



Model Component	ID Competency	Rationale
Pyramid Hat	2.6 Describe <i>types/ level of knowledge and skills</i> to be learned (e.g., learning analysis)	Understanding the proper levels of learning and always keeping them in mind when designing instruction is very critical. Without this competency, designed instruction may not have the proper effect, if any effect at all, upon the targeted learners. The pyramid hat symbolizes that an ID must always keep the levels of learning in mind when designing and developing instruction and interventions.
Antenna	1.1 Enhance <i>communication</i> skills (e.g., writing, oral, visual/graphic design)	Communication is a critical aspect of any profession, but even more critical for IDs. No phase of the ADDIE process can be successful without proper communication. Communication of goals, plans, objectives, and feedback are critical to the success of an ID project. The antenna symbolizes receptiveness and transmitting of information, a critical competency of an ID.
Vision Glasses	2.3 Identify and describe <i>target learners</i> using multiple analysis techniques	It is imperative that IDs ensure that the proper learners (the focus of the performance gap) are identified in order to maximize the effect of the intervention or instruction. We must know who needs to be taught and why. The glasses symbolize an IDs ability to see through the fog of an ID project to identify the target audience.
Bow Tie	5.1 Develop and apply <i>business skills</i> to plan and manage instructional design function	Business skills are a critical ID competency as it is important to understand that the client is committing time, resources, and funds to your project. Further, being able to negotiate accordingly during all ADDIE phases will ensure the success of your project and resourcing in support of it. The bow tie simply provides an example of the formality of business relationships.
Smart Pad	2.7 Identify <i>characteristics of technologies</i> and their use to support different types of instruction and learning	Understanding the tools available to an ID enables more dynamic and complete levels of instructional activities. In our current environment, it is of vital importance that we as IDs think even further outside of the box in order to facilitate performance gap closure. Technological platforms and applications provide the ID with expanded capabilities in this regard. The smart pad represents some tools and platforms used to deliver instruction outside of the conventional classroom.
Plan Injector Syringe	4.1 <i>Implement</i> and <i>disseminate</i> instructional and non-instructional interventions	Possessing the ability to put your plan or project into action in an efficient and effective way is highly important. All of the work done during the analysis, design and development phases are for nothing if the ID is not capable of implementing and disseminating the plan. The syringe is indicative of how the ID injects the plan into the organization, target audience, and the individual learner.
Phone	5.2 Manage collaborative <i>relationships</i>	ID can be a large undertaking with countless aspects, phases, components, and details. Being able to manage the collaboration of both the ID team and the relationship between the ID team and the client is critical to the success of the project. The phone represents a few of the collaborative tools available that allow ID teams to flexibly communicate and collaborate.