

The Framework for Learning

Build your own ADDIE-based framework for learning, change management, and measurement, one you'll use with every client after this

Who it's for

Instructional designers and learning professionals doing the work, and the HR professionals and senior leaders who sponsor or bring in this training for their teams.

Prerequisite

Come to this session with a solid understanding of your client, their current needs and their likely future ones. This program builds on that knowledge, it doesn't replace it.

Why this matters

A great learning program isn't just designed, it's engineered, moving deliberately through analysis, design, development, implementation, and evaluation. Skipping straight to "just build it" means missing the pieces that actually make training stick: the change management behind it, and a real way to measure whether it worked. This course gives you a Bridlewood-built framework grounded in ADDIE, one you fill in with your own client's specifics, so you walk away with a real, usable tool, not just a concept.

Performance objectives

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

- Build an intake process for analyzing your client's needs, grounded in ADDIE
- Fill in a Bridlewood-provided framework with your own client's specifics, covering learning, change management, and measurement together
- Walk away with a reusable framework you can apply to future clients and projects
- Use the framework as a client-facing document, something you can send before engagement to set expectations about what working with you looks like

Duration: Flexible to fit your team. Choose from a single 3-hour session, two 3-hour sessions across two days, or a full 6-hour, one-day format. Includes 1 to 2 hours of homework between sessions.

The framework, step by step

- **Analyze** — build your intake process for understanding your client's real needs
- **Design** — structure the learning and change approach before you build anything
- **Develop** — create the standard, fillable template you'll use with every client
- **Implement** — plan the rollout, including the change management your client needs
- **Evaluate** — build in the measurement strategy from the start, not after the fact

How it's delivered: live, virtual, project-based. Using a Bridlewood-provided framework shell, you fill in your own client's specifics as you go, walking away with a completed example and a reusable template for future work.

[Email us to get started](#)

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