

Designing Learning Experiences

A full day session on building learning people can remember because of the experience attached to the learning event, not just the information delivered

Who it's for

Experienced adult educators, including instructional designers, developers, facilitators, and talent advisors, anyone experienced in creating and developing learning. This is not an introductory session.

Why this matters

Teaching someone about a new system, application, or behavior change isn't the same as helping them retain it. Real retention comes from an experience, learning connected to memory, to something they already know, to exposure that actually sticks. That's what this session is built around: not information delivery, but the experience wrapped around it. Skip that, and it costs you:

- **Time** — re-training people because the first pass never actually stuck.
- **Cost** — budget spent on content that gets forgotten within weeks.
- **Quality** — people who can recite information but lack the confidence to actually apply it.

This session is a combination of learning together and exploring new ideas together. As a group, we'll go over the most tried, tested, and true experience-based methods, project-based learning, gamification, scavenger hunts, crossword puzzles, playbooks, learning in the flow of work, and work together to build new, unique experiences you can add straight to your own toolbox.

Performance objectives

By attending this session, you'll be able to:

- Design learning that connects to memory, exposure, and experience, not just information delivery
- Apply proven experience-based formats: project-based learning, gamification, scavenger hunts, playbooks, and learning in the flow of work
- Build confidence and retention into the design itself, not as an afterthought
- Walk away with new, unique experiences you helped create as a group, ready to add to your own toolbox

Duration: A full day. This is a deeper, hands-on session, not a 3-hour format.

Designing the experience, step by step

- **Connect** — tie new learning to something the learner already knows
- **Choose** — select the right format: project-based, gamified, a scavenger hunt, a playbook, or something else entirely
- **Build** — design the experience as a group, together
- **Test** — try it, refine it, see what actually resonates
- **Collect** — walk away with new experiences added to your own toolbox

How it's delivered: live, virtual, full day. Every group is different, so every session is unique. Expect a variety of experience formats to explore together, part shared best practice, part hands-on creation of something new.

Email us to get started

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