HOW CAN A SUBJECT MATTER EXPERT (SME) HELP?
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FIRST OF ALL, WHAT HAPPENS WHEN A SUBJECT MATTER EXPERT MEETS AN INSTRUCTIONAL DESIGNER?

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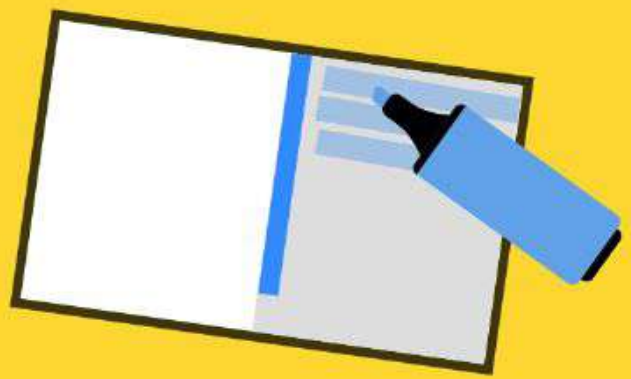
Instructional designers get a carefully designed program and an outline of the course.



THIS ALONE MEANS THE COURSE IS GOING TO BE A SUCCESS BY THE TIME IT HITS THE SHELVES.

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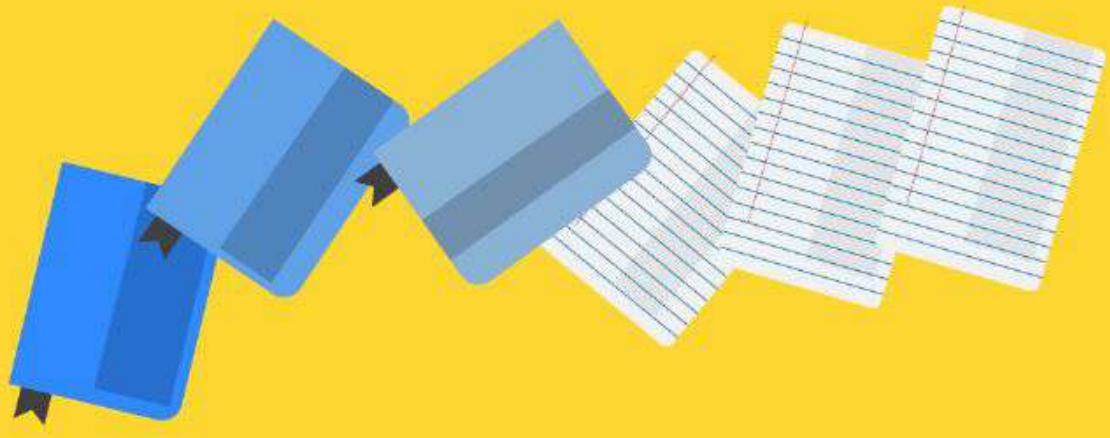
HOW IS THAT POSSIBLE?

Subject matter experts have gained deep knowledge in their fields. This allows them to generate material adjusted both to the learners' and the organization's needs.



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SMEs are your content providers and we all know that **content is**

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But this doesn't mean that instructional designers are unnecessary.

SMEs AND INSTRUCTIONAL DESIGNERS JOIN FORCES TO PROVIDE A FULL, INNOVATIVE EXPERIENCE TO THEIR LEARNERS. THIS IS HOW THEY DO IT:

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SMEs on their end have a wealth of deep knowledge in their subject and they are happy to share it!

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And then **instructional designers** have accomplished the optimum mix of all learning and teaching strategies in order to develop a best-seller eLearning program.

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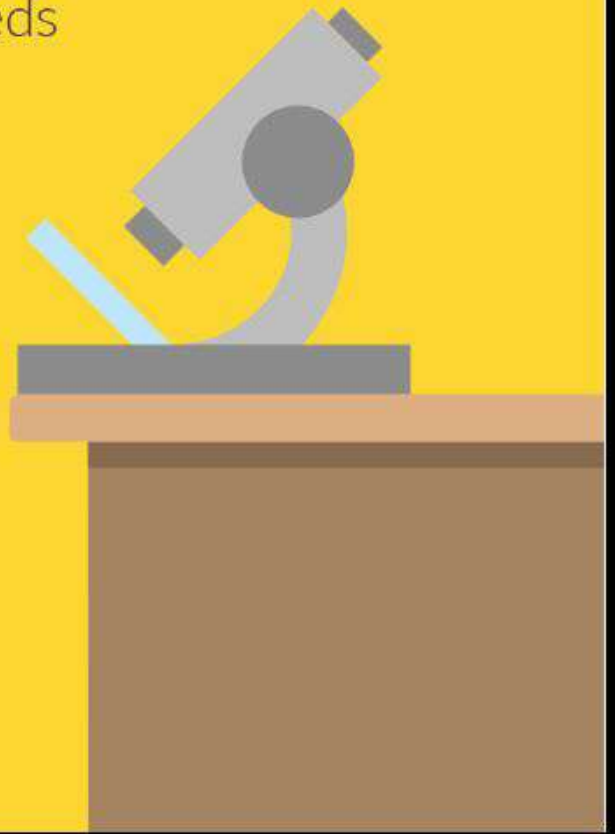
BUT THINGS ARE NOT ALWAYS THAT EASY.

The heaping content SMEs provide needs to be edited with **great care** by the Instructional Designer.



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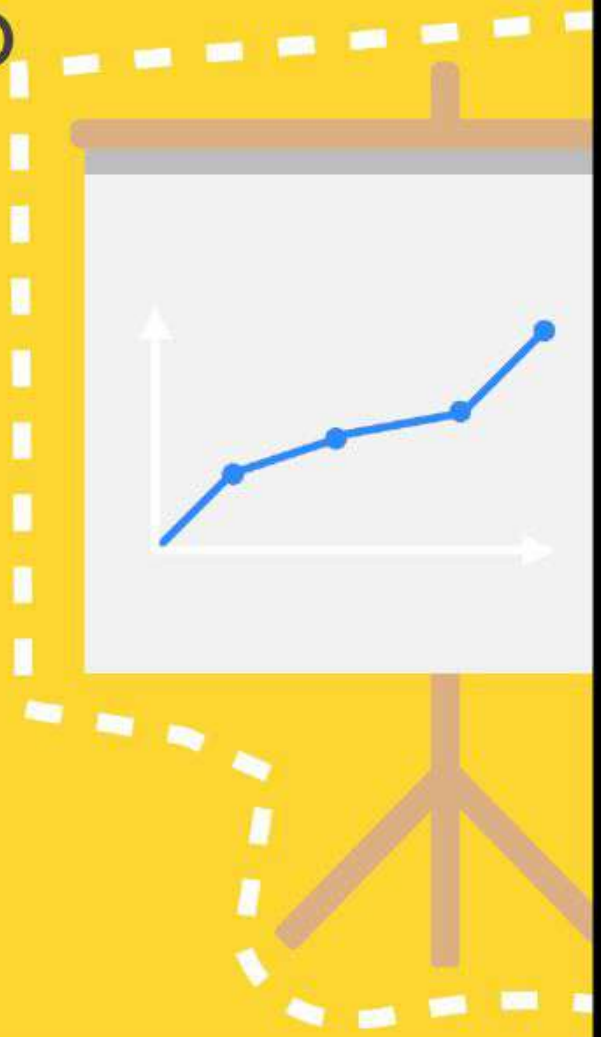
THE EDITING PROCESS INVOLVES:

1 KEEPING ORGANIZATION AND STRATEGY IN MIND

The Subject Matter Expert will pick the content that is "highly important".

An Instructional Designer's job is to pick from it the information that is most relevant to the particular business.



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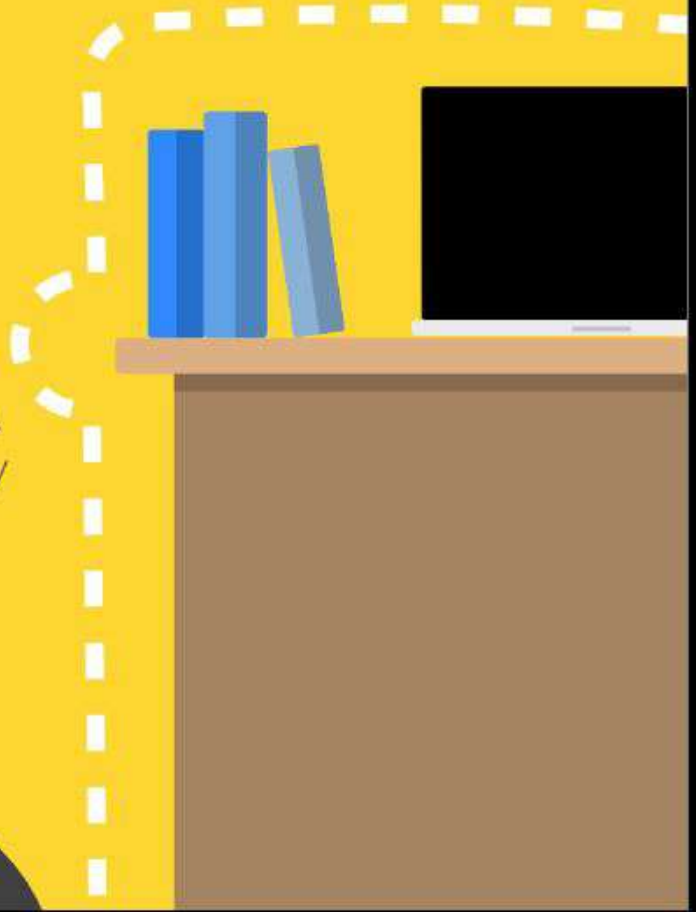
2 PUTTING LEARNERS FIRST

When editing a course, an Instructional Designer needs to analyze learners' past training experiences.

This way, material that's been taught before will be excluded from the course, and new information will shine.

When thinking about the learner, think about their favorite delivery method, too. Is it going to be online, mobile, instructor-led training? What do your learners prefer? That's the question.



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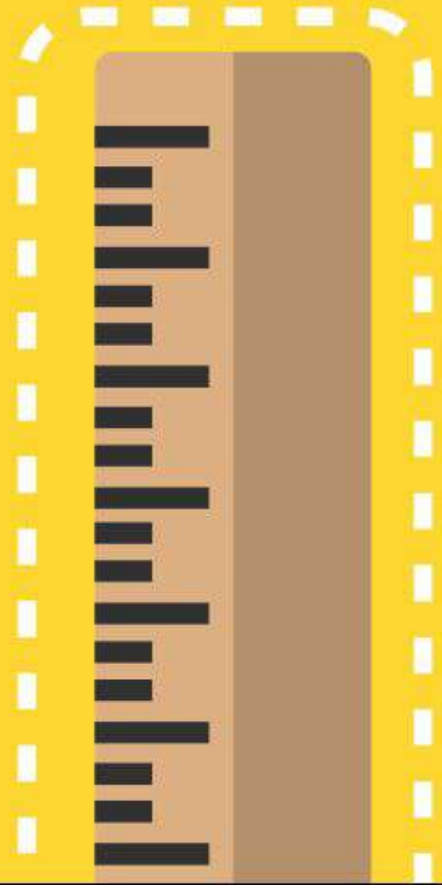
3 DECIDING HOW LONG AND HOW DEEP THE COURSE WILL BE

An SME will determine how long it will take to cover the topic and what data you need to include.

Instructional Designers then are responsible for the course development after determining what tools and systems should be used.



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4 CREATING A STRUCTURE BASED ON PRIORITIZATION

An SME will categorize material in three main categories:

1) What's essential to know
2) What's good to know
3) What's nice to know

These pillars will help you decide what delivery format you need to follow.

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Usually, SMEs summarize and present problems and solutions in bullet forms,

SO INTRUCTIONAL DESIGNERS CAN FOCUS ON BUILDING THE COURSE AND NOT WASTE TIME IN RESEARCHING.

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5 QUESTIONS TO ASK YOURSELF WHEN CREATING A COURSE

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1) Does your **content speak** to the heart of the topic?

2) Does it **add value**?

3) Do learners have to be **assessed**?

4) **How** should they be assessed?

5) Does your content link to
essential understanding foundations?

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Now you know how a Subject Matter Expert
can make a course really stand out.

BUT LEARNERS AND YOUR ORGANIZATIONAL NEEDS SHOULD BE IN THE CENTER OF ATTENTION!

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