



Instructional Design

Individual Contributor



Malinda Petersen

E-Learning & Instructional Designer
Wholesale Trade

Role Level

Individual Contributor

Key Skills

- Graphic Design
- Creative Problem Solving
- Problem Analysis

TD Team Size

3 members

Company Size

1,001 – 5,000

TD Tenure

3 years

Biggest Challenges

Discovering gaps outside my domain when building department training plans. I must put on my org dev hat to get people to talk to one another, usually to eliminate redundancies. Our organization has not had training or onboarding, per se, until recently, and this manifests as people thinking something is part of their job description when it really isn't.

What is the BEST part of your job?

There are so many wonderful aspects to my job that it would be difficult for me to narrow down a single BEST part. I get to be creative everyday- from formatting performance support materials and the graphic design that goes with that to seeing the impact of my work in the organization. I have the privilege of creating solutions that solve problems, leading people through change, helping others find the root cause of an issue and encouraging them to create their own solution, and on and on.

How did you get into talent development?

Everything I've done in my career since graduating college (undergrad) has led me on a winding path to this stop. I have a degree in theater. (It is a useFUL degree, by the way. Theater majors know how to collaborate!) Businesses don't often know what to do with creatives, and I'm fortunate that after 30 years of searching I finally found one that embraces my creativity. Along my path I taught theatre to kids, worked at two children's museums, substitute taught, managed an office and ran my own talent agency—for actors, not the business world. However, there are a lot of similarities.

What does your typical week look like?

I move back and forth among five to seven different projects. I could spend a couple of hours building performance support materials for training delivery drivers and then move to scripting, narrating, graphic designing, and recording a total rewards video for orientation. I regularly meet with my manager and the EVP of HR to manage the resources for these projects, making sure we can meet a timeline or that the SMEs are responsive. In between I may design an infographic or one-off one-sheet of instructions.



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

Get some sort of formal training that introduces you to adult learning theory and principles of building learning paths. You need this foundation, and you can continue to read when problems arise to learn more about a specific issue, like change management when introducing a new initiative or program.