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The new roles of educational designers in corporate training

Learning contents are increasingly generated by employees, in a decentralized way. What is the effect on the role of the educational designer?

Employee learning is based on the fact that learning content is often generated in a decentralized way by employees, and not just by educational designers.

Employee-generated learning: new roles for educational designers

Empowering employees to create training content is a real turning point: it means that any employee can create an e-Learning course on the subject he/she is expert in. Therefore, the role of educational designers switches from being the only actors responsible for the creation of didactic contents to more transversal roles related to facilitating the creation of contents by experts within the organization.

3 new roles for educational designers

The role of educational design is rapidly changing, moving away from the mere creation of content:

1. The role of co-creation

Rather than focusing on creating content, it will be necessary for educational designers to focus on structural elements. This can be done by setting learning objectives and course structure. Moreover, the technical tasks of creating the course should involve the didactic designers, since that is where their experience is.

2. The management role

The second key role of the educational designer is to guarantee the quality of the courses that are created. Not so much for what concerns the quality of the contents, but for what concerns the didactic quality (the way in which they are effectively transferring knowledge). This is necessary to ensure that there is a correct teaching alignment within the learning material.

3. The role of coaching

The main aspect of the role of coach is to supervise and guide the creators of the course (the experts in the field) about the creation of the appropriate course. This should be done throughout the creation process, both before and during the formulation of the course. Leading and instructing experts on the subject leads to the creation of more effective and didactically valid teaching material.

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