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Designing Successful e-Learning: Forget What You Know About Instructional Design and Do Something Interesting. Michael W. Allen. John Wiley & Sons, Jan 21, 2011- Business & Economics-256 pages....

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Designing Successful e-Learning by Michael Allen (Only Chapter 7: Designing Outside The Box). "While its target audience is instructional designers, this book should also be required reading for all training managers seeking guidelines on implementing world-class training.

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Michael W. Allen pioneered multimedia learning technologies, interactive instructional paradigms, and rapid-prototyping processes, bringing each forward into leading corporate enterprises. He is the chairman and CEO of Allen Interactions Inc. that builds universally acclaimed custom e-learning, provides strategic learning consulting, and trains e-learning professionals in collaboration with ASTD.

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Allen , Michael W ( 2007 ) Designing successful e-learning Pfeiffer ( San Francisco & Wiley worldwide <http://www.pfeiffer.com> ) ISBN 978-0-7879-8299-7 238 pp £18.99 Written for trainers and emblazoned "Forget What You Know About Instructional Design and Do Something Interesting", this is the second of the six volumes of Michael Allen's "E-learning library"; the first is Creating successful e-learning ("A Rapid System for Getting It Right First Time, Every Time").

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### **Designing successful e-learning - By Michael W Allen ...**

In chapter 6 of his book Designing Successful E-learning, Michael Allen describes 4 elements that contribute to effective instructional design. Meaningful learning experiences. If the content is not meaningful to the individual, the learning will not be able to assist in the learning process. Notice his perspective here. Dr. Allen views the learner as a partner in learning not merely a consumer of content.

### **Michael Allen's 4 M's of Instructional Design | Svenonia Blog**

It goes into more depth on the skills necessary not only to design a successful E-Learning program but any training or instructional program. The author is writes in a very familiar style and tone. Reading the book feels more like a conversation with the author than a standard instructional text, which, in keeping with the theme of the book ...

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