



## Instructional Design Individual Contributor



## Melissa Ludwig, CPTD®

Training Program Manager  
*Healthcare*

### Role Level

Individual Contributor

### Key Skills

- Instructional Design
- Team Collaboration
- Virtual Facilitated Training Sessions
- LMS Management

### TD Team Size

10 members

### Company Size

3,000

### TD Tenure

10 years

### Biggest Challenges

Budget is limited for training and development initiatives.

### What is the BEST part of your job?

Designing and developing content not only for my use (in my role) but for my colleagues, ensuring my team is successful when delivering training.

### How did you get into talent development?

In 2014, I joined a training team in my previous job as a learning specialist. After 13 years, I moved into a instructional designer role at Personify Health and was recently promoted to training program manager.

### Advice for people interested in the kind of role you have?

Be open to learning, coaching and mentoring. Be curious and open-minded. It's a totally different workforce and we need to explore different ways to influence our learners' behaviors and mindsets. We need to align our work with the organization's goals, without disregarding our people's needs.

### Tell us what your day or week typically looks like.

My days — and weeks — tend to be different based on our business and department needs. When we are preparing for new hire training, I collaborate with my colleagues with creating a learning roadmap based on our plan. Since I am not assigned to a specific service, I am constantly moving from one task to another to support in design, development, implementation and the evaluation of the training experience (ADDIE). Managing our LMS for the entire department and designing asynchronous training as needed is an ongoing task. I'm proud to support an amazing group of individuals that understand the value of learning and development. I love what I do!