

FREE 2026 GUIDE · 48 PAGES

# The Modern ID Frameworks Playbook.

6 models · 12 templates · AI updates

## INSIDE THE GUIDE

- ADDIE, SAM, Dick & Carey, Gagné, Bloom's, Kirkpatrick
- Decision matrix: pick the right model in 60 seconds
- ADDIE 2.0 — how AI co-pilots reshape each phase
- 12 editable templates (storyboard, blueprint, eval)

FOREWORD

# The instructional design field didn't break in the AI era — it accelerated.

ADDIE turned 50 in 2025. Critics have written its obituary at least a dozen times. Yet in our 2026 survey of 2,400+ learning teams, ADDIE still anchors 78% of corporate L&D programs — only now the inputs, outputs, and tooling at each phase have been rebuilt around generative AI co-pilots.

This playbook is the field guide we wish existed when we started designing learning. It is opinionated, model-by-model, and ruthlessly practical. You will not find academic taxonomies. You will find decision matrices, AI integration points, tool stacks, and the templates we actually ship.

**2,50,000+**

Learning professionals trust GSDC

**4.4★**

Trustpilot rating

**100+**

Countries certified

**How to use this playbook.** Each section can be read in isolation. If you are new to ID, read sequentially. If you are a senior practitioner, skip to the decision matrix (Section 3) and the AI updates in Section 6.

**CONTENTS**

# Everything inside this playbook.

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**CHAPTER 01**

# The state of ID in 2026.

Three shifts are reshaping the field this year. We surveyed 2,400+ teams across 32 countries. Here is what changed.

## 01 - Co-pilots, not replacements

Generative AI is now embedded in 71% of ID workflows, but as a co-pilot rather than an autonomous designer. The teams that win combine AI speed with human judgment on context, accessibility, and learning science.

## 02 - Frameworks consolidated, not abandoned

Predictions that ADDIE would die have not played out. Instead, teams have layered agile cycles, Kirkpatrick measurement, and AI tooling onto classical frameworks. ADDIE 2.0 is the dominant pattern.

## 03 - Performance over completion

Completion rate is no longer the primary KPI. 67% of teams now measure Kirkpatrick L3 (behaviour) or L4 (results) within 90 days of launch — up from 41% in 2023.



*The framework debate is over. The execution debate has begun.*

— GSDC 2026 State of L&D report

**CHAPTER 02**

# How to read this playbook.

Each chapter has the same anatomy. We learned the hard way that ID playbooks fail when they describe theory without describing decisions.

› **When to use it**

The 2–3 project shapes where this framework outperforms alternatives. If your project does not match, skip it.

› **Phase-by-phase walkthrough**

Concrete inputs, outputs, and stakeholders at each step. No abstractions.

› **AI integration points**

Where co-pilots compress timeline, where they introduce risk, and the prompts we use in production.

› **Anti-patterns**

The 3 ways smart teams break this framework. Watch for them in your own work.

› **Templates**

Editable artefacts — blueprints, storyboards, eval plans — referenced in Chapter 12.

RELATED

# From this section → into your career.

If the state-of-the-field overview clicked, the GSDC Certified ID program is the natural next step.

This playbook covers the **what**. The Certified Instructional Designer credential covers the **how** and the **why-now** — real workplace scenarios, SME mentorship, AI capstone graded against production rubrics.

It is the bridge between reading a 48-page guide and shipping production L&D at organizations that pay senior-ID salaries. Globally recognized in 100+ countries. Trusted by 2,50,000+ learning professionals.

- Globally recognized credential — 100+ countries
- 41 Learn-by-Doing tasks · SME-reviewed AI capstone
- Career toolkit: resume, LinkedIn, interview prep, job mapping

**RELATED RESOURCE**

## Get certified — the natural next step.

Same frameworks, applied under expert supervision.

✓ Globally recognized ✓ Lifetime access ✓ Career toolkit

**Enroll Now** →

**CHAPTER 03 · DECISION MATRIX**

# Pick the right model in 60 seconds.

Compared side by side. The full matrix lives in Appendix A; this is the executive view.

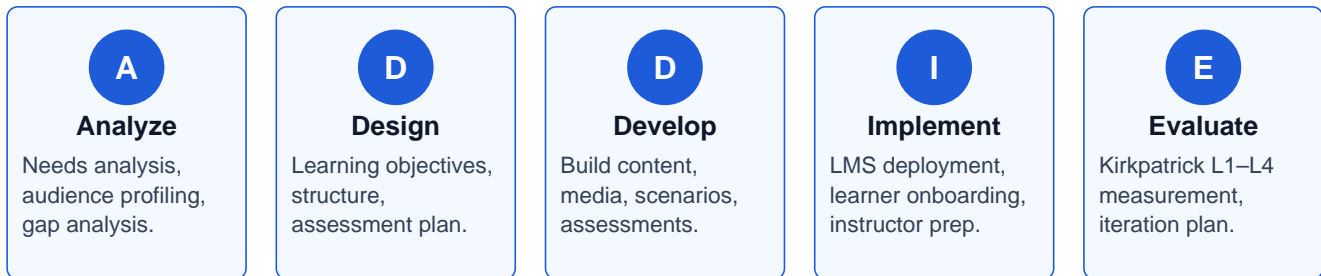
Model	Best for	Speed	AI fit	% used 2026
<b>ADDIE</b>	Standard corporate L&D	Medium	Excellent	78%
<b>SAM</b>	Rapid agile projects	Fast	High	34%
<b>Dick &amp; Carey</b>	Complex multi-stakeholder	Slow	Moderate	22%
<b>Gagné's 9</b>	Single-lesson design	Fast	High	61%
<b>Bloom's</b>	Writing objectives	Fast	Moderate	89%
<b>Kirkpatrick</b>	Measuring impact	Medium	High	67%

**Reading guide.** Speed is the time from kickoff to a usable v1. AI fit is the share of the workflow that benefits from co-pilots in our 2026 audit.

**CHAPTER 04 · ADDIE**

# ADDIE — the procedural backbone.

Five phases. Used by 78% of corporate L&D teams. Often dismissed as outdated — and almost always rediscovered when projects fail to ship.



**When ADDIE wins.** Multi-stakeholder corporate projects with defined scope, compliance overlay, and a clear stakeholder review chain. The procedural rigour is the feature, not the bug.

### Three anti-patterns we see most often.

- Treating Analyze as a one-shot phase, then refusing to revisit when Develop surfaces new constraints.
- Building Evaluate as a post-launch survey rather than a measurement plan written in Design.
- Skipping the Design → Develop handoff document. Storyboards exist for a reason.

**CHAPTER 04 · ADDIE (CONTINUED)**

# Phase-by-phase: what good looks like.

Generic ADDIE descriptions get you 20% of the value. The other 80% is in the phase-specific decisions and artefacts. Here is the field manual.

## **Analyze · 1–2 weeks**

Outputs: stakeholder map, learner personas (2–4), performance gap statement, success metrics.  
Common miss: confusing a training need with a process or tooling need.

## **Design · 1–3 weeks**

Outputs: blueprint, measurable objectives, assessment plan, content outline, media inventory. Lock objectives before storyboarding. Every objective maps to at least one assessment item.

## **Develop · 2–6 weeks**

Outputs: storyboard, alpha build, asset library, accessibility audit. Storyboard review catches 80% of rework that would otherwise happen in build.

## **Implement · 1–2 weeks**

Outputs: LMS deployment plan, learner comms, facilitator guide, technical pilot with 5–10 learners. The pilot is non-negotiable.

## **Evaluate · ongoing**

Outputs: Kirkpatrick L1–L4 dashboard, iteration backlog, sunset criteria. Set a 90-day review on the calendar at launch.

**CHAPTER 05 · SAM**

# SAM — Successive Approximation Model.

Developed by Michael Allen as the agile counterpart to ADDIE. Three phases, two of them iterative. Used by 34% of teams.

**PHASE 1**

**1 · Preparation**

Background gathering and a Savvy Start workshop with stakeholders, SMEs, and learners. Two days, usually. Outputs: alignment, draft objectives, content scope.

**PHASE 2 · ITERATIVE**

**2 · Iterative design**

Design → prototype → review. Repeated until the design is stable. Each loop is short — ideally 1–2 weeks. Outputs: design proofs, low-fi prototypes, feedback cycles.

**PHASE 3 · ITERATIVE**

**3 · Iterative development**

Develop → implement → evaluate. Also looped. Each iteration produces a working alpha with broader scope. Outputs: alpha, beta, gold release.

**When SAM wins.** Volatile content domains (compliance, product launches, fast-moving tech). Engaged stakeholders. Teams who would rather ship a v1 in 3 weeks than a v4 in 3 months.

**When SAM breaks.** Stakeholders cannot commit to review cadence. Regulatory contexts that require waterfall sign-offs. Globally distributed teams.

**LIMITED TIME OFFER**

# The window is open. Briefly.

Certification cohorts open and close on a 30-day rhythm. The current cohort is enrolling now.

Cohort-based learning works because the cohort moves together. Live sessions, peer discussions, and SME availability all align around the cohort window.

Enrolling within the active window puts you in the next live cohort with full access to GSDC Studio's daily sessions, SME availability, and AI capstone review.

- Active enrollment window — current cohort filling
- Daily live sessions with global L&D experts
- 1-on-1 SME availability for capstone review

**LIMITED TIME · OPEN NOW**

## Reserve your seat in the active cohort.

Next cohort window opens after this one closes.

✓ Globally recognized ✓ Lifetime access ✓ Career toolkit

**Enroll Now →**

**CHAPTER 06 · DICK & CAREY**

# Dick & Carey — systems thinking for ID.

Ten interconnected components, treated as a system. Used in higher education and complex multi-stakeholder enterprise programs.

**01 Identify instructional goals**  
Translate business outcomes into observable learner behaviours.

**02 Conduct instructional analysis**  
Break goals into sub-skills and prerequisite knowledge.

**03 Analyze learners & contexts**  
Entry behaviours, learner characteristics, performance settings.

**04 Write performance objectives**  
Observable, measurable, conditioned on context.

**05 Develop assessment instruments**  
Objectives drive assessment — not the other way round.

**06 Develop instructional strategy**  
Sequencing, grouping, content delivery, learner activities.

**07 Select instructional materials**  
Existing assets vs. build, media mix, accessibility constraints.

**08 Design formative evaluation**  
One-to-one, small group, field trial. Catches rework.

**09 Revise instruction**  
Iteration is built in. Treat evaluation findings as a backlog.

**10 Design summative evaluation**  
Long-term effectiveness. Often the most neglected step.

**CHAPTER 06 · DICK & CAREY (CONTINUED)**

# When to deploy systems thinking.

Dick & Carey is the heaviest framework in the playbook. That weight is a feature for the right project and a liability for the wrong one.

**Strong fit.**

- Programs with 10+ modules where downstream changes propagate widely.
- Cross-functional accreditation or regulated industries (healthcare, finance, aerospace).
- Higher education curricula spanning multiple instructors and semesters.
- Programs where a formative evaluation budget actually exists.

**Poor fit.**

- Single-module micro-learning or compliance refreshers.
- Aggressive timelines where analysis paralysis is the dominant risk.
- Internal teams new to ID who lack the maturity for systems-level decisions.

**10**

Interconnected components

**22%**

Of 2026 teams use it

**8–14wk**

Typical program lead time

**CHAPTER 07 · GAGNÉ'S 9 EVENTS**

# Gagné's 9 events of instruction.

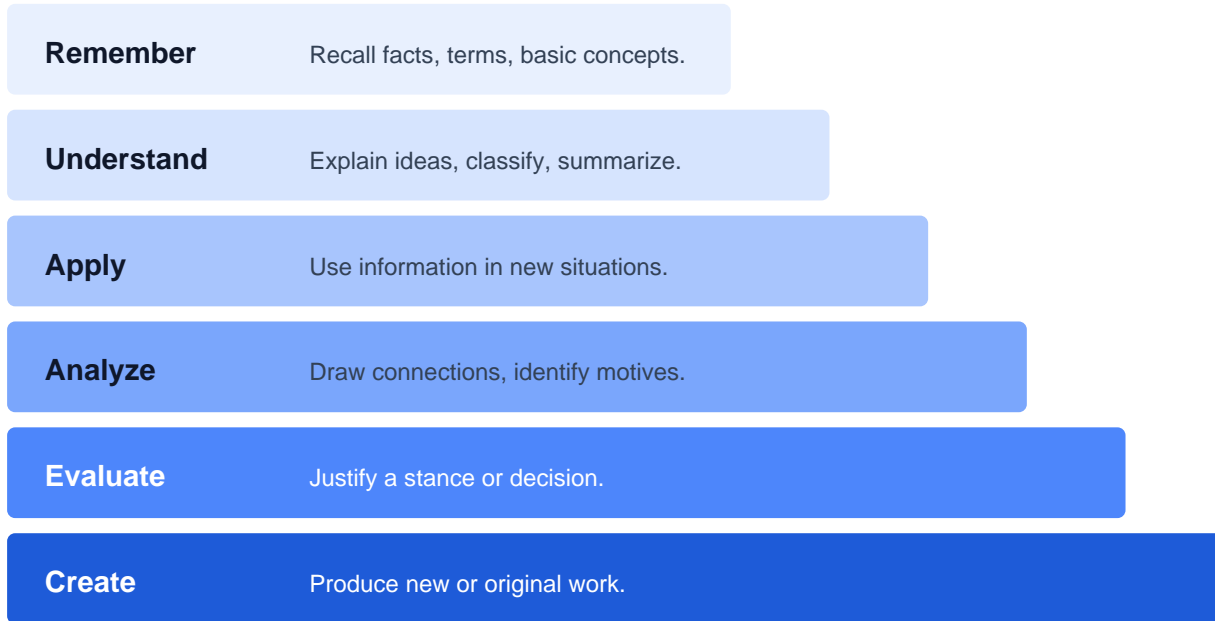
Robert Gagné's nine events remain the most quoted lesson-level framework. Used in 61% of teams. Works at the scale of a single lesson, module, or facilitator session.

- 1 Gain attention**  
Hook with a surprise, story, or provocation.
- 2 Inform learners of objectives**  
Set expectations explicitly.
- 3 Stimulate recall of prior learning**  
Activate the mental scaffold.
- 4 Present the content**  
Chunk, sequence, scaffold.
- 5 Provide learning guidance**  
Examples, analogies, worked solutions.
- 6 Elicit performance**  
Practice, not just exposure.
- 7 Provide feedback**  
Specific, actionable, timely.
- 8 Assess performance**  
Measure against the objective.
- 9 Enhance retention and transfer**  
Spaced practice, on-the-job application.

**CHAPTER 08 · BLOOM'S TAXONOMY**

# Bloom's taxonomy revisited.

Used by 89% of ID teams. Most often used badly. Bloom's is a thinking framework for writing objectives — not a verb list to copy-paste.



**The 2026 update.** Top-of-pyramid objectives (Evaluate, Create) are where AI shifts the value equation. Recall and Understand are increasingly the work of search and synthesis tools. Design more objectives at the top three levels.

**SKILL TRANSFORMATION OFFER**

# 50% off the Certified ID program.

The 2026 skill-transformation offer is live. Half off the standard certification fee.

GSDC's skill transformation offer is the deepest discount we run all year. Designed for practitioners moving from book knowledge to portfolio evidence — the inflection point where the credential pays back fastest.

At the discounted rate: lifetime access to the 14-module curriculum, 41 Learn-by-Doing tasks, GSDC Studio's daily sessions, 1-on-1 SME connect, AI capstone, and the career toolkit. Nothing held back behind upsells.

- Half off the standard certification investment
- Lifetime access — no recurring fees, no expiry
- Career toolkit and AI capstone included at this rate

**50% OFF**

## **Claim the 50% off skill-transformation rate.**

Lifetime access · career toolkit · AI capstone included.

✓ Globally recognized ✓ Lifetime access ✓ Career toolkit

**Claim 50% Off →**

**CHAPTER 10 · ADDIE 2.0**

# ADDIE 2.0 — the AI-era update.

Not a new framework. The same 5 phases — rebuilt around generative AI co-pilots. Teams running ADDIE 2.0 ship 5x faster than traditional ADDIE teams.

› **Analyze**

Auto-cluster survey responses. Generate learner personas from interview transcripts. Detect performance gaps from operational data.

› **Design**

Co-pilot blueprint drafting. Objective alignment checks. Assessment-objective gap detection.

› **Develop**

Storyboard generation. Voiceover at scale. AI video (Synthesia, Vyond). Quiz generation. Image generation.

› **Implement**

Personalized learner pathing. Dynamic difficulty. Conversational learner support agents.

› **Evaluate**

Pattern detection in completion and behavioural data. NLP on open-text feedback.

[CHAPTER 09 · KIRKPATRICK](#)

# Kirkpatrick — measuring impact.

Four levels of evaluation. Used by 67% of teams. Most stop at L1 or L2. The teams generating the most career uplift are the ones measuring L3 and L4 within 90 days.

## **L1 · Reaction**

Did learners find it engaging and relevant? Smile sheets, NPS, qualitative feedback.

## **L2 · Learning**

Did learners acquire the intended knowledge or skill? Pre/post assessments, scenario tests.

## **L3 · Behaviour**

Are learners doing the work differently 30–90 days later? Manager observation, performance data.

## **L4 · Results**

Did the business outcome shift? Revenue, error rate, retention, customer outcome.

**The L3/L4 gap.** Most teams have no instrumentation in place at launch to measure behavioural change. The fix is upstream — write the L3 and L4 measurement plan during ADDIE's Design phase, not after Implement.

**CHAPTER 11 · TOOL STACK**

# The 2026 ID tool stack.

Six tools cover 90% of corporate ID work.

**TOOL**

**Articulate 360**

The dominant authoring suite. Storyline, Rise, Studio. Industry standard for SCORM/xAPI.

**TOOL**

**iSpring Suite**

PowerPoint-friendly authoring with strong assessment engine. Lower learning curve.

**TOOL**

**Adobe Captivate**

Simulations, software training, responsive design. Adobe-native ecosystem.

**TOOL**

**Vyond**

Animated explainer videos at scale. Now AI-augmented.

**TOOL**

**Synthesia**

AI-generated talking-head video. 140+ languages. Weeks-to-hours compression.

**TOOL**

**Articulate Rise**

Browser-based responsive courses. Fastest tool for compliance + microlearning.

**CHAPTER 12 · TEMPLATES**

# 12 templates we wish someone gave us on day one.

Editable Word, PowerPoint, and Excel templates. Free with the full guide.

TEMPLATE

## Course Blueprint

One-page plan for any new programme.

TEMPLATE

## Storyboard Template

Slide-by-slide design before build.

TEMPLATE

## Learning Objectives Builder

Bloom-aligned objective writer.

TEMPLATE

## Kirkpatrick Eval Plan

L1–L4 measurement template.

TEMPLATE

## Pre/Post Assessment

Baseline and transfer assessment.

TEMPLATE

## SME Interview Guide

30-min content extraction script.

TEMPLATE

## WCAG Accessibility Checklist

Pre-launch compliance review.

TEMPLATE

## AI Prompt Library

50 ID-specific GenAI prompts.

TEMPLATE

## Risk + Scope Register

Track scope creep and blockers.

TEMPLATE

## Stakeholder Map

Who decides, who approves, who informs.

TEMPLATE

## Pilot Plan

Run a clean 5–10 learner pilot.

TEMPLATE

## Sunset Criteria

When to retire or refresh a course.

48-HOUR OFFER

# Offer valid for the next 48 hours.

The current promotional rate expires in 48 hours. After that, the standard certification investment applies.

We hold the discounted enrollment window tight on purpose. Forty-eight hours is long enough to make a considered decision and short enough that the decision actually gets made.

After the window closes, certification access continues at the standard rate with no further reductions until the next campaign. The next two days are the right time to act.

- Promotional rate expires within 48 hours
- Standard rate resumes immediately after the window closes
- Same lifetime access, capstone, and career toolkit

**48 HOURS LEFT**

## Lock in the rate — 48 hours remaining.

Move within the window. The next promotion is a full cycle away.

✓ Globally recognized ✓ Lifetime access ✓ Career toolkit

**Enroll Before Expiry →**

**CHAPTER 13 · CAREER PATHWAY**

# From IDer to L&D leader.

What separates a junior ID who builds courses from a senior LXD who shapes strategy? Same frameworks. Different leverage. Here are the four inflection points.

**Year 1–2 · Builder**

Master one authoring tool deeply. Ship 4–6 courses end to end. Run formative evaluation on at least one.

**Year 2–4 · Designer**

Move upstream into Analyze and Design. Lead stakeholder workshops. Own a measurement plan from objective to L3.

**Year 4–7 · Strategist**

Frame organizational learning problems. Build portfolios across modalities. Justify investment in business language.

**Year 7+ · Leader**

Own learning strategy at the org level. Build teams. Set tooling and measurement standards.

ANTI-PATTERNS

# The 7 most common ID mistakes.

From our 2026 audit of 240 corporate L&D projects. Sorted by frequency.

**× 01 Designing without an objective**

Verb-list objectives copy-pasted from Bloom's. No assessment alignment. Found in 64% of audited projects.

**× 02 Confusing engagement with learning**

High L1 scores, flat L2 results. Engagement is a precondition, not the outcome.

**× 03 Skipping the pilot**

Discovering LMS rendering bugs in production. Discovering tone issues from real learners.

**× 04 Owning content the SME should own**

IDers writing technical content from scratch instead of extracting from SMEs.

**× 05 Treating ADDIE as linear**

No feedback loops. Analyze never revisited. Storyboards locked too early.

**× 06 Measuring only L1**

Smile sheets dominate. Behaviour and results unmeasured. The 90-day review never happens.

**× 07 AI as autopilot, not co-pilot**

Trusting GenAI output without instructional review. Accessibility, accuracy, tone drift unnoticed.

FIELD NOTES

# Three real-world programs, three lessons.

Anonymized cases from our 2025–2026 cohort.

› **Global pharma · onboarding refresh**

Stack: ADDIE 2.0, Articulate Rise, Synthesia. Completion 51% → 89%. L2 pass rate 64% → 81%. The unlock: AI-generated localization across 11 languages in 9 days vs the prior 6-week vendor cycle.

› **Mid-market SaaS · sales enablement**

Stack: SAM, Vyond, Captivate. Time-to-first-deal for new reps cut from 91 days to 58 days. The unlock: stopped writing courses, started writing decision-making scenarios.

› **Public health · field worker training**

Stack: Dick & Carey, iSpring, low-bandwidth design. Formative evaluation found that text-heavy modules failed in low-literacy contexts. Rebuilt around scenario video. L3 compliance up 34 points.

[AI DEEP DIVE](#)

# Where AI compresses, where it cannot.

A maturing point of view from the 2026 cohort: AI is a force multiplier in the middle of the ID workflow and a liability at the edges.

## USE AI

### Lean in (high leverage)

- › First-draft storyboards from outlines
- › Voiceover and AI video at scale
- › Translation and localization
- › Quiz item generation against objectives
- › Open-text feedback clustering
- › Pattern detection in completion data
- › Persona drafting from interview notes

## KEEP HUMANS

### Slow down (high risk)

- › Final accessibility audit
- › Performance-context interpretation
- › Stakeholder alignment and politics
- › Cultural and regional nuance
- › Regulated-content factual accuracy
- › Defining the actual learning problem
- › Distinguishing training from performance gaps

**The 2026 rule of thumb.** If the task has a defined input and an unambiguous output, AI compresses it. If the task requires reading the room, interpreting ambiguity, or owning a downstream consequence, keep humans in the loop.

[RELATED · FOR PRACTITIONERS](#)

# From frameworks to portfolio — the natural progression.

If the Kirkpatrick chapter changed how you think about measurement, the certification is built around exactly that shift.

The single highest-leverage move for any working IDer right now is building a portfolio of evidence — not certificates, not course completions, but real L&D artefacts grounded in measurement.

Every Learn-by-Doing task is drawn from a real corporate scenario — ADDIE 2.0 with AI integration, Kirkpatrick L3 measurement, scenario-rich design, neuroinclusion. By the end, you have a body of work, not just a credential.

- 41 portfolio-ready outputs to show employers
- SME-reviewed against production rubrics
- Real corporate scenarios — not generic exercises

**RELATED · PORTFOLIO BUILDING**

## Build a portfolio recruiters screen for.

41 real-scenario tasks · SME-reviewed · production rubrics.

✓ Globally recognized ✓ Lifetime access ✓ Career toolkit

**Start Building** →

[DECISION GUIDE](#)

# A 5-question framework selector.

Answer in order. Stop at the first decisive answer.

## Q1 - Is this a single lesson or a full program?

Single lesson → Gagné's 9. Full program → continue.

## Q2 - Is timeline aggressive and stakeholders engaged?

Yes to both → SAM. No → continue.

## Q3 - Is the program large, regulated, or multi-stakeholder?

Yes → Dick & Carey. No → continue.

## Q4 - Do you need a default procedural backbone?

Yes → ADDIE (default to ADDIE 2.0 with AI integration).

## Q5 - Always layer two more.

Layer Bloom's for objective writing. Layer Kirkpatrick for measurement.

**CHAPTER 14 · GLOSSARY**

# Glossary & further reading.

The terminology cheat sheet.

## **ADDIE**

Analyze, Design, Develop, Implement, Evaluate.  
Five-phase ID procedural framework.

## **LXD**

Learning Experience Designer. Senior ID role focused on holistic learner experience.

## **SCORM**

Sharable Content Object Reference Model. Legacy LMS tracking standard.

## **LBD**

Learn by Doing. Project-based scenarios in instructional contexts.

## **WCAG**

Web Content Accessibility Guidelines. International accessibility standard.

## **SAM**

Successive Approximation Model. Agile, iterative alternative to ADDIE.

## **xAPI**

Experience API. Tracking standard that captures learning beyond LMS boundaries.

## **L1–L4**

Kirkpatrick levels: Reaction, Learning, Behaviour, Results.

## **SME**

Subject Matter Expert. The person whose knowledge you are extracting and structuring.

## **Microlearning**

Bite-size instruction designed for 5–15 minute learner sessions.

CERTIFICATION

# Master the frameworks. Get certified. Move up.

This playbook gives you the frameworks. The GSDC Certified Instructional Designer program adds the credential, the 41-task portfolio, the SME mentorship, and the career toolkit recruiters screen for.

**What's included.**

- Globally recognized credential trusted in 100+ countries.
- 41 hands-on Learn-by-Doing tasks across real corporate scenarios.
- SME-reviewed AI capstone — a real portfolio piece.
- Daily GSDC Studio live sessions with experts from AT&T, T-Systems, and Academy XI.
- Career toolkit: resume optimization, LinkedIn coaching, interview prep, job mapping.
- Lifetime access to course materials, templates, and updates.

**\$18-28K**

Avg salary uplift

**100+**

Countries recognized

**41**

Portfolio tasks

Reviewed and trusted by Forbes, Indeed, TechTarget, Authentic, Career Sidekick, and LeanIX. Independent rating 4.4★ on Trustpilot and 4.8★ on Reviews.io.

[FAQ](#)

# Frameworks questions, answered.

## **Q · Which model should I learn first?**

Start with ADDIE — most widely used (78% of teams in 2026) and the procedural backbone. Layer Bloom's for objective writing and Kirkpatrick for measurement.

## **Q · Is ADDIE outdated in the AI era?**

No. The 5 phases remain conceptually sound. What changed is the tooling and speed at every phase. ADDIE 2.0 integrates AI co-pilots into each phase, enabling 5x faster delivery.

## **Q · Are the templates really free?**

Yes — all 12 templates plus this 48-page guide are free. The full GSDC certification (separately) adds the credential, mentorship, capstone, and career toolkit.

## **Q · Do I need certification if I already know these models?**

Knowing models is one thing; recruiters screening for credentials is another. Many experienced practitioners use the GSDC certification to validate their expertise.

## **Q · Will I be spammed if I download?**

No. We send the guide instantly, plus a short 5-email series with deeper content. You can unsubscribe in one click. We never sell or share email addresses.

HALF-PRICE WINDOW

# Half off — the deepest discount of 2026.

The current 50% reduction is the deepest discount on the Certified ID program this year. It is not a recurring sale.

The 50% reduction is part of GSDC's annual skill-transformation campaign — designed to remove cost as the variable between a working IDer and a credentialed one.

Inside the window, everything is unlocked at half: 14 modules, 41 Learn-by-Doing tasks, GSDC Studio sessions, 1-on-1 SME connect, AI capstone, full career toolkit. No tier removed, no module gated.

- Half off the full Certified ID program
- Annual campaign — not a recurring monthly sale
- Every module, asset, and SME session included at the discounted rate

**50% OFF**

## The deepest 2026 discount — claim it.

Full program. No module gated. Half the standard investment.

✓ Globally recognized ✓ Lifetime access ✓ Career toolkit

[Claim 50% Off →](#)

WORKFLOW

# An ID project, end to end — in 6 weeks.

What does ADDIE 2.0 look like on the calendar?

## **Week 1 - Analyze**

Stakeholder interviews (4). AI-clustered survey responses (132 learners). Performance gap stated. Personas drafted.

## **Week 2 - Design**

Blueprint locked. 11 measurable objectives mapped to assessment items. Storyboard outline started.

## **Week 3 - Develop (build)**

Storyboard finalized. AI-generated voiceover drafted. Image library assembled. Alpha build started.

## **Week 4 - Develop (finish)**

Alpha complete. Accessibility audit passed. SME content review. Beta deployed to LMS staging.

## **Week 5 - Implement**

Pilot run with 7 learners. Two LMS bugs fixed. Facilitator guide finalized. Go-live Friday.

## **Week 6 - Evaluate**

L1 and L2 captured. L3 measurement plan activated for 90-day review. Iteration backlog written.

**MEASUREMENT**

# Build the measurement plan before the course.

The single highest-leverage change in your ID workflow: write the L1–L4 plan during Design, not after Implement.

Level	Instrument	When
<b>L1 · Reaction</b>	Post-course NPS + 3 open-text items	End of course
<b>L2 · Learning</b>	Pre/post assessment, scenario items	End of course
<b>L3 · Behaviour</b>	Manager observation + workflow data	30 and 90 days
<b>L4 · Results</b>	Business outcome (revenue, error rate, retention)	90–180 days

**The 90-day review rule.** If you do not put the 90-day review on the calendar at launch, it does not happen.

**ACCESSIBILITY**

# Accessibility is design quality, not compliance.

Inclusive design is not a tax on the project — it is the design pattern that produces the best course for the most learners.

› **Perceivable**

Color contrast 4.5:1 minimum. Captions on all video. Alt text on all instructional images. Transcripts where audio carries content.

› **Operable**

Keyboard navigation for every interaction. No content that flashes more than three times per second. Skip links and clear focus indicators.

› **Understandable**

Plain language. Reading-grade target appropriate to audience. Consistent navigation. Form errors named and recoverable.

› **Robust**

Standards-compliant HTML. Screen-reader tested with NVDA or VoiceOver. Compatible with current and one prior browser version.

**STAKEHOLDER CRAFT**

# Managing stakeholders is the senior-ID superpower.

Frameworks won't save you from a project owner who keeps changing scope or an SME who writes content by stream-of-consciousness email.

## **Map decisions before kickoff**

A simple list of named decisions and the named human who owns each one is enough. Distribute it in the kickoff.

## **Lock objectives before storyboarding**

If objectives shift after the storyboard is in flight, costs compound. Get the sign-off in writing.

## **Make rework visible**

Track scope changes in a running register. Visibility alone reduces casual scope creep by ~40%.

## **Use the SME's time on extraction, not writing**

Extract their expertise in interviews, then write it for them. They review. They don't draft.

## **Pre-empt the storyboard review**

Send a one-page guide: what to look for, what not to comment on.

**LIMITED CAPACITY**

# Limited cohort capacity — open now.

GSDC caps cohort size to protect SME availability. The current cohort is open but not unlimited.

Every cohort has a fixed number of 1-on-1 SME hours, AI capstone review slots, and live session bandwidth. To keep the experience high-touch, we cap enrollment per cohort. The cap is hit reliably.

If the certification has been on your shortlist, the open cohort is the right entry point. The next one runs on the same model and the same rigour — but starts a month later.

- Capped cohort size — SME availability protected
- Capstone reviewer slots booked in cohort order
- Next cohort starts one full cycle later

**LIMITED CAPACITY · OPEN NOW**

**Reserve a seat — capacity is capped.**

SME hours and capstone slots booked in enrollment order.

✓ Globally recognized ✓ Lifetime access ✓ Career toolkit

**Reserve My Seat →**

COGNITIVE LOAD

# Cognitive load — the invisible design constraint.

Sweller's cognitive load theory remains the most useful learning-science lens for ID. Three types of load — only one of which is good.

**TYPE 1**

**Intrinsic**

The unavoidable complexity of the content itself. Reduce it by sequencing, chunking, and scaffolding — never by removing required material.

**TYPE 2 - REDUCE**

**Extraneous**

Load created by poor design choices — visual clutter, unclear navigation, mismatched examples. Always reducible. The primary ID target.

**TYPE 3 - GROW**

**Germane**

Load that builds schema — the productive struggle of integrating new knowledge with prior knowledge. Maximize via varied practice and elaboration.

**The design move.** Most over-designed courses are heavy on extraneous and light on germane. Flip the ratio.

**MICROLEARNING**

# Microlearning — strategy, not duration.

Microlearning is not '5-minute modules'. It is an instructional strategy that aligns the unit of learning to a specific moment of need.

› **Strong fit**

Workflow-embedded learning, just-in-time job aids, behaviour refreshers, compliance recertification, product update training.

› **Poor fit**

Complex skills that require integrated practice, role transitions, leadership development, anything requiring extended scenario work.

› **The 4-quadrant test**

(a) Specific moment of need, (b) Clear performance trigger, (c) Standalone unit, (d) Measurable outcome. All four must hold.

› **Avoid the fragmentation trap**

Cutting a 60-minute course into 12 five-minute fragments is not microlearning — it's the same course with more navigation.

**SCENARIO DESIGN**

# Scenarios beat lectures. Every time.

The most reliable lever to lift L2 and L3 outcomes is replacing exposition with decision-based scenarios.

## **Anchor in a real decision**

Find the moment a real employee in the role has to choose. Make that the scenario.

## **Give consequences**

Both choices should have plausible upside. The 'correct' choice should not be obvious from tone.

## **Reveal cost, not just answer**

Feedback should show what the choice costs over time. Tie back to a business metric.

## **Ladder complexity**

Start with supported choices. Escalate to ambiguous, multi-step decisions with fewer hints.

## **Reuse scenario stems**

One well-built scenario can be adapted to 4–6 variations. Treat scenario design as reusable.

FINAL WORD

# Frameworks are scaffolding. You are the architect.

Every model in this playbook is a tool, not a religion. Master ADDIE not because ADDIE is sacred, but because it gives you a vocabulary your stakeholders can rally around. Use SAM not because it's faster, but because it forces alignment cadence you would otherwise neglect.

What separates the senior ID from the junior is not framework fluency. It is the judgment to know which framework, at what depth, on which project.

This playbook is the start. The certification is the credential. The career is yours to design — with the same rigour you apply to your learners.

## **GSDC — Global Skill Development Council**

Certifications. Career toolkit. Community.

Trusted by 2,50,000+ learning professionals across 100+ countries.

→ [gsdcouncil.org/instructional-design-frameworks](https://gsdcouncil.org/instructional-design-frameworks)

FINAL WINDOW

# Your 48-hour window — closing soon.

You have reached the end of the playbook. The discounted certification window closes within 48 hours.

If you have read this far, you already think like an IDer. The remaining decision is whether to formalize that thinking with a credential the global hiring market recognizes.

Forty-eight hours is the active window. After it closes, certification access remains — at the standard rate. Same modules, same SMEs, same capstone — different rate.

- Promotional rate expires within 48 hours
- Same modules, same SMEs, same capstone at standard rate after
- The frameworks don't change — the rate does

**48 HOURS - FINAL WINDOW**

## Close the loop — enroll within 48 hours.

Same program. Better rate. Window closing.

✓ Globally recognized ✓ Lifetime access ✓ Career toolkit

**Enroll Before Expiry →**