



Designing for Impact

An Instructional Design Case Study for the Crafted Pen

The ICANN Win Challenge

From Ad-Hoc Efforts to a Repeatable System



The Challenge

Organizations often approach grant writing reactively, lacking the structured processes, repeatable systems and strategic foresight needed for consistent success. This leads to missed opportunities and wasted effort.



My Role

As the Lead Instructional Designer, my responsibility was the end-to-end architectural design of a comprehensive blended learning program. This involved analyzing learner needs, designing the curriculum and cohort structure, developing all learning assets, and creating the evaluation framework.



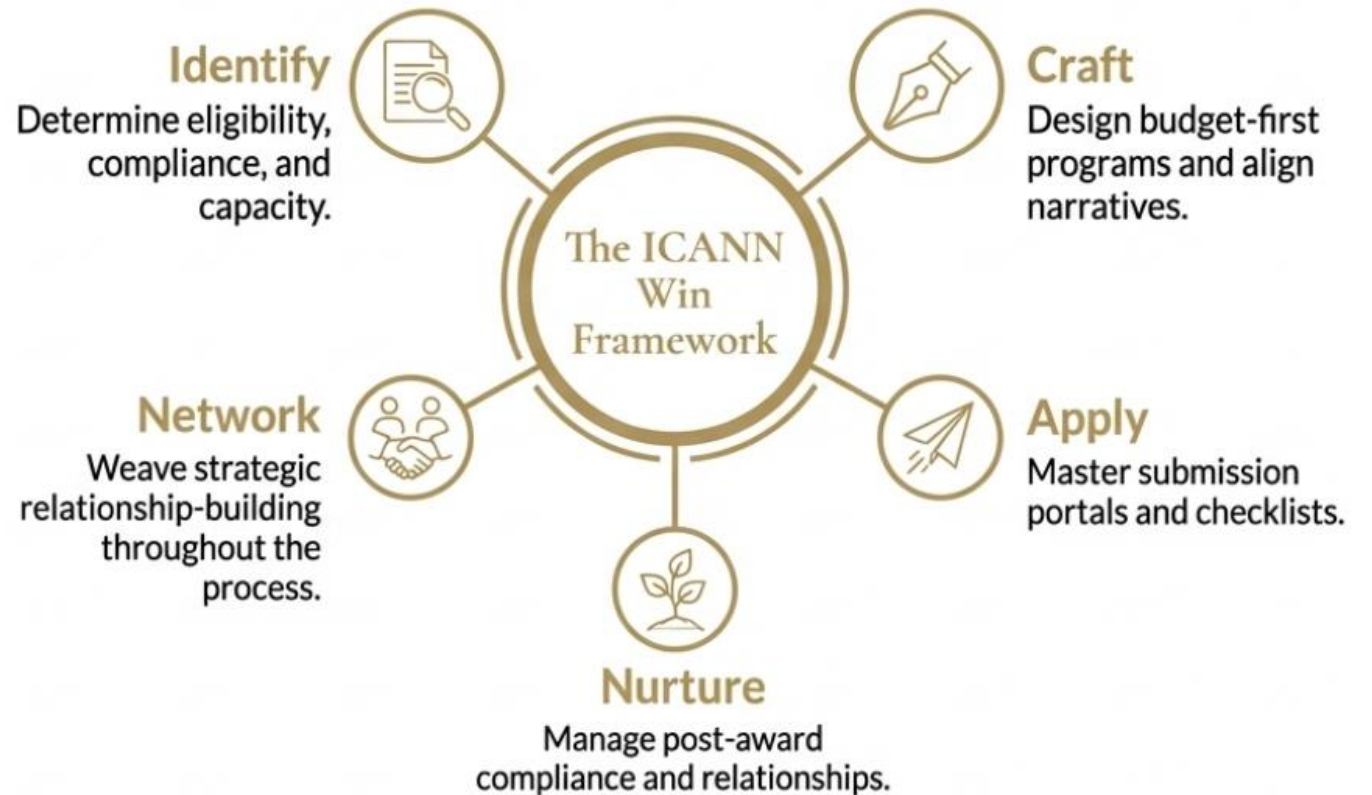
The Approach

This case study deconstructs the project through the five phases of the instructional design process, demonstrating how a rigorous methodology was applied to build an effective and scalable learning solution.

Analysis: Grounding the Curriculum in Core Competencies

Key ID Competency: Writes learning objectives based on Bloom's Cognitive Taxonomy.

The foundation of the program is a framework built from a comprehensive analysis of the grant acquisition lifecycle. We mapped this entire process to five in five core, action-oriented learning objectives that define what a successful participant must be able to do,



Design: Architecting a Blended Learning Ecosystem

Key ID Competency: Selects appropriate delivery methods...and defines training deliverables.

To build complex effectively, I designed a multi-modal learning environment that blends direct instruction with hands-on application, expert support, and peer accountability. Each component serves a distinct pedagogical purpose.

1. Live Weekly Session (120 min)

For direct instruction, expert demos, and Q&A.

2. Implementation Sprint (2-4 hrs/wk)

Asynchronous, hands-on work using templates and pre-recorded guides to build real-world assets.

3. Small Group Office Hours (30-60 min)

For targeted, drop-in support and personalized feedback.

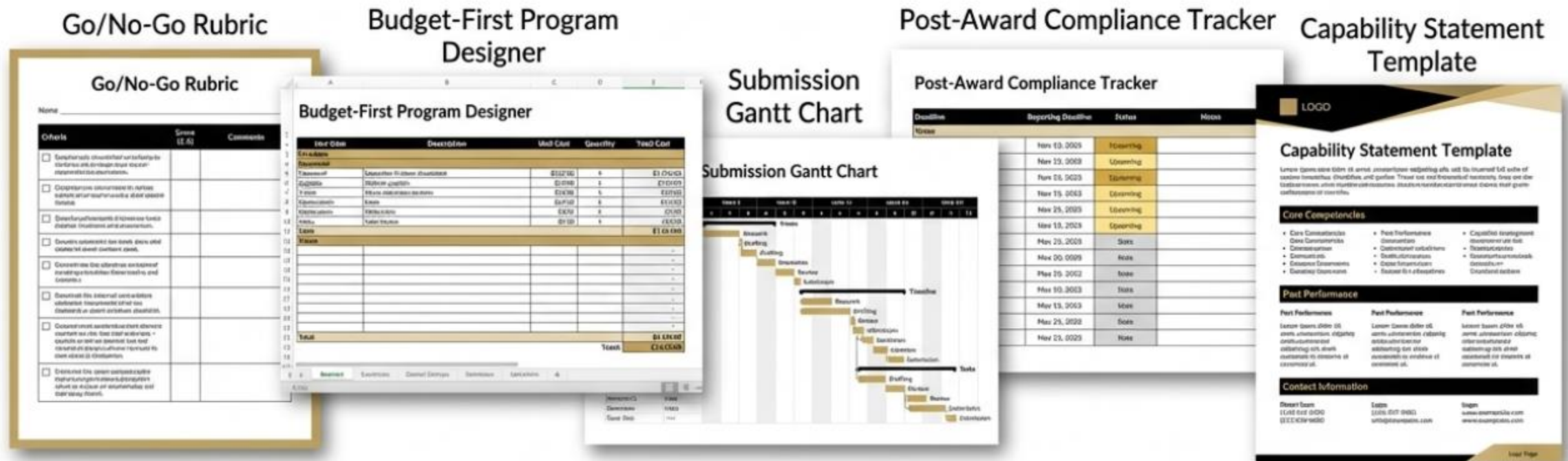
4. Community Engagement

A dedicated digital space (Circle) for peer support, milestone sharing, and accountability.

Development: From Concepts to High-Value Job Aids

Key ID Competency: Efficiently develops training materials (e.g., slides, handouts...job aids).

The programs core philosophy is “learn by doing.” To facilitate this, I developed a full suite of custom templates, checklists and guides. There are not theoretical handouts; they are the tools learners use to build their grant-seeking system in real time.



Implementation: A 5-Week Journey from Foundation to Action Plan

Key ID Competency: Guarantees the effective organization and management of training within the common ecosystem.

The curriculum is intentionally sequenced to build capability week by week. Each module introduces a new phase of the grant process and concludes with the creation of a tangible system asset, ensuring learners gain momentum and see immediate results.



Evaluation: A 360° Strategy for Measuring Readiness

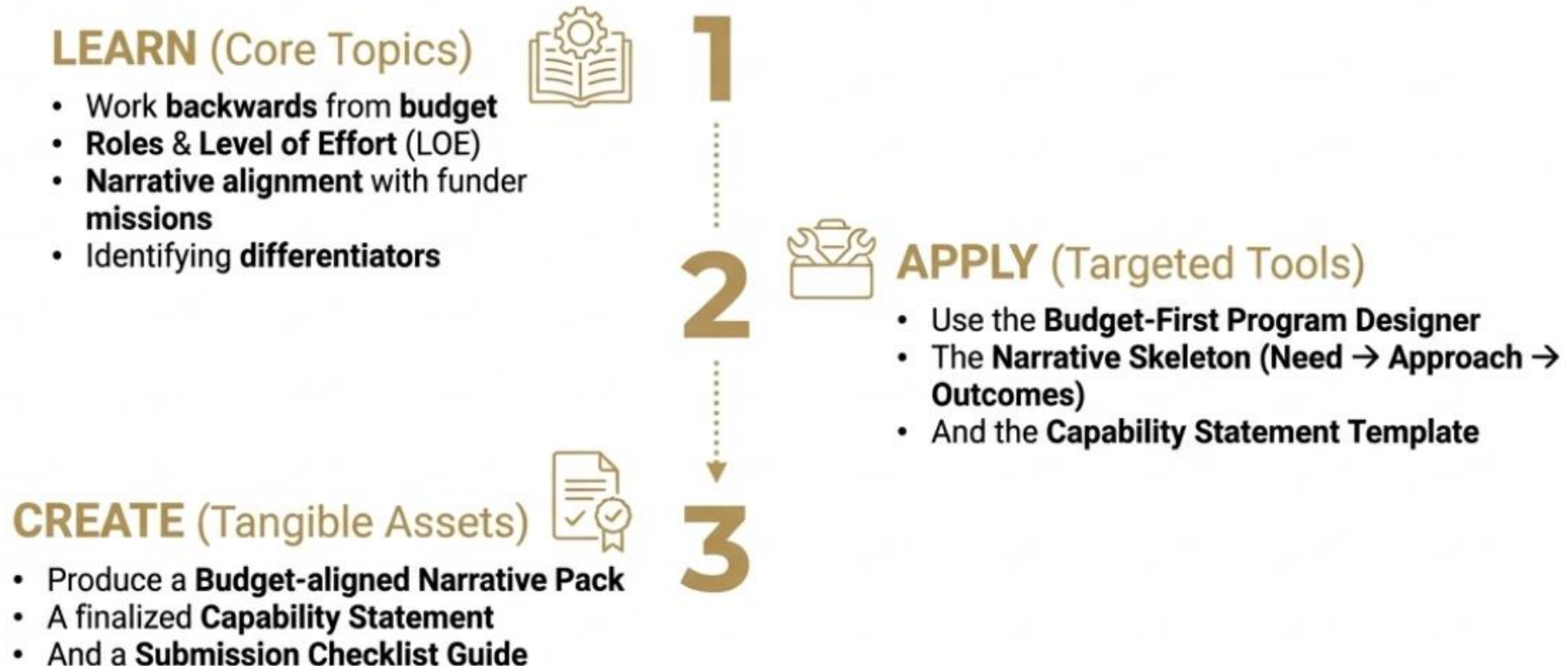
Key ID Competency: Reviews training evaluation data and analyses what is effective.

Learning is measured by demonstrated capability. I implemented a three-part assessment strategy to establish a baseline, track progress with targeted feedback, and verify system readiness at the conclusion of the program.



The System in Action: A Week 2 Deep Dive

To Illustrate the weekly rhythm , Week 2 focuses on moving from idea to a fundable project. Learners engage with core design concepts, use specific tools to structure their approach, and produce a foundational narrative and budget package for their grant system.



A Comprehensive Application of Instructional Design Principles

This project leveraged a full spectrum of ID skills to achieve a core business objective: developing the capabilities needed for sustainable growth.

Competency	Evidence
Needs Analysis & Objective Setting	Mapped learning objectives to the 5-part ICANN framework based on Bloom's principles.
Curriculum & Delivery Design	Architected a 5-week blended learning journey with live, asynchronous, and community components.
Material & Asset Development	Created over a dozen job aids, including the Go/No-Go Rubric, Budget Designer, and Compliance Tracker.
Learning Ecosystem Management	Structured the entire learner experience, from onboarding to peer support, within the Circle community platform.
Evaluation & Data Analysis	Implemented a pre, during, and post-program assessment strategy to measure readiness and success.
Business & Budget Alignment	Designed a 'budget-first' module to ensure financial viability was a central pillar of the learning.

Creating a Lasting Operation System for Success

The ICANN Win Challenge program is more than a course; it's a complete, replicable operating system for grant acquisition. By grounding the design in proven instructional principles, we built a solution that is strategic, scalable, and empowers organizations to secure the funding essential to their missions.

Let's discuss how I can bring this strategic design approach to your organization's learning challenges.

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