

How I Design and Deliver Learning That Sticks

EVIDENCE-BASED • LEARNER-CENTRIC • MEASURABLE IMPACT



My L&D Philosophy

Learning is purposeful, measurable, and continuously refined. My approach connects knowledge with real-world application through engaging design, adaptive delivery, and learner-centric coaching. Programmes evolve in short feedback loops, ensuring they stay relevant and impactful over time.

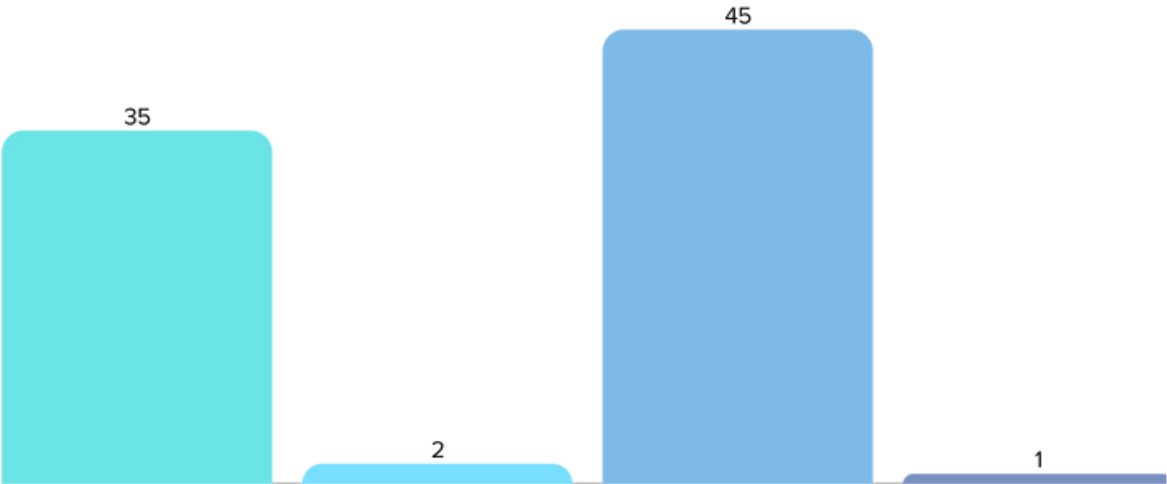
My Process - ADDIE & Bloom’s

What	How
Analyze	Conduct TNA, align with organisational KPIs, map objectives to capability frameworks, and profile learner personas.
Design	Create blended pathways (workshops, microlearning, coaching, digital) structured with instructional design principles.
Develop	Facilitate learning with active methods, storytelling, simulations, and peer-to-peer practice. Apply CoI and

	Equivalency Theory to ensure presence and parity across formats.
Implement	Roll out in short, iterative cycles across workshops, e-learning, and coaching. Ensure consistency with LMS integration and embed quick feedback loops for smooth adoption.
Evaluate	Measure effectiveness with Kirkpatrick's four levels and Phillips ROI, embedding ongoing evaluation during and after delivery through feedback loops and learner analytics.
<i>My Signature</i>	I blend classical evidence-based frameworks with short, iterative cycles and continuous refinement, creating learning that adapts to evolving needs, engages learners through meaningful experiences, and consistently delivers measurable business impact.

Measured impact

Measured Impact – Key Outcomes
Results from blended learning programmes



Internal evaluation with Kirkpatrick & Phillips ROI

<div><div>+35%</div><div>Knowledge Retention</div></div>	<div><div>-2 weeks</div><div>Time to First Sale</div></div>
<div><div>+45%</div><div>Coaching Confidence</div></div>	<div><div>↑</div><div>Cross-team Collaboration</div></div>