

MENTARCISE

The only round in 2025

IDLX

Round 41

CPD
CERTIFIED
The CPD Certification
Service

Instructional Design Learning eXperience

Terminal Objective

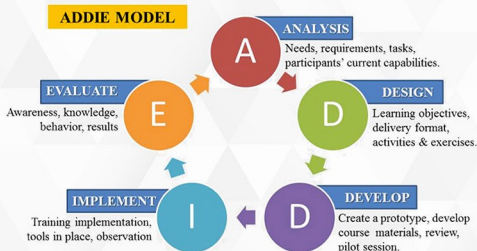
Using the training manual as a guide, IDLX Participants should be able to implement instructional design methodologies to develop a training material by themselves.

Who should attend?

Learning and development professionals who have experience in the training industry and plan to sharpen their instructional design capabilities.

Enabling Objectives

By the end of this course participants should be able to:



- Describe different phases of the ADDIE model.
- Select and use data collection techniques as part of the training needs assessment process.
- Demonstrate how to structure instructional events that address psychological learning processes.
- Apply the ROPES phases of instruction to construct effective learning events.
- Write complete learning objectives based on observable actions or behaviors.
- Select learning methods and media to support the attainment of learning objectives.
- Create participant guides, facilitator guides, and supporting materials.
- Differentiate between different levels of measuring training efficiency.



IDLX Outline

The following topics will be elaborated during the course period:

- Conducting Training Needs analysis to assess learning gaps.
- Action mapping techniques
- Using data collection tools like interviews, focus groups and surveys.
- Writing precise learning objectives
- Selecting the right learning method and media to match learning objectives and participants' preferences.
- Using generative AI to develop training materials.
- Developing Course and Lesson outlines
- Developing The Design
- Document/Design Map
- Developing Lesson Plans
- Developing Participant Guide
- Developing Facilitator Guides
- Developing Practice Exercises
- Developing Valid Tests and quizzes
- Developing Professional PowerPoint presentations
- Conducting Formative and summative evaluations
- Evaluating the efficiency of the training program
- Isolating training impact to calculate training return on investment (ROI)

Methodology

Virtual learning – a well-selected online and project-based tools are used to empower participants to design and develop training material for a topic of choice step by step through close mentoring and supervision by our experienced facilitator.

Structure

Session1

Introduction

TNA

Session2

Project Discussion

TNA

Design

Session3

Design

Session4

Development

Session5

Implementation & Evaluation

About the Facilitator

Ahmad Gheita

Ahmad is a Certified Professional in Talent Development (CPTD) and a Certified Instructional Designer from the Association for Talent Development (ATD), the world's largest association dedicated to talent development professionals.

Since joining the learning and development industry in 2005, Ahmad has managed hundreds of projects in many multinational companies and universities in:

- Egypt
- KSA
- Kuwait
- UAE
- Iraq
- Zambia.
- Jordan
- Lebanon

Ahmad has a rich professional record of managing and contributing to learning projects in different industries and organizations including:

- Saudi Food and Drugs Association (SFDA)
- Kuwait Petroleum Corporation
- German University in Cairo
- Resala Charity Organization
- Cairo and Ain Shams universities
- Quick Wins Management Consulting
- Saudi Ministry of Justice
- Extra Retail Stores KSA
- Qatar gas, National Bank of Egypt
- Engage HR Consulting
- B-Tech
- GIZ
- ElAbd Group
- SEGA team
- Solutions STC
- Banque Misr
- Max Fashion
- Vodafone

After completing his bachelor's degree in Computer Engineering at Ain Shams University, Ahmad attained a Six Sigma Green Belt certification from Quality America Inc. and a Talent Management certification from Michigan University.

Over the past 13 years, Ahmad founded and managed many charity organizations in Cairo that served thousands of Egyptians through helping them improve their living and developing the skills of the youth and qualifying them to start their careers in the Egyptian market.

After his participation in establishing and leading the technical growth of Learnkhana Business, Ahmad is currently following his passion in game-based learning design by working as an independent consultant managing learning design projects in giant organizations in the Middle East.



Certificate Sample



Certificate OF ATTENDANCE

Name Here

Has attended and completed 24 hours of Instructional Design in
IDLX (Instructional Design Learning eXperience)

Held between 05 Jan - 09 Feb 2026

AHMAD GHETTA
Program Trainer



MMOAMEN EL MAGEDY
President

Program Details



Classroom at Mentarcise



Saturday 11:00 am - 5:00 pm
Cairo Time (GMT+2)



27 Sep - 25 Oct 2025



Language: Arabic
(materials in English)

September 2025

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October 2025

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Fees: 23,000 EGP per participant

Previous attendees for IDLX



Egyptian Knowledge Bank
بنك المعرفة المصري



MENTARCISE

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