

What Type of L&D Guru Are You?

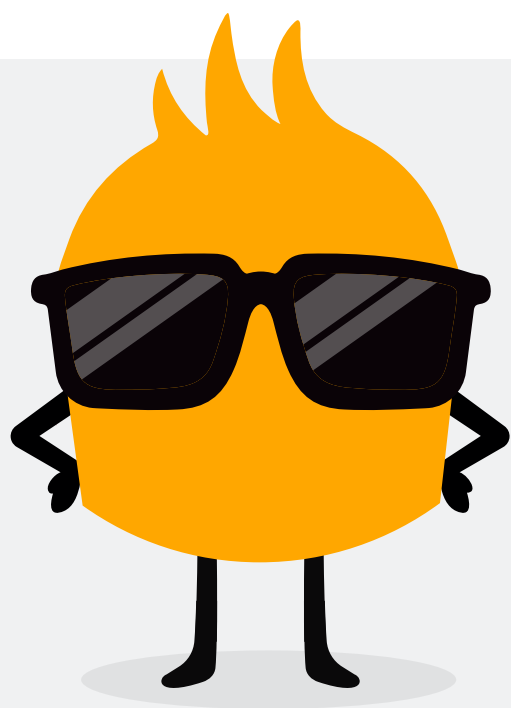
Learning and development pros come in all shapes and sizes, and often from very different backgrounds from an instructional design and even philosophical standpoint. But, no matter their instructional model of preference, personal viewpoint, and go-to communication style, there’s a lot to be learned from all different types of learning content creators.

Here we go. What awesome L&D archetype are you? And what about your peers? They’re all good, just different, so keep an open mind to make the most of your skills and of those around you.

The Old School Cool

The Old School Cool is never “out of touch.” These learning designers are savvy storytellers, creating content that draws people into the learning club. They’re standout problem solvers and project managers because they work well with others to deliver on time and on budget.

- ▶ **Key strengths:**
problem-solver, writer, well-connected
- ▶ **Support them by:**
collaborating, cocreating, communicating



The Techie Teacher

The Techie Teacher is a gadget geek, curious about how technology and psychology affect learning. They’re not afraid to get creative but will do so in an organized way. Typical list-lovers, you’ll find their projects color-coded as they leverage their knowledge of UX, LXD, and CX.

- ▶ **Key strengths:**
knowledgeable, organized, innovative
- ▶ **Support them by:**
interacting virtually, talking tech, experimenting

The Alpha Designer

The Alpha Designer is your go-to pro for the most challenging content briefs. Always ready to step up and go the extra mile, they thrive on solving difficult problems and making tough decisions. Project management is their biggest strength and they know how to get results.

- ▶ **Key strengths:**
critical thinker, determined, confident
- ▶ **Support them by:**
offering new projects, enabling autonomy, trusting



The Silent Wizard

The Silent Wizard knows how to “work their magic” but is a humble achiever. They won’t toot their own horns but will share their knowledge if asked! Perfectionists at heart, they’ll hold themselves to the highest standards and use theory and precision to deliver compelling content.

- ▶ **Key strengths:**
modest, dedicated, precise
- ▶ **Support them by:**
including, supporting, recognizing

The Free Spirit Thinker

The Free Spirit Thinker sure is fun to have on the team! They’ll get playful with course content and experiment with new ways to engage learners, especially visually and via video. Less interested in the “course complete” box, they want to create content that stimulates and sticks.

- ▶ **Key strengths:**
creative, imaginative, design-savvy
- ▶ **Support them by:**
sharing, socializing, encouraging

