

ADDIE

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

v.20260205

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, perceptions, target audience, etc.
 Conduct a Needs Assessment
 Conduct a Needs Analysis (if actually training)
 Create a list of tasks required to meet expected outcomes
 Analyze previous training materials (if applicable)
 Provide conclusions to stakeholders to negotiate next steps
 Present findings

Design

Organize tasks into appropriate LTEM tier
 Create the Training Design Plan
 Create the Measurement Plan
 Create the Develop and Deploy Plan
 Create Scope of Training Plan
 Create an Executive Overview

Develop

Create outline based on TPOs and EPOs in Training Design Plan
 Create content
 Create lesson plan
 Negotiate timing with stakeholders
 (ILT) Create Instructor Guide
 (eLearning) Create storyboard
 Create graphics, scenarios, and ancillary documentation
 (ILT) Create slide deck
 (eLearning) Create product
 (ILT) Create Participant Guide
 Create measurement devices and rubrics
 Create schedule
 Conduct final reviews

Implement

I call this Deploy

I call it Deploy because of the wide breadth of options to deliver training.
 (ILT) Prepare instructors
 (eLearning) Publish to LMS and test course
 (ILT) Schedule course dates and notify participants
 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
 Assess
 Evaluate
 Maintain