A D D I E

according to **Jacobs, et al, LLC**

ADDIE is a framework, not a process. Each letter represents a phase in a training creation project. In each phase there may be processes (which will have their own steps) or steps by themselves. There are a lot of opinions by academics about what happens in each phase and there are a lot of charts that show conflicting ideas of what happens in each phase - most are wrong. This chart is based on logic, reason, and having been applied to thousands of training projects, not just theory. One critical thing to remember is that a review process is constant throughout.

Analyze

Analyze stakeholder expectations, observations, and perceptions
Identify resources (SMEs, system admins, employees), acceptible assumptions and sources (policy, procedure, research, etc.)
Analyze previous training materials (if applicable)
Analyze business data, performance metrics, any other statistics if applicable
Analyze task performance, job requirements, systems, and processes
Conclude whether the project is training or not, and provide the solution
Provide conclusions to stakeholders to negotiate next steps

Design

Create Terminal and Enabling Performance Objectives (TPOs and EPOs)
Design scaffolding plan to order TPO and EPO presentation and delivery
Determine participant assessment measurement devices
Determine course evaluation plan
Create deadlines, benchmarks, and assignments schedule

Develop

Create outline based on TPOs and EPOs
Create content
Create lesson plan
Negotiate timing with stakeholders (content dictates duration and structure)
(ILT) Create Instructor Guide
(eLearning) Create storyboard
Create graphics and ancillary documentation (job-aids, templates, etc)
(ILT) Create Participant Guide and slide deck
(eLearning) Create product
Create measurement devices and rubrics

Implement
I call this **Deploy**

I call it **Deploy** *because of the wide breadth of options to deliver training.*
Conduct final reviews
(ILT) Course review with instructors, Train-the-trainer, or a dry-run
(eLearning) Test group, trial run
(ILT) Schedule course dates and notify attendees
(eLearning) Publish to LMS
Validate timing, content, and efficacy

Evaluate
I call this **Measure**

I call it **Measure** *because "evaluate" is often confusing and conflated, depending on who you are talking to.*
Assess - measuring participant performance competency
Evaluate - measuring course performance and efficacy

Assessments - measure knowledge transfer and task performance competency. Track data of participant performance, between iterations of training, and according to instructors.
Evaluations - measure cohort performance over time, contrast between cohorts, measure against business data and performance metrics.