

A.D.D.I.E. Instructional Design Method



The process used to design your program involves **A.D.D.I.E.** In other words, **analyzing** your needs, **designing** an approach to meet the needs identified and to **develop** a program to meet your needs. Once you (the client) have approved the program, **implementation** of the proposed program begins. At the close of the program, an **evaluation** of the effectiveness of the program is conducted. The A.D.D.I.E. instructional design process is a systematic, reliable and accepted industry approach method that assures quality.

As your consultant, here are the steps followed to meet your needs:

- **Analyze** - During this highly collaborative phase, the client and consultant determine wants and needs by identifying project objectives, and determining appropriate and inappropriate behaviors of the targeted person or group. A **Needs Assessment** frequently is an advantageous method to receive valuable feedback in a cost effective manner.
- **Design** - A written proposal is prepared for the approval of the client that specifies the nature and scope of the program. Objectives, competencies, learning methods and activities, assessment instrument(s), handouts, articles, media forms are developed and/or created, and costs identified.
- **Develop** - The program is generated based upon the written proposal and feedback from the client. Pilot testing may occur for large-scale projects.
- **Implement** - In this phase the actual delivery of the instruction, presentation or coaching occurs according to the project proposal. The consultant is also flexible in adapting the approach to participants needs.
- **Evaluate** - The evaluation process is continuous and occurs at each step of the process. Additionally, the client and program participants will evaluate the effectiveness of programs and the entire project. Feedback is given to the client, and the consultant is available to discuss the feedback. Follow-up actions can be taken if needed.

Why is A.D.D.I.E. effective? The A.D.D.I.E. systematic of instructional design focuses on the expectations of the organization, and what learners are to know or do when the instruction is completed. This process carefully links the organizations needs, instructional strategy and the desired learning outcomes for an effective program.