enrol
yourself

Learner Experience Design
Training

Learner Experience Design (LXD)

LXD is the process of consciously envisaging, creating and delivering opportunities for effective and engaging learning experiences (programmes, products, services).

LXD encompasses; an understanding of what contributes to the design of successful LX in different contexts; the ways we define and measure success; the philosophy that underpins the design; the skills to implement the experiences.

A learner is a user whose desired outcome is the development of skills, knowledge, understanding, attitudes, world views etc.

Why is LXD important?

In an educational setting we need to shift our thinking from user-centred to learner-centred, so that we can combine the best of pedagogy, design and user experience. Learners are often poorly served because of the 'ed-tech disconnect' which occurs when these fields of knowledge are not integrated.

Training Learner Experience Designers

Who's this for?

Whether you're building an ed-tech product, reviewing how learning and development is delivered within your organisation or training your trainers, building the LXD capacity of your team could enhance your impact.

Two day train-athon

We offer an intensive, practical workshop. It's an opportunity for your team to learn new skills and adopt a new identity: 'learner experience designer'. This will help you access latent creativity, new ideas and a truly learner-centred approach.

Tailored to your needs

We'll work with you to adapt our approach to your specific challenges or goals.

"The two days were both inspirational and aspirational." - Participant

Case Study: Government Digital Service

Two days of bespoke training for learning and development professionals at GDS.

"I commissioned the training to broaden the team's understanding of LXD and open new possibilities. We had two energetic and insightful days. The lasting impact has been to give us new perspective and fresh ideas to tackle the challenge of implementing learning at scale across government."
- Laura Billings, Government Digital Service

Objectives. Equip GDS employees with:

- A learner-centred, design thinking approach.
- A broader toolkit of methods and case studies.
- Capability to address learning challenges such as the scale of workforce, and rapid digital transformation.
- Capability to develop new approaches and become an innovative learning organisation.

"I loved the the opportunity to take a real problem and come up with ideas and a prototype, plus the opportunity to work with people across GDS on common goals."
- Participant

An example outline

Day 1 is all about content and skills building, and we set bespoke challenge briefs. On day 2 we put those learner-centred skills into practice, developing a prototype and gathering feedback from peers and an informal panel.

	Day 1	Day 2
Morning	• Introduction to LXD • Trends impacting learning today • Larder of case studies	• Challenge briefs: idea generation • Speak to your learners • Working in teams
Afternoon	• Learning 'systems' • Mapping learner journeys • Setting challenge briefs	• Peer review session • Present to the panel • Taking this forward

Our team

Zahra Davidson
Co-founder & Director of
Enrol Yourself

Zahra is a learner
experience designer with a
background spanning
service design, system
innovation, social enterprise
and visual communication.
She now runs Enrol Yourself
and co-organises the
#LXDmeetup with ELTjam.

Jo Sayers
Director, Head of Product,
ELTjam

Jo Sayers is a director of
ELTjam and has worked in
education since 2006,
moving from teacher to
syllabus designer to product
manager for English at
busuu and eLearning
Academic Lead for EC
English.

Anneka Deva,
Enrol Yourself Facilitator

Anneka has more than 10
years experience working in
education. She is the
founder of TEDxBrum,
bringing the international
TEDx movement to
Birmingham in 2011 and she
currently works for the
University of Birmingham.

David Heinemann,
Enrol Yourself Facilitator

David is a coach, facilitator
and designer whose recent
projects include founding
Index on Censorship's
annual global fellowship for
human rights leaders and
launching a UK/US mental
health retreat with Sunday
Assembly.

A bit more about Enrol Yourself

Enrol Yourself is an award-winning social business redesigning lifelong learning by harnessing the power of peer groups to **multiply individual and collective development.**

Our work is based on the understanding that great organisations and valued employees require **a different kind of training** if they are to flourish in the rapidly changing 21st Century.

We run the Learning Marathon, **a 6 month peer-led learning accelerator** designed to help participants tackle professional and personal challenges. We don't teach subjects, instead participants work on a complex, real world problem, for which there is no standard training course.

All participants **develop 21st Century capabilities** (such as creative problem solving, collaboration and learnability) and **enhance their wellbeing**, resilience and confidence.

Get in touch:
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More about Enrol Yourself:
Enrolyourself.com

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