



1



2



3

It's not about choosing rapid or traditional.

It's about knowing how to speed up your process without losing quality.

4

David Thompson


david.thompson@example.com

Training Request


Hi,


Please put together some training for the Zendesk Messaging pilot.

It's being released in two weeks.



How could I do this quickly, create a quality training, and keep my ID head up high?





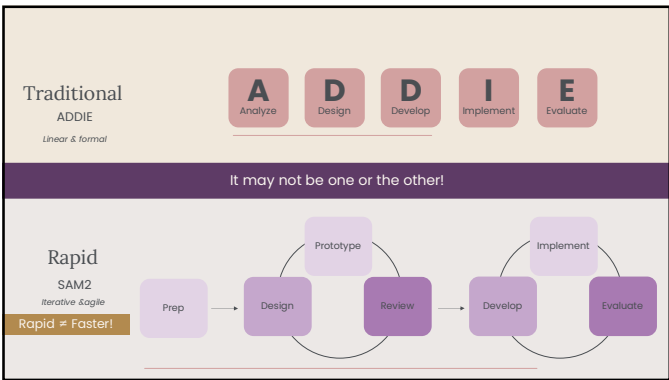
5

Understanding Your Development Defaults

6



7



8

My Defaults & Red Flags

My Defaults

- Thorough intake & discovery
- Connect with stakeholders
- Outline content
- Choose tools strategically

Red Flags/Early Constraints

- Pilot
- Tool/Process was not ready
- Changing content
- Short go-live timeline

9

Explore Your Development Defaults

Complete the My Default Drivers Section!

My Development Defaults

Reflect on your instincts before a project even starts

My gut instinct when a project starts is to:

I usually think first about:

☐ Timeline

☐ SME availability

☐ Tool/platform

☐ Scope

☐ Stakeholders

☐ Other:

What's non-negotiable for me?
(e.g. compliance training)

What are my red flags or early constraints?

5:00

10

Decision Drivers

11

Common Influencing Drivers

Driver	Description
Timeline	How close is the go-live? Days, weeks, months?
Scope	Is this training small and targeted or large and complex?
Complexity	Is the content straightforward or are there moving parts/processes?
Learners	What happens if learners don't get it right? Low stakes vs. high stakes
Stakeholders	Who's asking? Do they expect speed, thoroughness, or visibility?
Content Readiness	Is the process/tool/policy already defined or still changing?
Feedback	Do you have easy access to SMEs, reviewers, or pilot learners?
Culture	Is your workplace more "ship it now and fix later" or "slow down, get it right"?

12

Identify your Decision Drivers

Complete the Decision Drivers Section!

My Decision Drivers

Explore what shapes the way you respond


The factors that influence me the most are:


Example decisions I've made in past projects:

Key cues I watch for:

Green lights:
(make me comfortable to move faster)


Red lights:
(make me cautious, slow down, or push back)





13

Balancing Speed & Quality



14

Join at menti.com | Use code 0157 0704

Mentimeter

Rate your response: How often do you find yourself juggling speed vs. quality in your projects?

How often do you find yourself juggling speed vs. quality in your projects?

Rarely

Every project

Slide 1

Slide 2

Slide 3

Slide 4

Slide 5

15

Trade offs, not short cuts

16

Key Trade-Off Areas		
	Prioritize	Flex
Feedback Timing	Early feedback on critical content	Delay or reduce minor feedback cycles
Scope Prioritization	Critical learning outcomes	Push non-essential elements to later phases
Content Depth vs. Breadth	Key topics	Provide lighter coverage on the rest
Interactivity	Interactions essential to learning objectives	Reduce "nice-to-have" interactions
Templates & Tools	Use proven templates and tools	Adapt or simplify tools
Testing / QA	Functionality & mission critical items	Save lighter reviews for the end

17

Key Trade-Off Areas		
	Prioritize	Flex
Feedback Timing	Early feedback on critical content	Delay or reduce minor feedback cycles
Scope Prioritization	Critical learning outcomes	Push non-essential elements to later phases
Content Depth vs. Breadth	Key topics	Provide lighter coverage on the rest
Interactivity	Interactions essential to learning objectives	Reduce "nice-to-have" interactions
Templates & Tools	Use proven templates and tools	Adapt or simplify tools
Testing / QA	Functionality & mission critical items	Save lighter reviews for the end

18

How Do You Balance Speed & Quality?

Complete the How I Balance Speed & Quality!

How I Balance Speed & Quality

Explore where you can make trade-offs and how it relates to your process.

Feedback Timing

Scope Prioritization

Content Depth vs. Breadth

Interactivity

Testing / QA

Tools & Templates

Which of these areas do I feel least comfortable adjusting?

Where could small tweaks save time without sacrificing quality?

Are there patterns in my defaults that could be made more flexible?

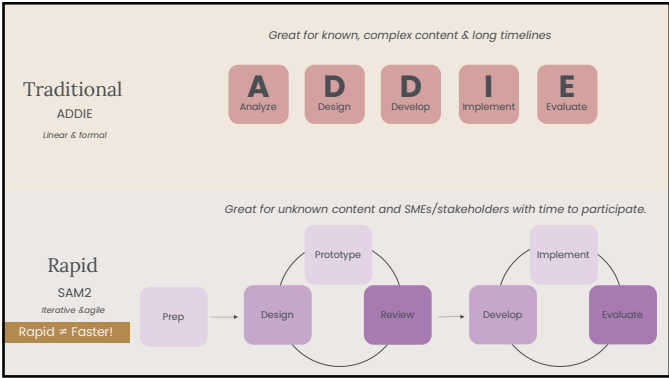
5:00

minutes

19

Developing Your Flexible Process

20



21

I prefer ADDIE (overall)


A
Analyze

D
Design

D
Develop

I
Implement

E
Evaluate



22

My Flexible Development Process


Discover
A
Need-to-know

Define & Outline
D
Outline

Design & Build
D
Templates

Review & Refine
I
Early/Short Review

Deliver & Evaluate
E
Minimum Viable Learning



23

Develop Your Flexible Process

Complete the My Flexible Process Section!

My Decision Drivers

Explore what shapes the way you respond


The factors that influence me the most are:

Example decisions I've made in past projects:

Key cues I watch for:

Green lights:
(make me comfortable to move faster)

Red lights:
(make me cautious, slow down, or push back)



24

Putting It All Together

25

Zendesk Messaging



Benefits for Customer

To give the customer what they want, a good customer service experience is essential. Zendesk Messaging can help.

- **Personalized** - Create personalized messages for each customer.
- **Consistent** - Ensure consistent messaging across all channels.
- **Engaging** - Use rich media to engage customers.
- **Efficient** - Streamline workflows and reduce response time.

Customer Life Procedure - Re-Open

Customer life procedure - Re-Open. This procedure is used to re-open a customer's account.





Agenda

1. Review
2. Zendesk Messaging interface
3. Idle procedures
4. Optimizing your workflow
5. Questions

Used a Storyline template (with some company branding)

Embedded Ops created scenarios and materials

Used a raw video of engineer showing the tool

Developed an ILT session for a blended solution



26

Your Takeaway

27


Takeaway Truths

No instructional design model needs to be adhered to 100%.

Speed isn't about skipping quality. It's about focusing on quality where it matters most.

Find areas to be flexible or iterate to ensure you are on the right track.

Determine your non-negotiables as a designer and what matters at your organization.



28

Q&A



29



Let's Connect!

Amanda Roseboom
Amanda.Roseboom.design@gmail.com
www.amandaroseboom.com



30
