

Services

Leadership
VIA
Design

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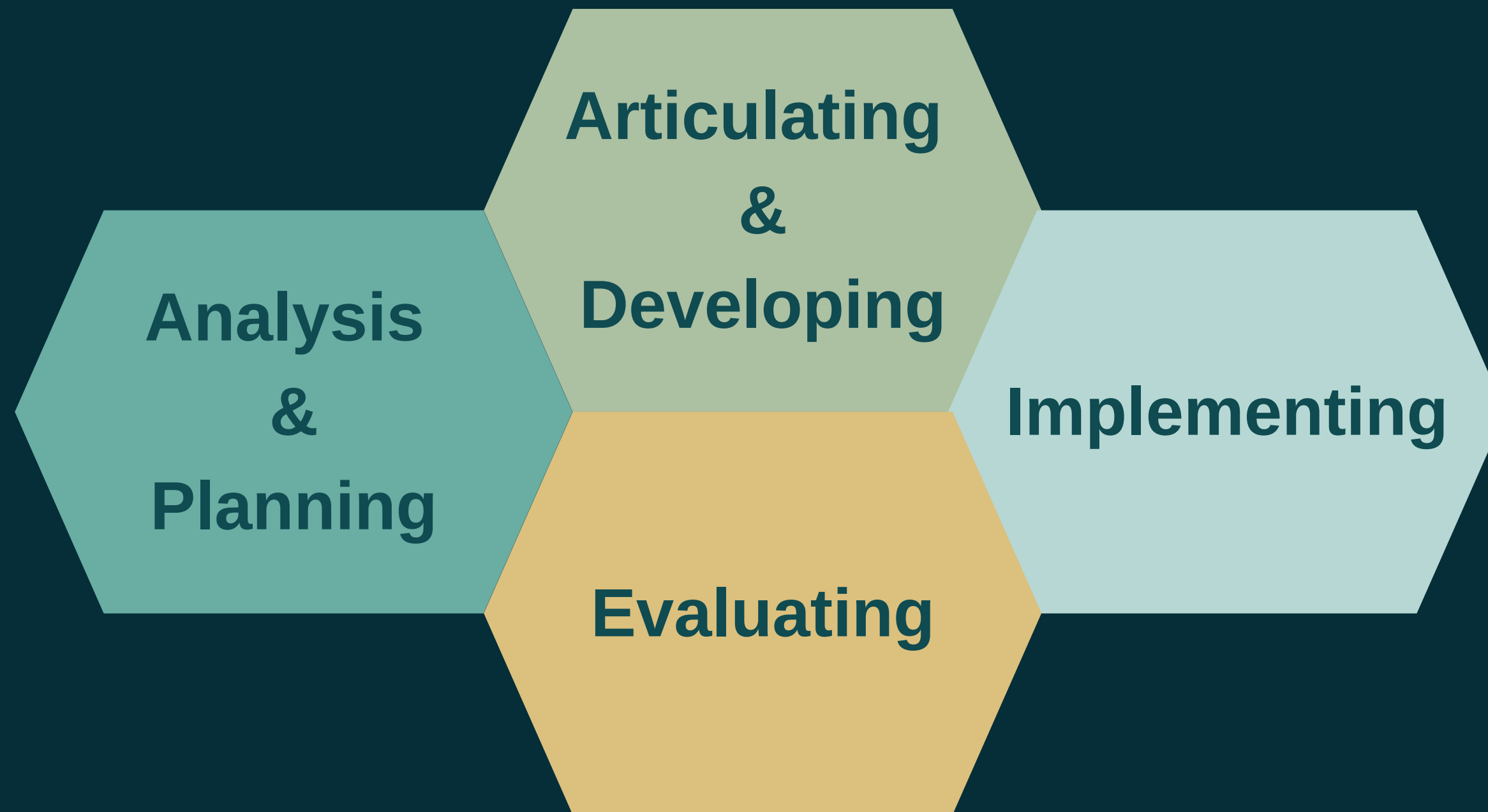


Instructional Design & Curriculum Development

Leadership via Design specializes in Instructional Design, original content creation, social and informal learning, microlearning, instructor-led learning, virtual classes, scripting, multimedia/video creation, and blended learning.

We write curricula from scratch and incorporate a backward design model.

Components of Our Process



A total of 30 different organizations have trusted Sharon Link, Ph.D. dba Leadership via Design to develop over 100 courses on a variety of topics.

We are avid technologists. We have you covered for even the most problematic eLearning solutions.

**eLearning
Development**

Trained and highly skilled in leadership theories, leadership development, coaching, and leadership program development, our leadership development is focused on coaching, mentorship, onboarding, and curriculum development for your needs.

Dr. Link's first Ph.D. is in Leadership Studies.

Leadership Development

Leadership Courses

- **XLSU 9000 Leadership Theory**
- **XLSU 9002 Leadership & Org Sys**
- **XLSU 9003 Introverted Leadership**
- **XLSU 9004 Servant Leadership**
- **XLSU 9005 Leadership Capstone**
- **MBA 525 Leadership and Organizational Behavior**
- **Leadership Development for Nurses**
- **LEAD 8000 Introduction to Women's Leadership**
- **LEAD 8001 Women's Leadership Skills in the Workplace**
- **LEAD 8002 Career Advancement for Women Leaders**
- **LEAD 8003 Women's Leadership Capstone**
- **MOL 5361 Global Leadership**
- **MOL 5331 Human Behavior in Organizations**
- **MOL 6311 Personal Leadership Development**
- **MOL 6330 Leadership Development and Coaching**

Any expenditure made to improve how well an organization and its workers comprehend and react to their environment is considered corporate learning. Even while these things can be included, it's not just about teaching people new tools, work skills, or information about new hardware and software. A culture of learning can, in general, increase an organization's competitiveness, innovation, and adaptability.

We have worked with global teams to design technology courses, analyze and document processes, develop workshops, record voiceovers, and develop assessments.

Corporate Learning



University Course Design

Our focus is on creating experiential learning solutions to activate learner engagement. We design fresh, original content that is theoretically infused, based on storytelling, and pragmatic. Our strength is in updating static courses to create interactive and thoughtful designs that increase student interaction, engage learners through gamification, and spark innovation. We work with universities and professors to qualitatively evaluate courses, revise content, and statistically measure outcomes.

An abstract graphic on the left side of the slide, featuring a teal background with orange and yellow splatters and streaks, resembling a map or a textured surface.

Workshop Design

We document your processes, conduct research, write all learning guides, and assessments, and stage your workshop. For example, we worked with a team at Columbia University to write a 126-page learning guide, and we set up the workshop. We do this virtually, as well.

We have worked with a variety of organizations to create performance support materials/job aids to document new processes, help learners develop new skills, and provide end-to-end content creation for busy learners.

Performance Support Materials & Learning Guides

Gamification & Game Design

Gamification can be defined as the concept of applying game design thinking to non-game applications. Wikipedia defines gamification as “the use of game thinking and game mechanics in non-game contexts to engage users in solving problems”. In practicality, gamification can be applied to online courses to heighten engagement, expand problem-solving, and enrich the learner's experience. Gamification done well provides instant feedback and can prompt an immediate behavioral change.

Aside from creating games using eLearning tools, we devise games for your content.



Level 4: Results

Level 3: Behavior

Level 2: Learning

Level 1: Reaction

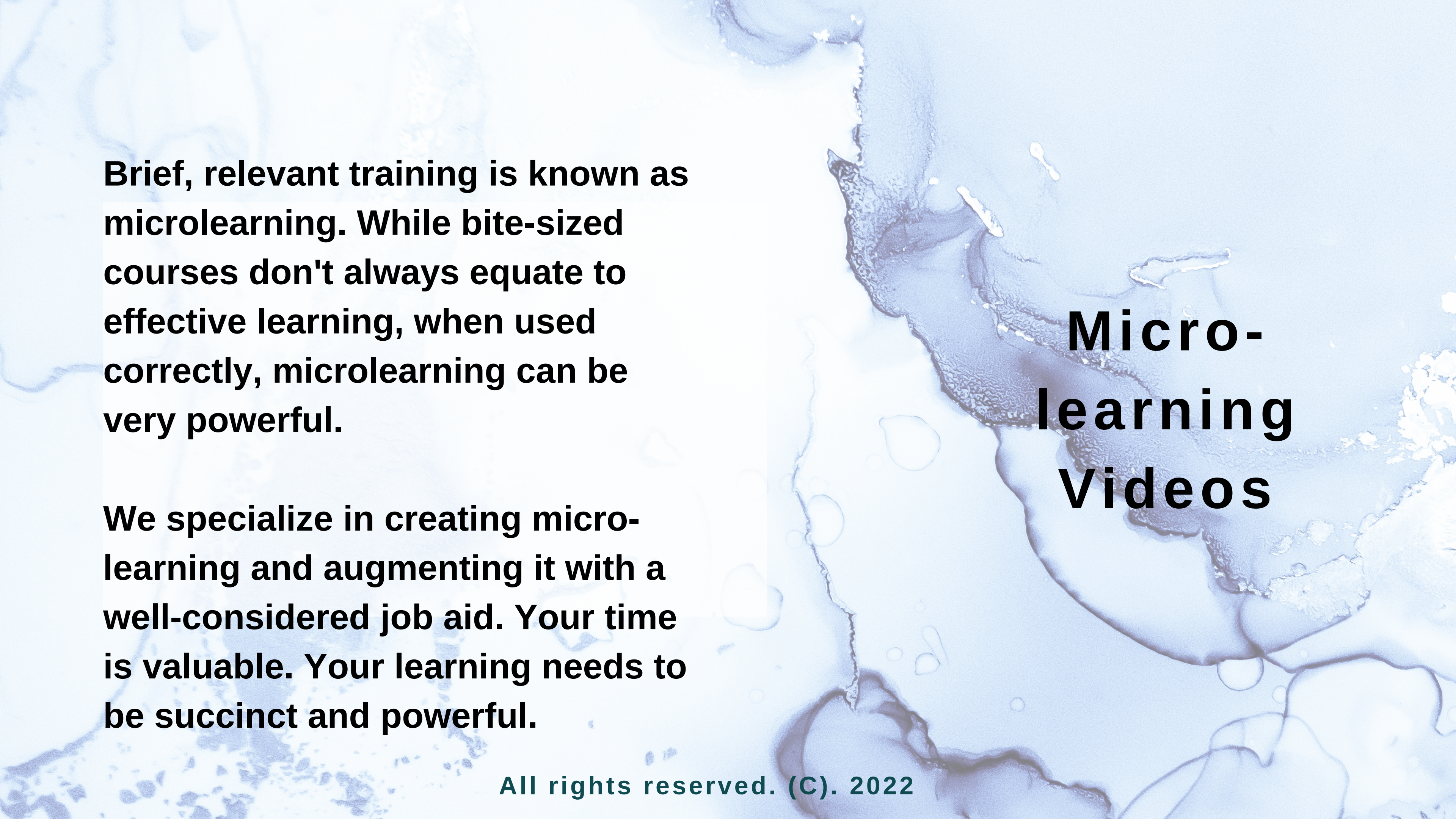
Assessments

We design and use various types of assessments, self-assessments, and scenario-based assessments to help you evaluate the instructional design. We engage Kirkpatrick's Big Four.

We design storyboards and work with stakeholders and subject matter experts to create a course or module that meets your needs.

We also write scripts and have recorded over 2000 voiceovers to pair with eLearning.

Storyboards & Scripts



Brief, relevant training is known as microlearning. While bite-sized courses don't always equate to effective learning, when used correctly, microlearning can be very powerful.

We specialize in creating micro-learning and augmenting it with a well-considered job aid. Your time is valuable. Your learning needs to be succinct and powerful.

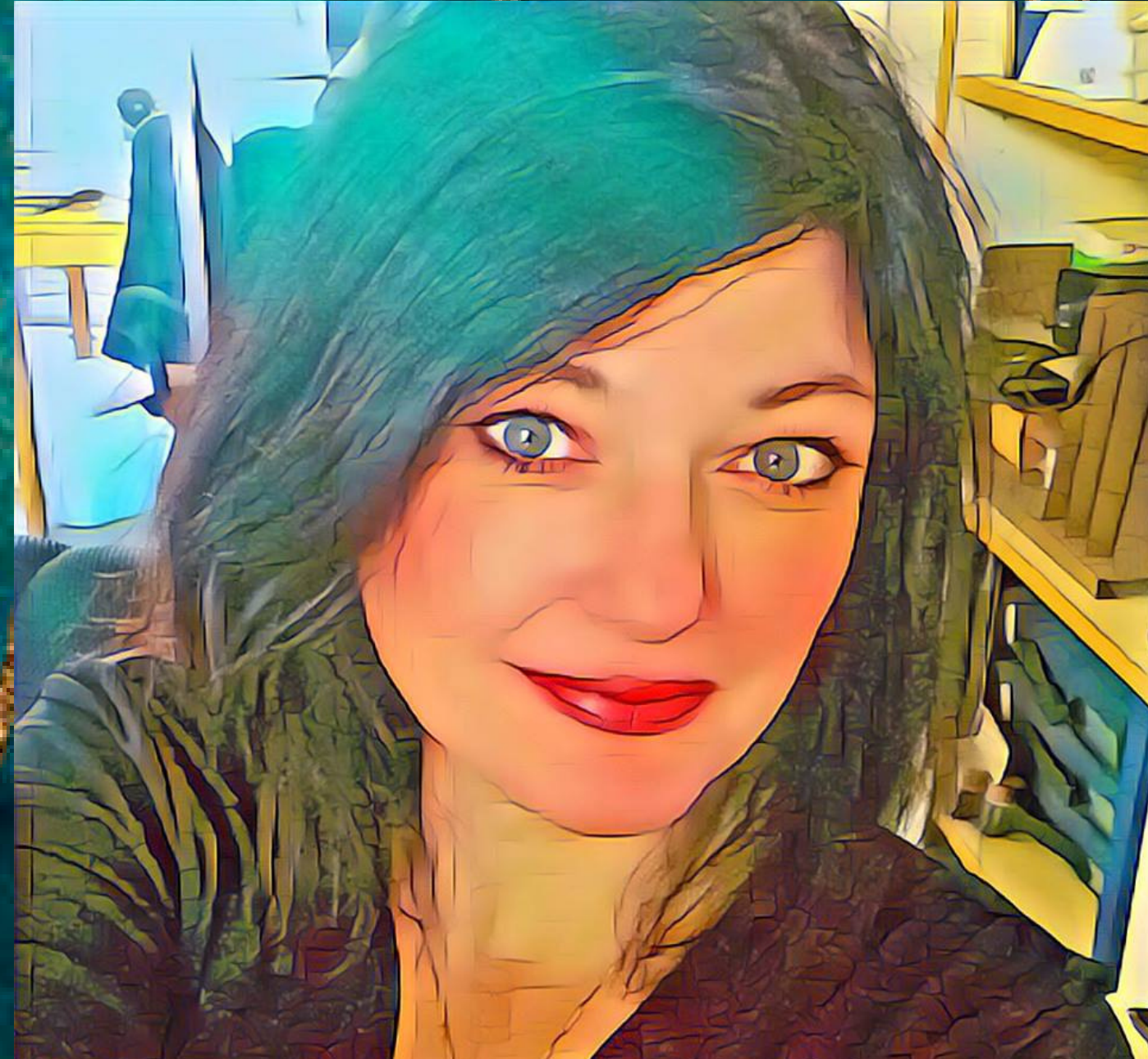
Micro-learning Videos

We design, deliver and facilitate professional development for teachers and practitioners. We want to bring you the latest in instructional design, curriculum development, and learning. Join us for an upcoming Zoom-based lunch and learn.

Professional Development

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Thank you
for your
time!



Dr. Sharon Link