

Learning Design Lab



We design change, not training.

A one-day masterclass on moving from content to learning journeys and measurable behavior change.

In a world overloaded with content, learning that truly **changes behavior** is still rare.

The task of L&D is not to transfer as much information as possible, nor to create yet another impressive course. The task is to design a learning journey that takes a person from current behavior to the required result.

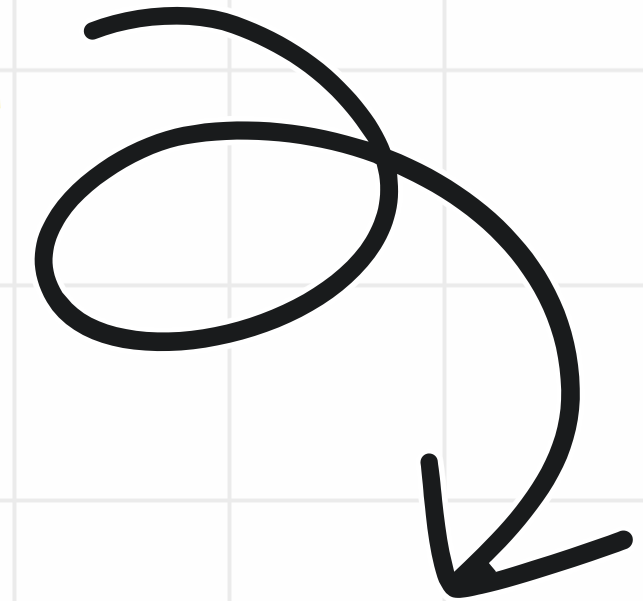


Learning Design Lab is a practical masterclass about moving from producing learning content to designing sustainable and measurable change.

What is

Learning Design Lab

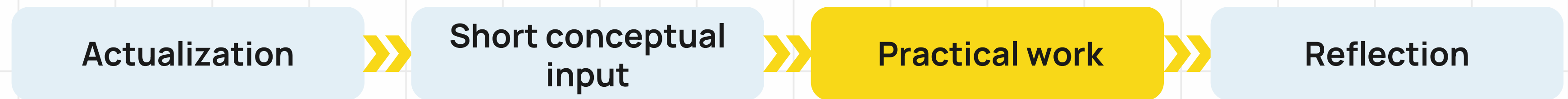
A one-day practical laboratory for L&D specialists and instructional designers ready to go beyond designing individual courses.



- ✕ Over the course of the day, participants work with a real business challenge and step by step create a concept for a complete learning journey:
- ✕ From analyzing the problem and defining target behavior to choosing formats, reinforcement, evaluation, and presenting the solution.
- ✕ The program is based on current learning design frameworks, original models, and practical tools that can be applied to real work right away.

Format

Learning Design Lab is built as a working project session. Each block follows the same rhythm:

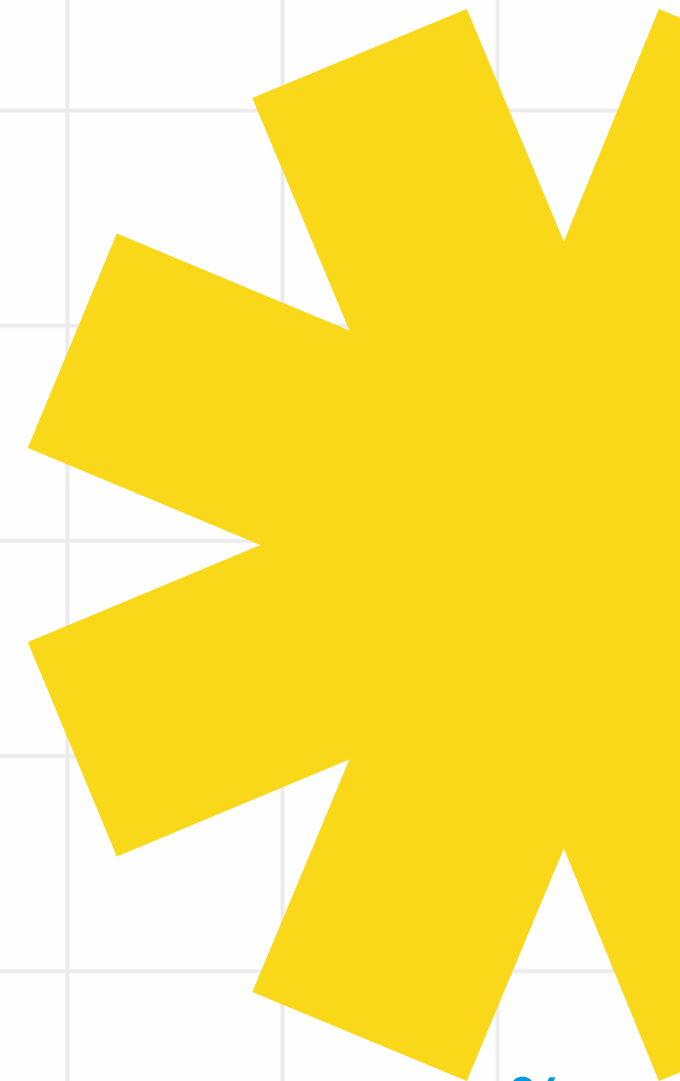


During the day participants:

- ✕ analyze a real business request;
- ✕ define the gap between current and desired behavior;
- ✕ formulate a measurable learning outcome;
- ✕ design a learning journey;
- ✕ choose appropriate formats and interventions;
- ✕ build in reinforcement, motivation and conditions for application;
- ✕ test the concept and prepare its presentation for the business.

Working formats:

- ✕ short expert inputs;
- ✕ individual reflection;
- ✕ small group work;
- ✕ real case analysis;
- ✕ practical design challenges;
- ✕ peer feedback;
- ✕ work with templates and AI tools;
- ✕ concept presentation and defense.



Additional elements of the program

1 Pre-work

About two weeks before the masterclass, participants get access to a short asynchronous online course. It includes:

- an introduction to The Learning Impact Paradox;
- reconsidered principles of adult learning;
- a brief L&D terminology guide;
- a survey of experience and expectations;
- an assignment describing a real project or business challenge.

2 Reinforcement Sprint

After the masterclass, participants create a brief Implementation Plan and define next steps for developing or implementing their concept.

In addition, Peer Learning Circles are formed — small groups for mutual support, feedback, and exchange of experience after the event.

Who the program is for >>>

L&D specialists and instructional designers who create or commission learning solutions

Newcomers, and those returning to the profession after a break

Specialists who need a coherent learning design system

Experienced practitioners ready to move from content production to designing change

Those who regularly receive “make us a course” requests

Anyone who wants to connect learning with behavior and business results



Advanced technical or AI skills are not required, but learners will be suggested to try several interesting tools.

Program **outcomes**

As a result of the program, participants will be able to:

- 1** Distinguish a real performance problem from a request to create a course
- 2** Translate a vague business request into specific target behavior
- 3** Design a complete learning journey, not a stand-alone learning product
- 4** Match the format to the function of each learning moment
- 5** Build in reinforcement, motivation, and conditions for application from the start
- 6** Use AI to speed up design while keeping professional judgment
- 7** Argue the value of the solution in language the business understands



What's inside

Reconsidered classic approaches, original models, and new learning design tools

The Learning Impact Paradox

Why L&D often invests most resources in content, while the business expects behavior change and results

Adult Learning, Reconsidered

Which adult learning principles hold in the AI era, and which need revision. Includes the original Essence of Expertise model

Instructional Designer vs Decorator

How to distinguish learning design from visual decoration and content production

ADDIE, Reloaded

How to use ADDIE logic in a more flexible process, amplified by AI

The Change-Adoption Journey Model

a practical tool for designing the path of change

Maslow's Hierarchy: L&D Edition

How to account for participants' real needs, barriers, and motivation

Kirkpatrick, Done Right

How to connect learning evaluation with the business request, design, and measurable results

The CRASH Test

Ten questions to check a concept:
Clarity · Relevance · Actionability · Simplicity · Habit

AI as a Design Partner

Practical use of AI for analysis, design, and logic-checking — without handing over professional decisions

Antonina Panchenko

Facilitator · Learning Experience Designer

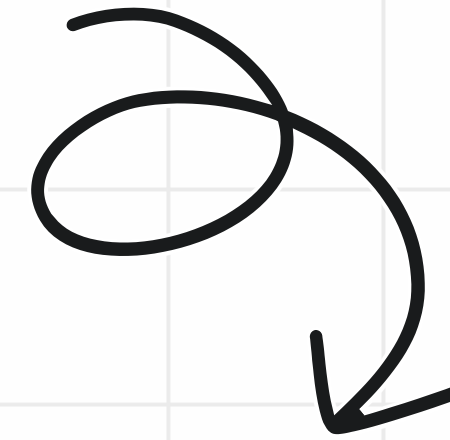
- ✕ 15+ years in corporate L&D and adult education
- ✕ 100+ learning programs delivered; 50,000+ learners impacted
- ✕ L&D opinion leader, author of the “Designed for Clarity” framework series

On a mission to make learning innovative, human-centered, and truly impactful



The main idea of Learning Design Lab

Good learning is not measured by the amount of content created. It is measured by whether people begin to **understand, decide, and act differently**.



Learning Design Lab helps move from the question “What course should we create?” to the question “What change do we need to design?”