



There are several key differences between **Learning Experience Design (LXD)** and **Instructional Design (ID)**. Since LXD is rapidly changing the face of corporate instruction, it is important to understand these differences to incorporate new strategies for course design as the training needs of modern workforces face rapid change.

## DEFINITIONS

ID is a blend of psychology, education, and communication that creates teaching plans for specific groups of students, exploring how they learn and what methods will help them to reach their goals.

LXD is a multidisciplinary approach to training that recognizes that most learning happens, not by instruction, but through experience.

## CORE ELEMENTS

Instructional design incorporates more traditional methods of instruction, such as tests and quizzes.

LXD combines the best elements of more traditional forms of instruction with an experience - and results-centered approach that leads to better outcomes for trainees.

## INSTRUCTION EXAMPLES

Traditional methods of instruction such as routine lessons and content-based quizzes put the lesson at the forefront of the training program.

Workplace simulations, hands-on discussions, and role-playing allow for real-world experience in a classroom setting.

## OUTCOMES

The majority of employees do not apply what is learned through ID to their day-to-day work.

LXD allows for an advanced level of inclusion for a wide range of employees.

A learner typically remembers

**ONLY 10%**

of traditional instruction as it applies to the workplace.

LXD's focus on the

**70/20/10**

model means that experiential learning – which accounts for 70% of what a learner remembers from training – takes precedence during course development.

Companies face low completion rates and engagement during training courses.

Dynamic, much-needed shifts within corporations are made possible.

Course designers feel frustration and a lack of fulfillment from their work due to company dissatisfaction.

Designers can achieve new levels of success.

## IT'S TIME TO MAKE THE SWITCH

If you are ready to leave the past behind and make the switch to LXD, register for our **Learning Experience Design: From Ideas to Impact** course and learn what you need to do to update your corporate training material. Gain core competencies and interact with a global community of peers and alumni.