

# 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.

<h2>Analyze</h2>	<p>Analyze stakeholder expectations, observations, perceptions, target audience, etc.</p> <p>Conduct a Needs Assessment</p> <p>Conduct a Needs Analysis (if actually training)</p> <p>Create a list of tasks required to meet expected outcomes</p> <p>Analyze previous training materials (if applicable)</p> <p>Provide conclusions to stakeholders to negotiate next steps</p> <p>Present findings</p>
<h2>Design</h2>	<p>Organize tasks into appropriate LTEM tier</p> <p>Create the Training Design Plan</p> <p>Create the Measurement Plan</p> <p>Create the Develop and Deploy Plan</p> <p>Create Scope of Training Plan</p> <p>Create an Executive Overview</p>
<h2>Develop</h2>	<p>Create outline based on TPOs and EPOs in Training Design Plan</p> <p>Create content</p> <p>Create lesson plan</p> <p>Negotiate timing with stakeholders</p> <p>(ILT) Create Instructor Guide</p> <p>(eLearning) Create storyboard</p> <p>Create graphics, scenarios, and ancillary documentation</p> <p>(ILT) Create slide deck</p> <p>(eLearning) Create product</p> <p>(ILT) Create Participant Guide</p> <p>Create measurement devices and rubrics</p> <p>Create schedule</p> <p>Conduct final reviews</p>
<h2>Implement</h2> <p>I call this Deploy</p>	<p><i>I call it Deploy because of the wide breadth of options to deliver training.</i></p> <p>(ILT) Prepare instructors</p> <p>(eLearning) Publish to LMS and test course</p> <p>(ILT) Schedule course dates and notify participants</p> <p>Validate timing, content, and efficacy</p>
<h2>Evaluate</h2> <p>I call this Measure</p>	<p><i>I call it Measure because "evaluate" is often confusing and conflated, depending on who you are talking to.</i></p> <ul style="list-style-type: none"> <li>• Assess - measuring participant performance competency</li> <li>• Evaluate - measuring course performance and efficacy</li> </ul> <p>Assess</p> <p>Evaluate</p> <p>Maintain</p>