



The 8 Steps of Design™

A Learning Design Framework

For decades our team has used an eight-part framework to design learning programs of all sorts. The framework was first codified by [Dr. Jane Vella](#) and we have enhanced it over the years through our global work.

Below is a snapshot of the framework. Defining and unpacking each part is, of course, a truly iterative process. As we define each part fully, the learning program begins to take shape and emerges as a coherent whole.



An Iterative Process



Who?	The People	A deep understanding of who will participate in the learning program and who will lead it.
Why?	The Current Situation	A description of the situation that is calling for this learning event or meeting; the complex rationale or need.
So That?	The Anticipated Change	A realistic vision of what will be different as a result of this joint learning experience.
When?	The Time and Timing	A detailed description of the time available for the learning, noting how this influences the possible amount and depth of content to be taught.
Where?	The Place and Space (in-person or virtual)	A decision on the best location to support the learning, and a description of the limitation that the place might offer.
What?	The Content	A carefully-constructed set of skills, information, and perspectives to focus on in the learning.
What For?	The Achievement-Based Objectives	A specific description of what learners will do during the program with each piece of priority content, in order to learn it.
How?	The Learning Tasks	A flexible, yet structured, process through which all learners build their skills and share their learning.