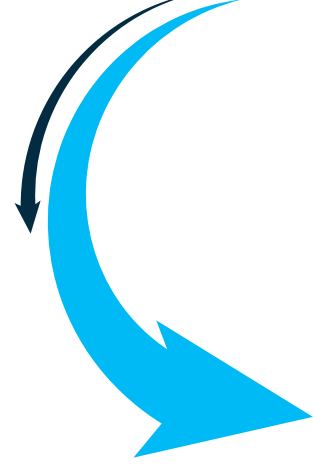# insync training

TOP 18 ESSENTIAL VIRTUAL & HYBRID DESIGN SKILLS SELF-ASSESSMENT

Welcome to InSync Training's **"Essential Virtual & Hybrid Design Skills: Self-Assessment"** worksheet. This tool is designed to help you evaluate your current proficiency in the core competencies needed to design engaging, effective virtual and hybrid learning experiences. By reflecting on your strengths and identifying opportunities for improvement, you can better target your professional development efforts.

How to Use This Tool:

1. **Review the Skills:** Each section below outlines a key design skill. Read the skill title and description before scoring yourself from 1 (Poor) to 5 (Excellent).

2. **Self-Assess:** Use the "Evidence & Challenges" box to describe how you've applied this skill or what has been difficult. We've provided short examples to help guide your reflection.

3. **Identify Learning Resources:** Each skill includes suggested courses and blogs from InSync Training to support your development.

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Align Learning with Business & Performance Goals

Design begins with understanding the why. These skills help ensure your solutions are grounded in what the business truly needs.

1. UNDERSTAND THE BUSINESS NEED:

Analyze business challenges and performance gaps to ensure your learning solutions are aligned with organizational goals.

RATE YOUR SELF 1-5

1	2	3	4	5
	Poor	Neutral	Positive	

EVIDENCE & CHALLENGES

Example:

Evidence: Conducts discovery meetings with stakeholders to identify performance gaps and desired outcomes.

Challenges: Designing content before fully understanding the root cause of the performance issue.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Certificate

Virtual Learning Strategies https://www.insynctraining.com/courses/virtual-learning-strategies

Blog

Transforming Learning and Development to Drive Business Success

https://blog.insynctraining.com/transforming-learning-and-development-to-drive-business-success

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Align Learning with Business & Performance Goals

2. Align Design with Organizational Strategy

Translate business needs into actionable learning strategies that support performance improvement and measurable impact.

RATE YOUR SELF 1-5

1	2	3	4	5
Poor		Neutral		Positive

EVIDENCE & CHALLENGES

Example:

Evidence: Maps learning objectives to business KPIs or strategic goals.

Challenges: Struggles to articulate how the learning program supports larger company initiatives.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Certificate

Design Mastery https://www.insynctraining.com/courses/design-mastery

Blog

How the Performance Management Process Empowers Learning

https://blog.insynctraining.com/how-performance-management-encourages-learning

The Science of Designing for the Virtual Classroom

https://blog.insynctraining.com/the-science-of-designing-for-the-virtual-classroom

Align Learning with Business & Performance Goals

3. Conduct a Learner Needs Analysis

Gather and use data about your learners' roles, experience levels, and learning contexts to make informed design decisions.

RATE YOUR SELF 1-5

1	2	3	4	5
Poor		**Neutral**		**Positive**

EVIDENCE & CHALLENGES

Example:

Evidence: Surveys, interviews, or reviews job data to understand learner profiles and context.

Challenges: Assumes all learners have the same background, experience, or access.

In the box below, describe any Evidence and/or Challenges you may have.
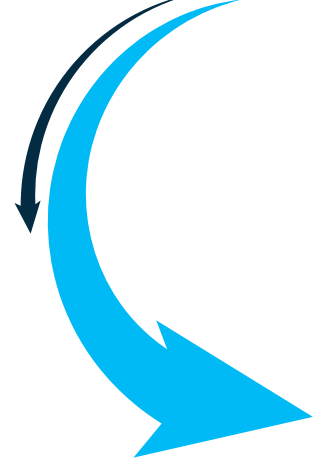
RECOMMENDED RESOURCES

Certificate

Design Mastery https://www.insynctraining.com/courses/design-mastery

Blog

LXD: Designing for Learners, Not Just Content
https://blog.insynctraining.com/lxd-designing-for-learners-not-just-content

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Align Learning with Business & Performance Goals

4. Collaborate with Stakeholders

Gather and use data about your learners' roles, experience levels, and learning contexts to make informed design decisions.

RATE YOUR SELF 1-5

1	2	3	4	5

Poor   **Neutral**   **Positive**

EVIDENCE & CHALLENGES

Example:

Evidence: Co-develops solutions with SMEs and leaders; documents decisions and feedback.

Challenges: Receives vague input from stakeholders or experiences constant scope creep.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Certificate
Virtual Learning Strategies https://www.insynctraining.com/courses/virtual-learning-strategies

Workshop
Stakeholder Mangement
https://www.insynctraining.com/courses/stakeholder-management

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Design Purposeful and Engaging Blended Learning

Modern learners expect meaningful experiences. These skills help you craft blended programs that keep learners focused, active, and motivated.

5. APPLY LEARNING SCIENCE TO DIGITAL MODALITIES

Use adult learning principles and evidence-based practices to inform your design for virtual and hybrid programs.

RATE YOUR SELF 1-5

1	2	3	4	5
	Poor	Neutral	Positive	

EVIDENCE & CHALLENGES

Example:

Evidence: Uses spaced learning, retrieval practice, and active learning in virtual sessions.

Challenges: Relies on lecture-heavy design or outdated models without adapting for digital delivery.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Workshop

The Brain-Based Virtual Classroom
https://www.insynctraining.com/courses/brain-based-activities

Ebook

Modern Strategies for Classic Instructional Design
https://blog.insynctraining.com/modern-strategies-classic-instructional-design
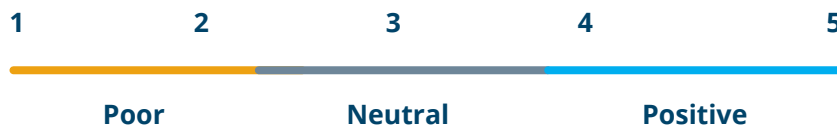
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Design Purposeful and Engaging Blended Learning

6. Write Measurable Learning Objectives

Ensure every objective is actionable, aligned to outcomes, and supported by appropriate content and activities.

RATE YOUR SELF 1-5

1	2	3	4	5
Poor		**Neutral**		**Positive**

EVIDENCE & CHALLENGES

Example:

Evidence: Objectives use action verbs and are aligned to activities and assessments.

Challenges: Uses vague verbs like "understand" or writes objectives that can't be evaluated.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Certificate
Design Fundamentals
https://www.insynctraining.com/courses/design-fundamentals
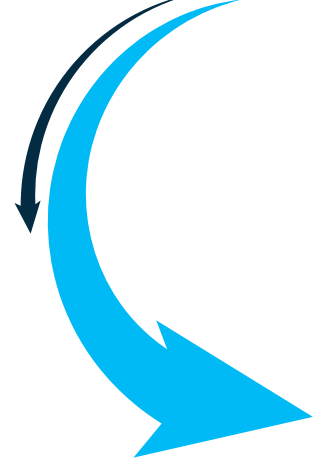**Blog**
The Science of Designing for the Virtual Classroom
https://blog.insynctraining.com/the-science-of-designing-for-the-virtual-classroom

Design Purposeful and Engaging Blended Learning

7. Design to Combat Virtual Fatigue

Incorporate spacing, energy shifts, and interaction variety to re-energize disengaged learners.

RATE YOUR SELF 1-5

1	2	3	4	5
	Poor	Neutral	Positive	

EVIDENCE & CHALLENGES

Example:

Evidence: Includes regular interaction, visual variety, and regular energy resets.

Challenges: Sessions feel long, passive, or disengaging—participants multitask or check out.

In the box below, describe any Evidence and/or Challenges you may have.

### RECOMMENDED RESOURCES

Workshop
Energize Virtual Learning https://www.insynctraining.com/courses/energize-vl

Blog
Balancing Virtual Classroom Engagement: Combating Learning Fatigue
https://blog.insynctraining.com/combating-learner-fatigue

Design Purposeful and Engaging Blended Learning

8. Select the Right Modality for the Objective

Make intentional choices about what belongs in live sessions, self-paced learning, or collaborative activities.

RATE YOUR SELF 1-5

1	2	3	4	5
	Poor	Neutral	Positive	
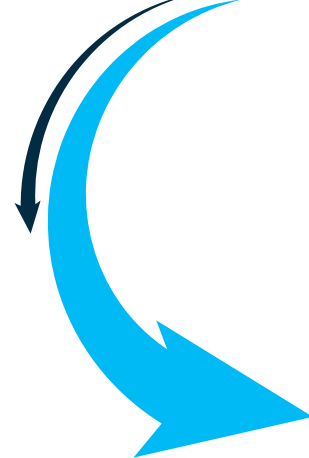
EVIDENCE & CHALLENGES

Example:

Evidence: Uses asynchronous modules for knowledge and live sessions for practice and feedback.

Challenges: Puts everything in one format—usually live—even when other formats would be more effective.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Workshop
Designing Blended Hybrid Learning
https://www.insynctraining.com/courses/designing-blended-hybrid
Blending Learning Campaign Design
https://www.insynctraining.com/courses/blended-learning

Design Purposeful and Engaging Blended Learning

9. Design for Diverse Learning Needs

Create experiences that are accessible, culturally relevant, and inclusive for all learners—regardless of background or location.

RATE YOUR SELF 1-5

1	2	3	4	5
Poor		**Neutral**		**Positive**

EVIDENCE & CHALLENGES

Example:

Evidence: Adds alt text, designs for low bandwidth, considers global learners' time zones and cultural norms.

Challenges: Designs a "one-size-fits-all" experience without accessibility or DEI in mind.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Workshop
The Accessible & Inclusive Virtual Classroom Masterclass
https://www.insynctraining.com/courses/vl-the-accessible-inclusive-virtual-classroom-masterclass

Blog
Create Inclusive Learning for All Toolkit
https://blog.insynctraining.com/insync-announces-create-inclusive-learning

Tool Kit
Designing Blended Hybrid Learning
https://www.insynctraining.com/courses/designing-blended-hybrid

Podcast
Global Training Programs Align with Local Culture
https://youtu.be/hrJmN_e5oDE?si=MhijhxlFGx8IGJlfd

Design Purposeful and Engaging Blended Learning

10. Design for the Full Learning Ecosystem

Think beyond the classroom. Build in pre-work, application, coaching, and ongoing support to drive real behavior change.

RATE YOUR SELF 1-5

1	2	3	4	5
	Poor	Neutral	Positive	

EVIDENCE & CHALLENGES

Example:

Evidence: Includes pre-work, job aids, post-session coaching, and follow-ups to support transfer.
Challenges: Treats training as a one-time event rather than a broader journey.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Workshop
Blended Learning Campaign Design
https://www.insynctraining.com/courses/blended-learning

Certification
Virtual Learning Strategies for the Hybrid Workforce
https://www.insynctraining.com/courses/virtual-learning-strategies

Blog
Blended Learning 101: Valuable Tips for Setting Blended Learning Tone
https://blog.insynctraining.com/set-the-blended-learning-tone-hit-the-ground-running

Develop Solutions for the Hybrid Learning Environment

Hybrid is complex—but powerful when done right. These skills ensure equity, engagement, and connection across locations.

11. CREATE SEAMLESS EXPERIENCES FOR ALL LEARNERS

Design content and materials that ensure both virtual and in-person participants are included, engaged, and empowered.

RATE YOUR SELF 1-5

1	2	3	4	5
	Poor	Neutral	Positive	

EVIDENCE & CHALLENGES

Example:

Evidence: Learner guides and materials are platform-agnostic and accessible in both physical and virtual formats.

Challenges: Virtual participants feel like second-class learners or miss out on key experiences.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Blog

Strategies for Flexible and Engaging Hybrid Training Programs

https://blog.insynctraining.com/flexible-engaging-hybrid-training

Certificate

Virtual Learning Strategies

https://www.insynctraining.com/courses/virtual-learning-strategies

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Develop Solutions for the Hybrid Learning Environment

12. Leverage Technology to Connect Participants

Integrate platform tools, apps, and collaboration spaces that support interaction and access across modalities.

RATE YOUR SELF 1-5

1	2	3	4	5
	Poor	Neutral	Positive	

EVIDENCE & CHALLENGES

Example:

Evidence: Uses tools like shared whiteboards, polls, and collaboration apps to engage everyone.
Challenges: Technology choices isolate one group or introduce too much friction.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Workshop
Going Live: From In-Person to Virtual
https://www.insynctraining.com/courses/going-live
App-Enhanced Virtual Classroom Engagement
https://www.insynctraining.com/courses/app-enhanced
AI-Augmented Virtual Learning Masterclass
https://www.insynctraining.com/courses/ai-augmented-vl-mc

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Develop Solutions for the Hybrid Learning Environment

13. Anticipate Hybrid Delivery Needs

Plan for the unique logistical, technical, and facilitation challenges of hybrid delivery to help facilitators and learners succeed.

RATE YOUR SELF 1-5

1	2	3	4	5
	Poor	Neutral	Positive	

EVIDENCE & CHALLENGES

Example:

Evidence: Designs for audio/video challenges, facilitator roles, and participant support.

Challenges: Underestimates the complexity of running activities in hybrid formats.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Blog

**5 Facilitation Strategies to Elevate Engagement in Hybrid Training**

https://blog.insynctraining.com/facilitation-elevate-hybrid-engagement

Strategies for Flexible and Engaging Hybrid Training Programs

https://blog.insynctraining.com/flexible-engaging-hybrid-training

Develop Solutions for the Hybrid Learning Environment

14. Collaborate Across Roles—Facilitators, Producers, Designers

Build strong communication and documentation processes across the delivery team to ensure a seamless experience from design through facilitation.

RATE YOUR SELF 1-5

1	2	3	4	5
	Poor	Neutral	Positive	
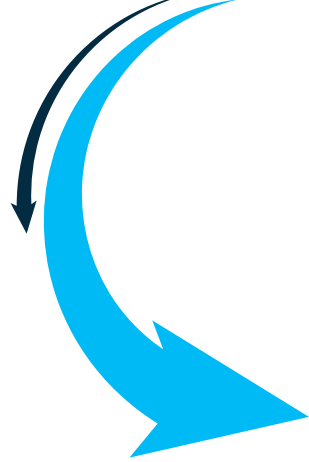
EVIDENCE & CHALLENGES

Example:

Evidence: Shares clear documentation and prepares facilitators and producers with detailed guidance.

Challenges: Learner experience suffers due to poor handoff or confusion between roles.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Certification

Virtual Learning Expert™

https://www.insynctraining.com/courses/virtual-learning-expert

Virtual Learning Leader

https://www.insynctraining.com/courses/virtual-learning

insynctraining
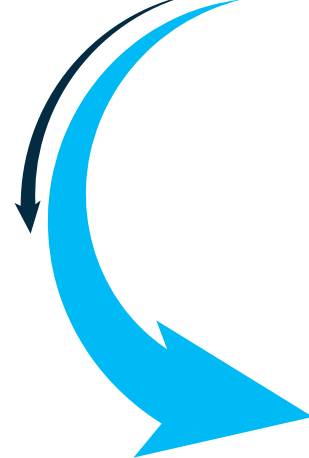
Evaluate and Evolve for Measurable Impact

Design is never done. These skills help you measure success, gather insights, and improve over time.

15. DESIGN WITH EVALUATION IN MIND

Plan how you'll measure success early—selecting evaluation methods that match learning goals and stakeholder priorities.

RATE YOUR SELF 1-5

1	2	3	4	5
	Poor	Neutral	Positive	

EVIDENCE & CHALLENGES

Example:

Evidence: Includes knowledge checks, observation rubrics, or KPIs from the start.

Challenges: Evaluation is an afterthought or limited to post-session surveys.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Workshop
Evaluation Hybrid & Virtual Learning
https://www.insynctraining.com/courses/evaluating-hybrid-virtual-learning

Certificate
Design Mastery
https://www.insynctraining.com/courses/design-mastery

Evaluate and Evolve for Measurable Impact

16. Evaluate for Learning Impact, Not Just Smile Sheets

Go beyond satisfaction. Gather data on learning, behavior change, and performance outcomes.

RATE YOUR SELF 1-5

1	2	3	4	5
	Poor	Neutral	Positive	

EVIDENCE & CHALLENGES

Example:

Evidence: Measures application or performance changes—e.g., sales increase, improved service quality.

Challenges: Reports only on attendance or satisfaction without linking to outcomes.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Blog

Evaluating and Assessing Modern Blended Learning Outcomes

https://blog.insynctraining.com/evaluating-blended-learning-outcomes

Top 4 Recommendations for Evaluating Hybrid Learning

https://blog.insynctraining.com/top-4-recommendations

Evaluate and Evolve for Measurable Impact

17. Use Feedback to Continuously Improve

Analyze learner and stakeholder feedback to revise and enhance your designs for even better results.

RATE YOUR SELF 1-5

1	2	3	4	5
	Poor	Neutral	Positive	

EVIDENCE & CHALLENGES

Example:

Evidence: Reviews facilitator notes, learner feedback, and data to iterate on design.

Challenges: Treats each design as final; rarely revisits content after launch.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Workshop

Personal Development: Continuous Learning
https://www.insynctraining.com/courses/personal-development-continuous-learning

Giving & Receiving Feedback
https://www.insynctraining.com/courses/giving-and-receiving-feedback

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Evaluate and Evolve for Measurable Impact

18. Tell the Story of Learning Value

Share results and insights in ways that demonstrate impact and reinforce the strategic value of L&D.

RATE YOUR SELF 1-5

1	2	3	4	5
	Poor	Neutral	Positive	

EVIDENCE & CHALLENGES

Example:

Evidence: Prepares reports or presentations showing business impact from learning.

Challenges: Struggles to communicate the value of L&D programs to non-L&D stakeholders.

In the box below, describe any Evidence and/or Challenges you may have.

RECOMMENDED RESOURCES

Infographic / Checklist

How to Show Your Work is Making an Impact
https://blog.insynctraining.com/infographic-work-impact
10 Must-Have Tools for Measuring Learning Impact
https://www.insynctraining.com/lm-10-must-have-tools