



# HI, WE'RE IDLance

Handbook 2024



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# ABOUT IDLance

“ We're all about supportin' freelance instructional designers and those who need them - in all kindsa ways!

IDLance is a leading provider of freelance instructional design services and Agency+ founded in 2020 by Co-Head Honchos Dr. Parker Grant and Andrea Dottling.

As both an Agency+ and an instructional design vendor, our community of talented freelance instructional designers, or "IDLancers," is dedicated to providing clients with the highest quality services.

At IDLance, we take pride in matching the perfect IDLancer to each project, ensuring that every client receives personalized, tailored support. Our mission is to know our clients so well that finding the right IDLancer for each job is a no-brainer.

That's why we provide down-to-earth coaching and support to our freelance IDs, ensuring that they have the tools and resources they need to not only succeed but thrive.

Our clients know that when they work with an IDLancer, they're tapping into something greater than any individual freelancer. They're getting the support of an entire organization! At IDLance, we're committed to providing whole-hearted support, keeping the success of our IDs and clients front and center at all times.

If you're in need of high-quality instructional design services but lack the internal resources to make it happen, we've got the expertise, experience, and commitment to excellence needed to deliver results that exceed expectations, on time, on budget, no hassle.





# MEET OUR Co-Head Honchos



## **PARKER A. GRANT, PH.D.**

Parker A. Grant, Ph.D. is an instructional designer, eLearning developer, cartoonist, and learning consultant in the L&D community. He worked for a Fortune 50 company for over 21 years as an engineer, trainer, instructional designer, and training manager before starting his own consulting biz in 2008. He earned his M.S. in Educational Technology and a Ph.D. in Adult Learning with a specialization in mental models and concept mapping. Stuff he digs: drawing, running on the trails, traveling, golfing, spending time with family and friends. He was once a magician. No, really.

## **ANDREA DOTTLING, M.E.D.**

Andrea Dottling, M.Ed. is a writer, instructional designer, technologist, consultant, drummer, artist, and reformed stand-up comedian. Obsessed with/working in instructional design since 2015. Parker gave Andrea her first freelance instructional design gig (ever!). BA from NYU in History, Education & Dramatic Lit (lolz), MA in Media Studies from The New School, and M.Ed. in Learning & Tech from Western Governors University. Stuff she digs: Lifetime movies, drawing, Momming, Indian take-out leftovers, and sparkling wine. She's also an SME on the TV series "Law and Order: Criminal Intent."



# ABOUT OUR IDLancers

At IDLance, we are proud to have a thriving community of 800+ freelance instructional designers, or IDLancers. Our instructional designers are the backbone of our agency, and we value them immensely. They are talented, funny, warm, hard-working, and committed to delivering exceptional work.

One of the key benefits of our community of IDLancers is their ability to quickly mobilize to meet the needs of our clients. We understand that time is of the essence in the instructional design industry, which is why we have built a community of reliable and dedicated professionals who can deliver high-quality work on tight deadlines.

We believe in investing in the careers of our IDLancers, which is why we offer a range of resources to help them grow and develop in their freelance careers. This includes The IDLancer Certification Program, free resources and newsletters, a podcast, webinars, and hands-on mentoring.

Our commitment to our IDLancers extends beyond their professional development. We foster a supportive and collaborative environment, where instructional designers can connect, share ideas, blow off steam, and support one another. We believe that by building a strong community, we can better serve both our freelancers and clients.

At IDLance, we believe that connections are at the heart of everything we do. We understand that the power of connection lies in our ability to learn, grow, and innovate together. By fostering meaningful and collaborative connections with our IDLancers, clients, and learners alike, we can achieve remarkable results together.



## Ask an IDLancer

A few of our many talented IDLancers, from top to bottom: Craig McMichael, Kortney Ross, Farhan Quasem, and Dr. Blair Stamper

# THE IDLANCER Certification Program



The IDLancer Certification Program is a free program, designed in collaboration with the hiring platform Teamed, to help our IDLancers enhance their business skills, client skills, and instructional design skills. The three-month program is broken down into three distinct phases, each focused on developing a specific skill set.

During the first phase, IDLancers brush up on their business acumen skills such as marketing, pricing strategies, and proposal writing. The second phase focuses on client relations, including communication, project management, and collaboration. Finally, the third phase is dedicated to instructional design fundamentals, with a focus on learning design, eLearning development, and content creation.

By completing The IDLancer Certification Program, IDLancers establish themselves as top professionals in their field, are able to design and develop custom learning solutions, and are also adept at achieving business objectives.

Our program is designed to be flexible and accessible, allowing IDLancers to work at their own pace and on their own schedule. With ongoing support from facilitators and IDLance Co-Head Honchos Andrea Dottling and Dr. Parker Grant, IDLancers can feel confident in their ability to take on any project and deliver exceptional results.

We are proud to provide our community with the tools, resources, and support they need to excel in their careers. For clients, this means that they can feel confident in their choice to work with an IDLancer, knowing that they are partnering with a talented and dedicated professional who has undergone training and is committed to continuous learning and improvement.



**Learn More**



# ABOUT OUR Clients

At IDLance, we're proud to serve clients of all sizes and industries, including the Government, Medicine, Higher Ed, Corporate, and Non-Profit sectors.

We understand that each of our clients has unique needs, goals, and challenges, which is why we work closely with them to provide custom learning and staffing solutions that meet their needs.

We pride ourselves on being able to match our clients with the perfect IDLancer for the gig. Our community of freelance instructional designers is diverse and talented, which enables us to provide a wide range of expertise and skills to our clients that they may not find anywhere else. By carefully selecting the right IDLancer for the job, we can ensure that our clients receive high-quality work that meets their expectations.

We also understand that instructional design projects can be complex, which is why we stay on board to help out should our IDLancer need it. We are always available to offer support, guidance, and assistance to our clients and IDLancers throughout the project's lifecycle.

At IDLance, we believe in building strong relationships with our clients. By getting to know their needs and goals, we can provide personalized solutions that meet their unique requirements. We also value open communication and collaboration, which allows us to work together seamlessly and achieve high-end, innovative results.

You can rest assured that when you work with IDLance, you are guaranteeing your project's success.



# OUR Services

We're committed to providing high-quality instructional design services to help our clients improve employee performance, enhance organizational productivity, and drive success.

As an L&D vendor, we offer a comprehensive range of services to meet the diverse needs of our clients. Here are some of the key services we offer to give you an idea of what we can do to support your organization's learning and development needs.

- **Analysis and assessment of training needs**
- **Design and development of customized learning solutions**
- **Curriculum and program development**
- **Learning Management System (LMS) implementation and management**
- **Instructional materials development, including eLearning courses, instructor-led training materials, job aids, and performance support tools**
- **Instructional video and multimedia production**
- **Quality assurance and testing of learning solutions**
- **Project management and coordination**
- **Evaluation and assessment of learning outcomes**
- **Consulting services for learning and development strategy, process improvement, and change management**
- **Content curation and customization of existing training materials**
- **Accessibility and inclusive design consulting**
- **Gamification and simulation design**
- **Microlearning and mobile learning solutions**





# OUR Pricing

We understand that pricing is an important factor in choosing an instructional design partner. That's why we strive to offer our clients competitive and fair pricing for our top-notch ID services.

We believe that our team of expert IDLancers is second to none, and our pricing reflects their level of skill and experience. However, we also understand that every project is unique and has its own set of requirements. That's why we offer personalized project-based pricing for clients who need more comprehensive services.

Our commitment to transparent pricing means that we'll work with you to determine the scope of your project and provide a customized quote based on your specific needs.

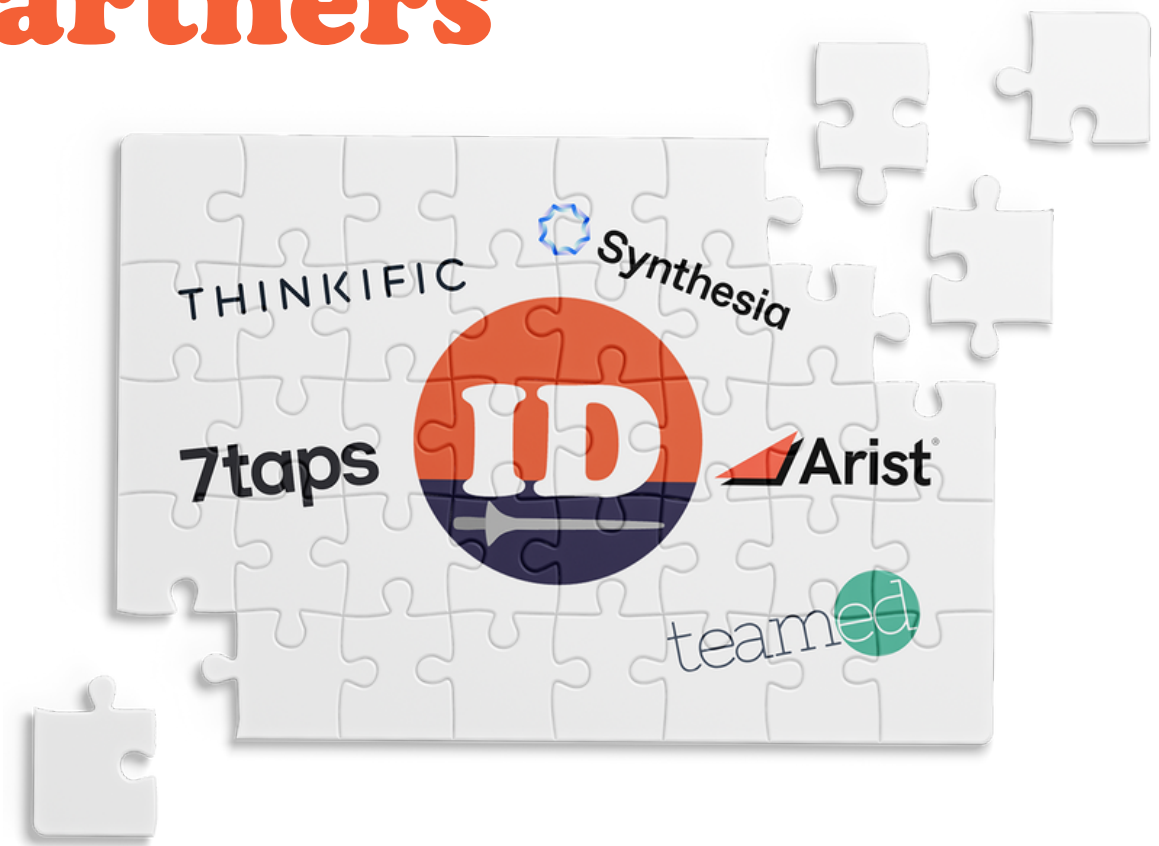
We're always available to answer any questions you may have and help you find the pricing option that works best for you.

We take pride in delivering exceptional service to our clients while remaining fairly priced. If you're interested in learning more about our pricing options and how we can help you achieve your goals, please reach out to our Director of Client and Community Engagement, Craig McMichael.



**Contact**  
**Craig McMichael**

# OUR Partners



IDLance is proud to be a custom solutions partner with *Synthesia*, *Teamed*, *Arist*, *Thinkific*, and *7taps*.

We believe that partnerships are essential to providing the best possible instructional design services to our clients. That's why we've established relationships with some of the best and most innovative tools and services in the industry.

Through these strategic partnerships, we have been able to provide our clients with customized learning solutions that guarantee big results. We are committed to fostering these relationships and continuing to grow together for the benefit of our clients and the Learning and Development community at large.

To learn more about each of our partners and view samples of our work together, click the button below.



**Learn More**

# OUR Commitments

## ♥ A Little TLC

As a company, we are passionate about putting the TLC back into business. We believe that empathy, kindness, and a little bit of goofiness can go a long way in creating a positive and supportive work environment. We bring this philosophy to all aspects of IDLance, from our interactions with clients to our relationships with our IDLancers. Our commitment to TLC means that we prioritize empathy, open communication, and a supportive culture in everything we do.

## ♥ Accessibility and Inclusion

Accessibility is a key commitment we hold dear. We are committed to eliminating barriers to participation and providing equal opportunities for freelance instructional designers from all walks of life. Different perspectives and experiences bring unique insights to the table. That's why we welcome individuals of all backgrounds to our team, regardless of their gender expression, ethnicity, religion, age, sexual orientation, disability, or economic status.

## ♥ Client-First Care

We believe that high-quality instructional design services should be accessible to all organizations, regardless of their size or budget. That's why we offer competitive pricing for our services, ensuring that our clients get the best value for their investment. We also strive to make our services easy to access and navigate, with clear communication, straightforward processes, and responsive support.

## ♥ Continuous Learning

We are committed to continuous learning and professional development for both ourselves and our IDLancers. We believe that staying up-to-date with the latest ID trends, methodologies, and technologies is crucial to providing the highest quality services to our clients. That's why we encourage our IDLancers to continue learning and offer resources and support to help them stay at the forefront of the industry.

## A Hot Dog is Not a Sandwich

'Nuff said.

# HOW TO Partner With Us

“

To say I'd highly recommend IDLance is an understatement. They are knowledgeable, fast-working, and so creative!”

-Access to Language, Melanie Carter Morris, Au.D.

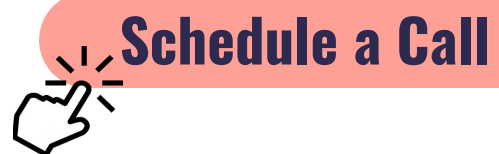
Thanks for considering IDLance as your instructional design vendor! We're excited to partner with you and help you achieve your learning and development goals. Here's how you can get started.

The first step is to schedule a discovery call with our Director of Client and Community Engagement, Craig McMichael. Craig is a seasoned professional with extensive experience in the L&D industry.

To schedule a call with Craig, simply click on the "Schedule a Call" button. This will take you to Craig's Calendly link, where you can choose a time that works best for you. During the call, Craig will listen to your needs and discuss how IDLance can help.

If you prefer, you can also email our Co-Head Honchos, Dr. Parker Grant and Andrea Dottling, directly at **headhonchos@idlance.com**. They'll be happy to answer any questions you have and put you in touch with Ann if needed.

Rest assured, we'll work with you every step of the way to ensure that your project is a success. We look forward to partnering with you!





# HOW TO STAY In Touch

Visit Our Website:

[Visit Now](#)

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[Connect Now](#)

Follow Us on the Socials:

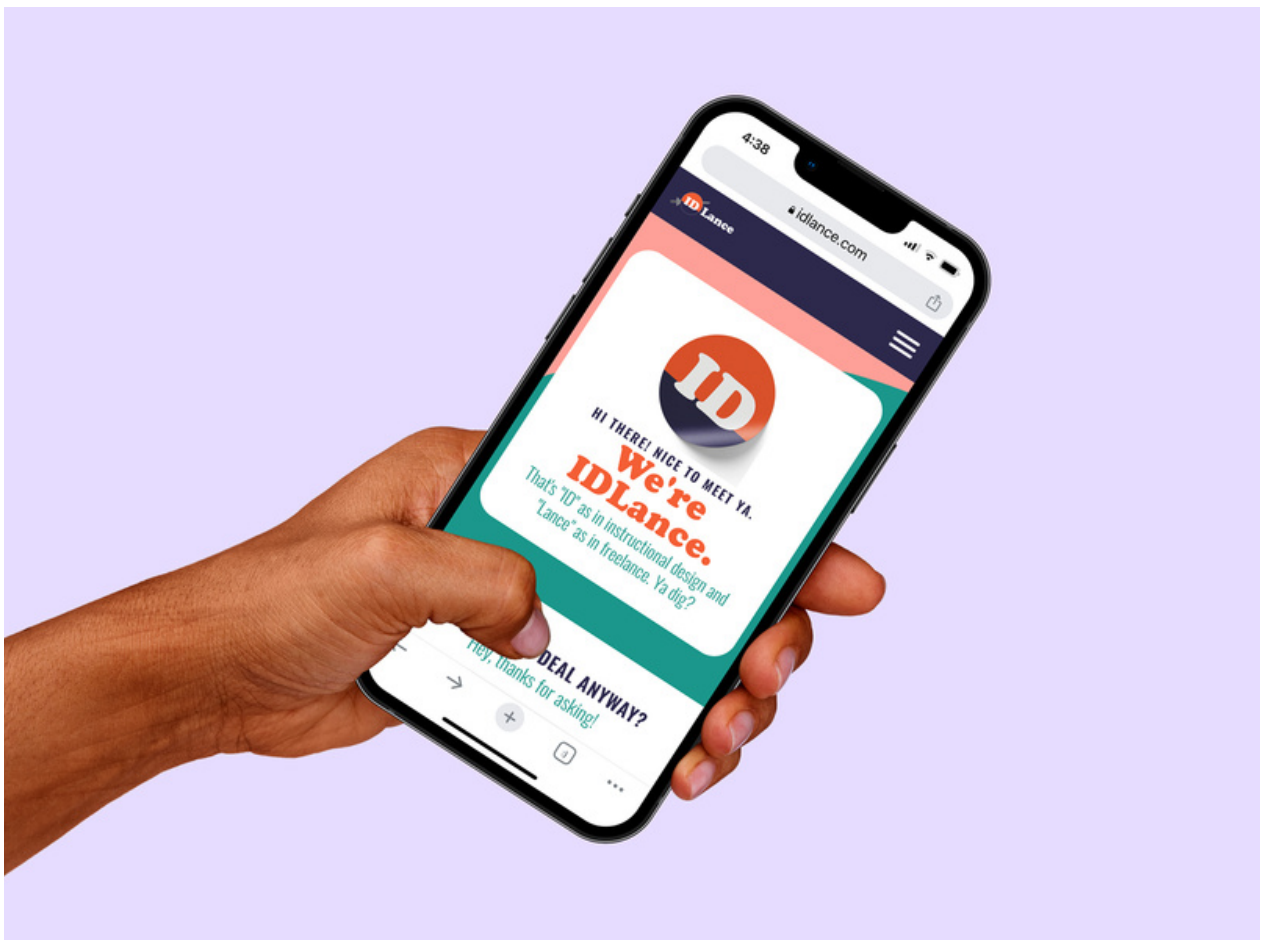


Join Our Freelance Community:

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# Thanks!