🧠 Instructional Design Plan

Knowledge Management Fundamentals Guide

📊 At-a-Glance Summary

Component	Details
Business Problem	Many managers lack structured knowledge of KM principles, leading to duplicated effort, onboarding challenges, and loss of organizational knowledge.
Business Goal	Increase adoption of KM practices at the departmental level by equipping managers with foundational understanding and strategies.
Target Audience	**Mid-level managers** with team leadership responsibilities who need to initiate or improve knowledge-sharing practices but have limited formal KM training.
Proposed Solution	A self-paced, interactive microlearning module introducing KM concepts, benefits, tools, and team-level application. Delivered via LMS.
Business-Centered Objective	**Managers will execute a KM plan within 90 days post-training**

👤 Learner Persona

Name	Sarah Chen
Role	Department Manager (5 years in role)
Background	Skilled at team operations and project tools, but lacks structured KM knowledge
Knowledge	Understands informal sharing, but unfamiliar with KM strategies and tools
Goals	Learn practical KM strategies to reduce knowledge loss and improve efficiency
Challenges	Limited time, needs to see clear ROI, may be skeptical about KM investment
Learning Style	Prefers real-world examples, case studies, and **brief** actionable content

⚙️ Instructional Design Methodology: ADDIE

Phase	Activities
Analysis	Identify KM knowledge gap; define learning goals; assess learner profile (Sarah); consider constraints like time and attention span

Design	Organize content into modular sections; select instructional strategies (short Guide sent via e-mail)
Development	Create module text, diagrams, activities (checklist); build in Rise
Implementation	In a real rollout: Launch to mid-level managers as a short guide sent via email and discussed in a managerial meeting
Evaluation	Measure engagement (reaction), knowledge gain, behavior change, and results (see Kirkpatrick section below)

🎯 Learning Objective & Enabling Objectives

✅ Business-Centered Learning Objective

Managers will implement an approved KM plan within 60 days post-training; Managers will self-report **increased use of at least one KM strategy or tool** in their department within 30 days.

🧩 Enabling Objectives

#	Objective
1	Define knowledge management and explain its importance in team success.
2	Distinguish between knowledge management and data management.
3	Identify centralized vs decentralized knowledge-sharing approaches.

4	Apply practical KM strategies in a simulated team scenario.
5	Select and evaluate common KM tools (e.g., wikis, knowledge bases).

📝 Assessment Plan

Type	Purpose	Method
Pre-Training Survey	Assess baseline understanding of KM	Multiple-choice & Likert scale
Post-Training Survey	Measure learning gains and confidence	Same as pre-survey for comparison
Follow-Up Survey	Gauge adoption of KM strategies/tools	2–4 week post-module self-report
Manager Observation	Informal validation of KM practices	Spot-checks of KM practices/plan 60-90 days post-training

🚚 Delivery Strategy

Mode	Microlearning Guide (made in Rise) sent via e-mail

Timing	5–10 minutes
Integration	Embedded in an email to all managers and referenced back to as a discussion in the next managerial meeting (to brainstorm together etc)
Support	Follow-up from managers with their plans and KM use

📋 Module Outline

Section	Topic	Instructional Elements	Time
1. Business Case for KM	What is KM, and how does it lead to direct dept wins	Wins listed in accordion style	2 min
2. Knowledge Mgmt Definition/Process	4 Step Process of KM	Process scrollable slides	2 min
4. KM Action Checklist	Checklist of KM Areas	Checklist (choose 2 to focus on this quarter)	4 min

📈 Kirkpatrick Evaluation Plan

Level	What We Measure	Success Criteria	Methods	Timing

Level 1: Reaction	Learner engagement and relevance	90% of learners find module relevant and engaging	5-question pulse survey	Immediately after training
Level 2: Learning	KM knowledge and skill acquisition	100% score ≥ 80% on post-test; 90% apply KM correctly in scenario	Post-test + scenario quiz	During training
Level 3: Behavior	On-the-job use of KM strategies/tools	80% report using at least one KM strategy within 30 days	Follow-up survey; spot manager checks	2–4 weeks post-training
Level 4: Results	Increased efficiency and collaboration	80% of teams reduce duplicated effort or onboarding issues	Manager reviews and case tracking	Monthly for 3 months