

ADDIE

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

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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