



Walk Like a Star!

Instructional Design Document

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Whole Instructional Design, LLC

About the course

Walk Well is located in Raleigh, North Carolina [U.S.A.] and is happy to offer its expertise in sustainably organic (body-weight inspired) personal walk training. Their tried and true system is based on over 20 years of cumulative research and experience shared between their wellness experts. They have also recently adopted a mutually-beneficial partnership with Sketchers (the footwear company) to produce a special line of walk-run footwear. Each member would receive a free pair of special walk-run training shoes to get them started!

Challenges

Walk Well approached Whole Instructional Design, LLC looking for a solution to their gradual decline in membership in the past year due to the recent pandemic-related habits of many former and potential customers just opting to stay home more often.

1. Project Context.

The main issue is that most of the surveyed community (72% of the respondents) feel that they do not have enough time in the day to exercise for health and that they did not know about the benefits of incorporating race walking into their everyday routines. The majority (59%) stated that they would be interested in finding out more and possibly joining our Walk Well community to increase their physical, social, and emotional health.

- *Purpose of the course*

The purpose/challenge is to educate and enroll the current and future customers/members (goal of 200+ individuals initially) who are ready to take their everyday walking to the next level with racewalking (maximizing their time/efforts). This course would be the lead into future membership and support as they fight the growing issue of obesity in this country.

- *End objectives*

After completing the course, the clients will walk in a manner that maximizes their personal health benefits by incorporating race walking techniques into a consistent lifestyle routine within a supportive community [2-4 times weekly min] at a minimum rate of 160 steps per minute (2-3 steps every second). Over time, clients may reach 180 to 200 steps per minute (3+ steps per second)).

2. Project Requirements.

Include specifications provided by the project owner or key stakeholder:

- *Standards:* The course should be developed using the same fun, stylish, athletic and comfortable energy as both the Walk Well & Sketchers brands promote.

3. Learning Requirements.

Information about the audience:

- *Audience profile:*

Women [and men], 18-55 who are customers (or potential customers) at Walk Well

- *Learning environment* (where will they access the course – office, home, public places):

They will access their course on their phone, tablet, or laptop through either the Walk Well or Sketchers Website at home, in/around the office, or at a local indoor/outdoor space. There will also be email and social media marketing campaigns that lead customers to the interactive course.

4. Course Objectives.

- *Learning objectives:*

After completing this course, the learner will be able to:

- ☐ Optimize current exercise/walking routine by implementing proper racewalking techniques (including proper posture, arm motion, and the distinct stride of the walk routine) using seven different series of steps with no errors.
- ☐ Distinguish and avoid common errors that slow progress in racewalking
- *Performance goals:* Racewalk with the same effectiveness as an olympic race walker who trains for races—within 2 months (Gradually work towards achieving 160 steps per minute (2-3 steps every second). Over time, you may reach 180 to 200 steps per minute (3+ steps per second)).

5. Instructional Strategy.

- *Presentation patterns:* Storytelling & Case Study elements, (Better Life: Scenarios-before & after changes)
- *Media strategy* (use of audio, visual, and other multimedia elements): Intermittent Questioning (Voice Over); photos/gifs/video of walking body posture/positions, olympic stance/techniques, & more within Storyline Course

6. Assessment Strategy.

Define the purpose, frequency, and scoring strategy:

- *Formative assessments:* After each of the 7 steps (1 step/lesson), learners complete the following interactions:
 - 1) Ready, Set, Stretch! 3-Tab Review (Prep basics), Scenario Conversation
 - 2) Ready, Set, Stretch! Head & Posture: To-Do, Not To-Do Categorization
 - 3) Arms: Card stack of fill in the blank (multiple choice).
 - 4) Torso: Multiple choice Picture sort, YES or NO
 - 5) RW Technique-Feet: Card stack of fill in the blank (multiple choice).

- 6) RW Technique-Hips: True/False Quick Quiz
 - 7) RW Technique-Legs & Stride: To Do, Not To Do Categorization
 - 8) Learn the Rules of RW: Sort key Rules from a list.
- *Summative assessments*: Scenarios (with various elements from 8 steps)

[adapted from *VeryWell Fit* resource: How to Racewalk like an Olympian]

7. Course Format Or Structure.

Detailed Content Outline:

- No. of modules: 8 modules (15 min each)
- No. of slides in each module: 8-10
- Content strategy at each level:

Task Analysis: Procedures for completing safe racewalking routine.

Preparing to Learn	Main Tasks (MT): Warm up (before) & cool down (after) racewalking Sub Tasks (ST): Stretch & complete flexibility drills (after warm-up routine).
RW: Head & Posture	Main Tasks (MT): Look straight ahead & relax neck Sub Tasks (ST): Keep your eyes looking ~20 yds in front of your body. Keep your neck and jaw relaxed.
RW: Arms	Main Tasks (MT): Bend & swing arms; keep hands close to body Sub Tasks (ST): Bend arms 85 to 90 degrees at the elbows—at all times; Swing your arms loosely and vigorously, pivoting from the

	shoulders; Keep your hands close to your body, with the heel of the hand brushing by the hip bone. Avoid allowing your hands to cross the vertical midline of your body or go above chest height. Make your upper arm parallel with your torso at the completion of the forward swing, During the backswing, imagine you are reaching for a cell phone in your hip pocket. Avoid extending the arm past your current range of motion Keep your hands relaxed
RW: Torso	Main Tasks (MT): Keep body posture relaxed and straight Sub Tasks (ST): Keep your body posture relaxed and straight. Avoid leaning too far forward or sitting back. Keep your abdominal muscles firm Keep shoulders relaxed.
RW: Feet	Main Tasks (MT): Keep your foot on the ground and in correct position Sub Tasks (ST): Keep one foot constantly in contact with the ground. Allow your lead foot to make contact before the rear foot loses contact. Land on your heel, ankle flexed within your range of motion.

	Roll straight forward through the center of the forefoot and off the end of the toes. Avoid lifting the toes when flexing the ankle—this can stress the tendons at the top of the ankle. As the advancing foot has rolled off the toes, keep the ankle relaxed and the toes pointed towards the ground until past the supporting leg, at which time the ankle will begin to flex in preparation for the heel plant.
RW: Hips	Main Tasks (MT): Rotate pelvis forward and back horizontally Sub Tasks (ST): Flex (rotate) pelvis forward and back horizontally. Avoid excessive lateral (side to side) hip motion Drive the knees forward and towards the centerline of the body
RW: Legs & Stride	Main Tasks (MT): Maintain proper leg, knee posture Sub Tasks (ST): Straighten the knee of the advancing leg when the advancing foot makes contact with the ground. Bring the knee through low when the advancing leg swings forward. Move legs slowly at first, then gradually increase leg speed (cadence). Increase leg speed, do not overstride. Maintain the natural stride length for your body and increase the number of strides per minute.

Learn the Rules (of RW)	Main Tasks (MT): Maintain proper placement of feet and knees Sub Tasks (ST): Keep one foot on the ground at all times. Keep your knee straight from the time the leading foot touches the ground until it passes vertically under the body
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8. Development Tools.

- *Authoring tools used:* Vyond, Articulate Rise
- *Other tools:* Canva,

9. Storyboard (if eLearning)

- Coming Soon*

10. Project Sign Off Sheet.

Collaborators (Position, Name)	Signature	Date
1. Robin Sargent, Founder of Idol Courses		
2. Sherri Long, Instructional Designer		
3. Academy Members, IDOL Courses		
4. SME (Former Olympic Walker–Time to Walk)		
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