affecting instructional systems design, including cutting-edge technologies, alternative design methodologies, and enhanced evaluation techniques A broadened perspective on the definition of "management" that includes project management as well as departmental and functional management concepts Increased focus on how non-instructional interventions may be the best solution Ready-to-use design templates, PowerPoint slides, lecture notes, and instructors' material, including sample syllabi *Mastering the Instructional Design Process, Fifth Edition* is your go-to solution for optimizing your instructional design skill set. About the Author WILLIAM J. ROTHWELL, PHD, SPHR, CPLP FELLOW, is a professor of Workforce Education and Development at Penn State University. An editor for the *International Journal of Training and Development*, he has authored, coauthored, edited, and coedited more than 93 books. G.M. (BUD) BENSCOTER, PHD, is the owner of GMB Performance Group and author of several articles and books on instructional design and talent development. MARSHA KING, PHD, is the president of SkillPoint Consulting where she coaches leaders on management and leadership best practices. STEPHEN B. KING, PHD, is vice president of Talent Leadership Effectiveness at Allstate Insurance Company.