# Elements of a Learning Journey for Instructional Designers

Learning Journeys have become very popular in corporations. This is likely due to the high level of effectiveness that has been recognized through journeys. Below is a guide for the most common elements found in effective learning journeys. Modes of training programs are excluded.

## Unconscious Incompetence Stage:

During this stage, the learner is unaware of their incompetence in knowledge, skills, or attitudes (KSAs) that are the focus of the journey. In this stage, the program should be focused on Bloom's Affective domain. Make the learner aware of what they don't know.

## Conscious Incompetence Stage:

Once the learner is aware that the journey is necessary, the program over time should focus on increasing knowledge and on skill building activities. This can be accomplished synchronously or asynchronously, in-person or online. The mode is dependent on the audience, the organization's capabilities, and the instructional designer's preference.

## Conscious Competence Stage:

This is the fun stage! In this stage, learners are aware that they must change. They have been given knowledge and tools with which they can work. They can begin applying what they've learned, usually back on the job. Often a "capstone project" is assigned to learners to apply new knowledge, skills, and attitudes.

Another important part of the conscious competence stage is observation and reflection. The learners can be assigned to journal their thoughts about the project as part of the learning journey. This helps the learners to integrate and personalize their learning. It can also be achieved by assigning each learner to make a presentation.

Lastly, as alluded to already, an important element of conscious competence stage is allowing each learner to share their journey and their insights through a presentation, a written paper, or through storytelling with the group.
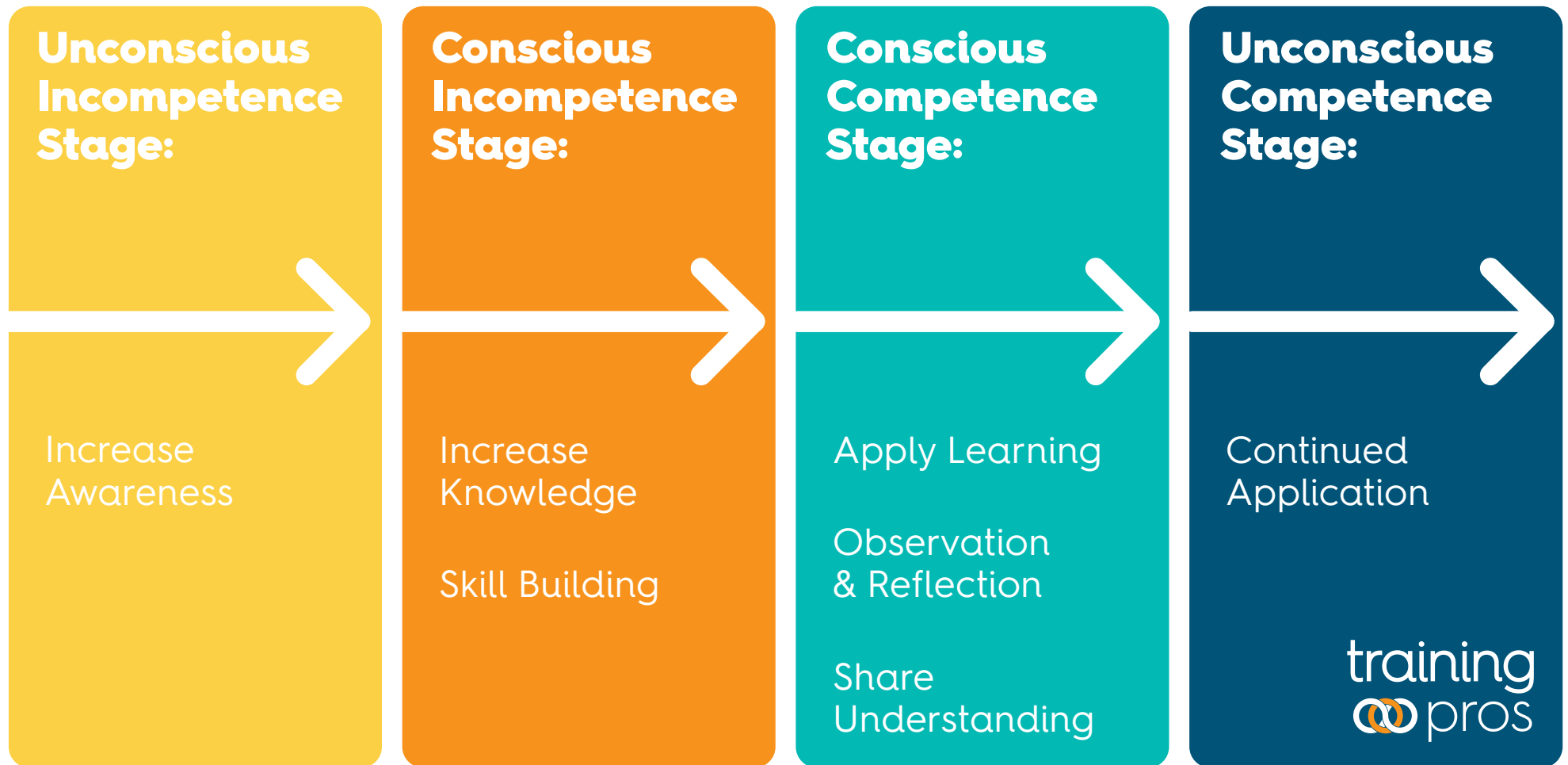
## Unconscious Competence Stage:

The last stage is built over time. Competence without effort is achieved by applying the new KSAs over a long period of time.

## Popular Elements of a Learning Journey:

- Cohort Groups
- Coaching
- Storytelling
- Online Communities for Collaboration
- Badging
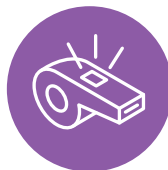- Milestones
- 360 Degree Feedback

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# Elements of a Learning Journey

**Unconscious Incompetence Stage:**

Increase Awareness

**Conscious Incompetence Stage:**

Increase Knowledge

Skill Building

**Conscious Competence Stage:**

Apply Learning

Observation & Reflection

Share Understanding

**Unconscious Competence Stage:**

Continued Application

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**Enhancing Elements:**

Cohort Groups | Coaching | Storytelling | Online Community | Badging | Milestones | 360 Feedback | Celebration/ Recognition
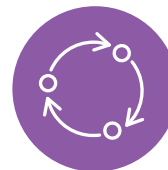
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# Sample Learning Journey

360 Feedback Assessment

Virtual Kick-Off

Individual Coaching

Custom OJT Assignments

Celebration

Cohort Groups Formed

Self-Paced Learning Assigned

Virtual Session

Begin Journaling

Virtual Session

Prepare for Storytelling

In-Person Capstone Event

**Phase 1 Milestone**

**Phase 2 Milestone**

**Phase 3 Milestone**

**Phase 4 Milestone**
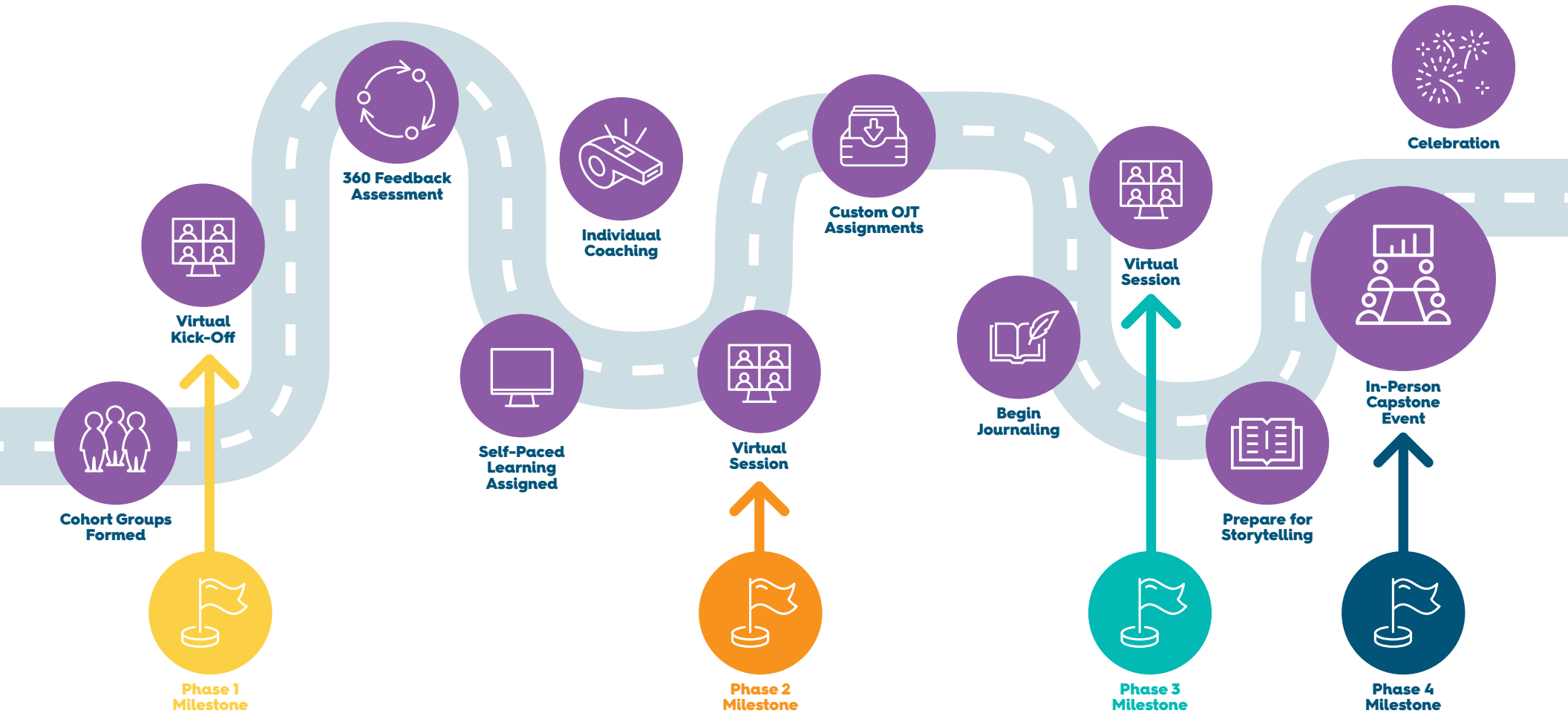
## Ongoing Elements:

Badging

Online Community

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