REVISITING ADDIE

FINDING VALUE IN WHAT INSTRUCTIONAL DESIGNERS MIGHT BE MISSING

INSTRUCTIONAL DESIGN & LEARNING SIG
SOCIETY FOR TECHNICAL COMMUNICATION

MARCH 11, 2023

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LEARNING & DEVELOPMENT CONSULTANT, ANYPSO

A WARM WELCOME

Today's agenda:

- Review instructional design (ID)
- Review ADDIE as a reliable process for ID work
- Identify tools to support training launch, evaluate its impact, and share its value

ABOUT ME

20+ years in L&D

- Instructional design
- Technical writing
- Needs assessment
- Learning measurement
- Training

Industries

- Government/military
- IT
- Tech
- Higher Ed

WHAT IS INSTRUCTIONAL DESIGN?

THE CREATION OF A TARGETED LEARNING EXPERIENCE
TO HELP SOMEONE PERFORM BETTER ON THE JOB,
SOLVE A PROBLEM, OR USE A PRODUCT.

WHY INSTRUCTIONAL DESIGN?

Instructional

- Focused on learning
- Focused on the learner
- Focused on applying new knowledge immediately

It's **instructional** because it involves learning—whereby someone is receiving new information, processing it internally, and then applying it in a new set of circumstances.

We call it instructional because it relates to training, or targeted learning, for a specific purpose (usually on the job or with a commercial product).

Design

- Strong, clear writing
- Excellent visual components
- Enhancing the learning experience

There are good ways to present information, but there are also better ways that include **design strategies** that increase understanding, retention, and eventual application.

Just like you probably use design as a technical writer to make your documents and content more easily understood, instructional designers use design to ensure their training content is clear, understandable, and easy to apply.

WHAT DOES ID PRODUCE?

- Instructional manuals
- User guides
- Checklists
- Procedures
- Guidelines
- Policy documents
- Training
- eLearns
- Animations
- Infographics
- Communications

WHAT TOOLS ARE INVOLVED?

- Word processing (G-Suite, MS Office, etc.)
- Visual design (Adobe CC, Canva, Figma, etc.)
- Interactive design (Articulate 360, Camtasia, etc.)
- Media production (Adobe Audition, Adobe PremierePro, etc.)
- Publication (LMS, intranets, etc.)
- Measurement and analysis (MS Excel, coding, etc.)
- Planning (MS Project, Asana, etc.)

- Plus, so much more!

ADDIE

A Process for Systemic, Reliable, and Consistent ID Work

BIG PICTURE: ADDIE

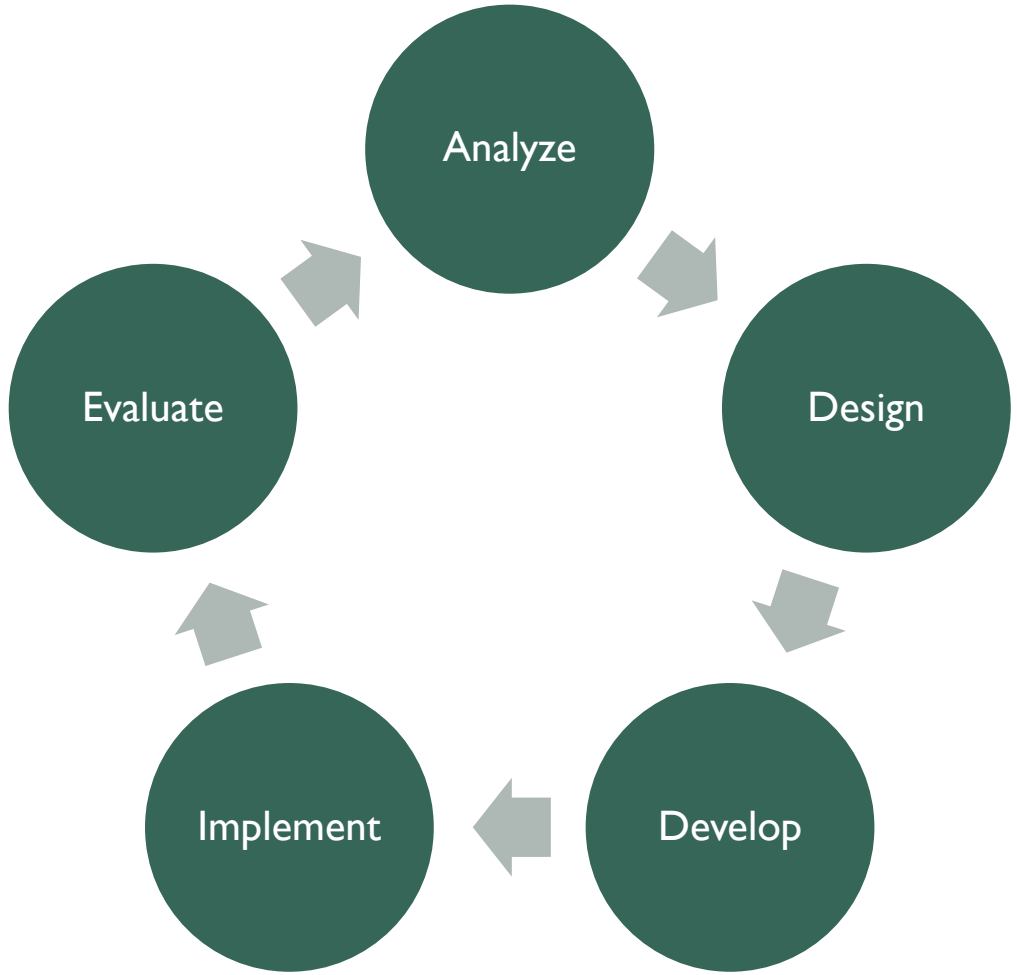
Analyze

Design

Develop

Implement

Evaluate



ANALYZE

Study and understand:

- The need or problem
- The outcomes or change desired
- The audience
- The context

Produce: Project plan, project concept document, audience/learner personas, baseline metrics, etc.

DESIGN

Plan for

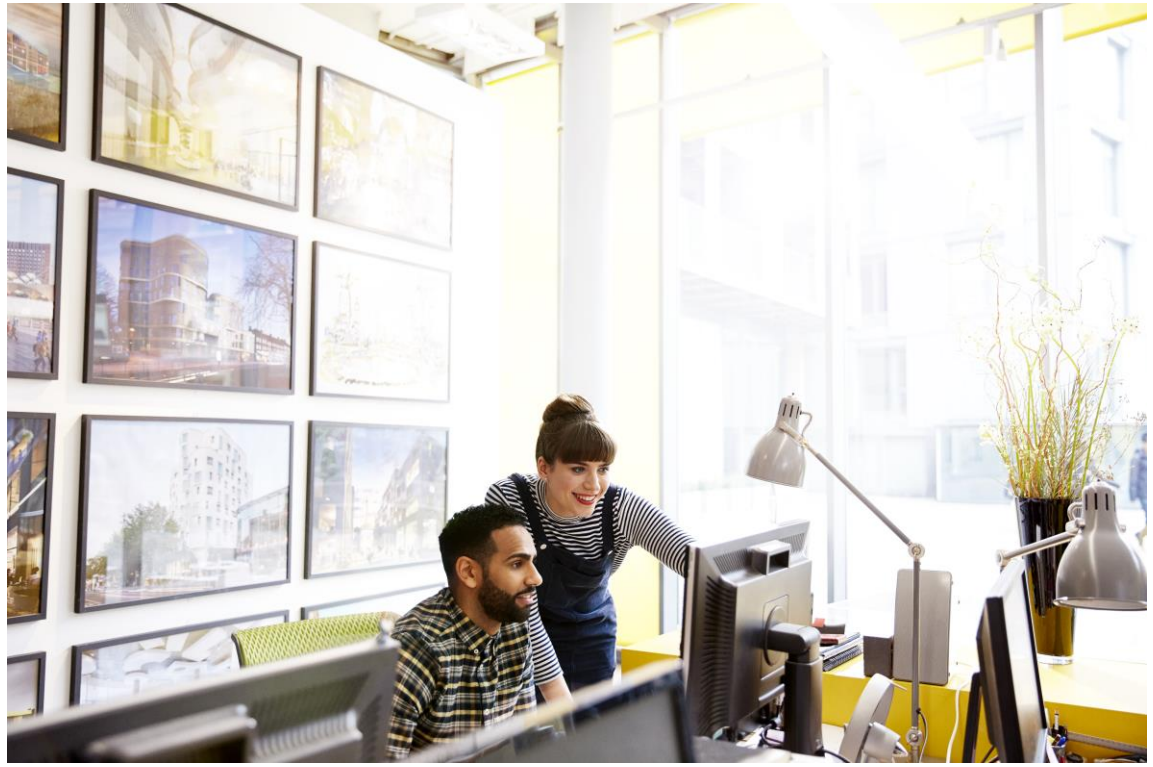
- Delivery strategies
- Format
- Content
- Structure
- Interactions
- Script
- Graphics
- Layout

Produce: Storyboard, script, layout, interaction logic, flow chart

DEVELOP

Create and build:

- Audio
- Graphics
- eLearn
- Slide decks
- Handouts
- Infographics
- Learning activities



Produce: Audio files, graphics, interactive scenarios, eLearns, slide decks, activities, handouts

IMPLEMENT

Perform

- User testing
- DEI/accessibility review
- LMS integration
- Pilot testing
- Measurement initiation
- Comms launch
- Program launch
- Governance planning

Produce: Test reports, monitoring dashboard, launch plan, comms plan

EVALUATE

Track:

- Completion rate
- Testing results
- Performance outcomes
- Badging status
- Future improvement data

Produce: Professional development plan reporting, outcomes report, improvement report, test results

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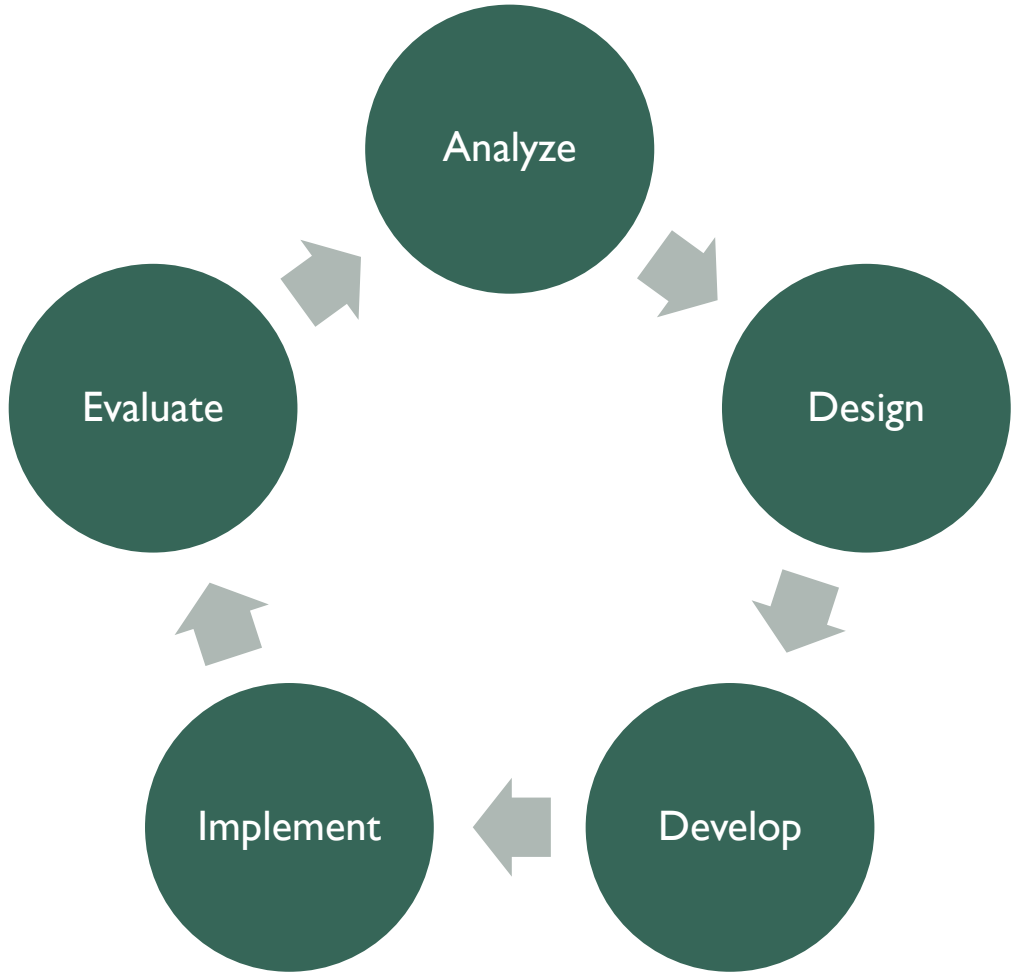

ADDIE
Instructional Design Process

A D D I E

ANALYZE

- Identify what's working and what's not in my organization
- Identify the current/desired states
- Identify knowledge, skill, attitude needs
- Identify the audience
- Communicate that a problem exists; propose a learning solution

DESIGN

- Write learning objectives
- Create content map
- Organize into units, lessons, modules
- Develop a proposed learning experience
- Present solution design
- Obtain client signoff

DEVELOP

- Create content, graphics, experiences
- Submit for iterative review and approval
- Establish feedback channels and monitoring strategy

IMPLEMENT

- Conduct user and accessibility testing
- Conduct pilot program
- Launch training program or learning product
- Launch monitoring and feedback systems

EVALUATION

- Collect user feedback
- Track user completion and activity
- Troubleshoot problems
- Identify and implement improvements for future release

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YOUR TURN

Finding Value in ADDIE to Support Your L&D Work

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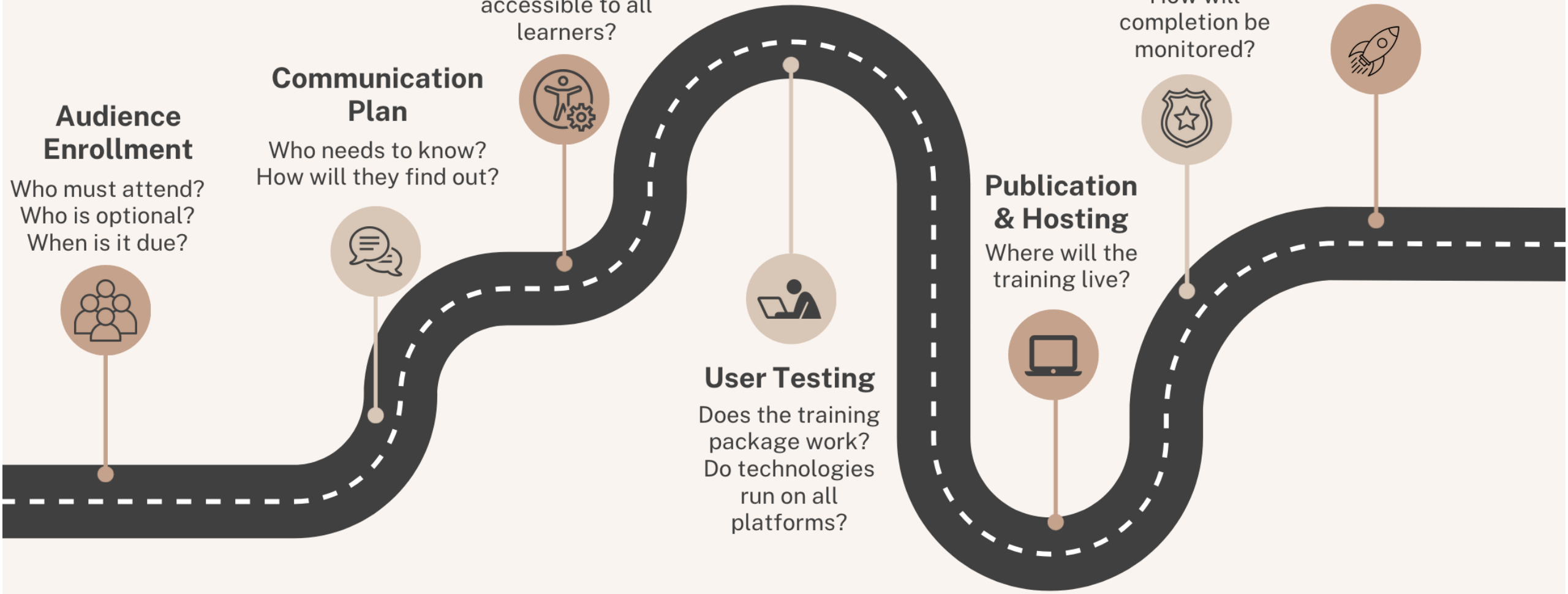
IMPLEMENT

1. Conduct user and accessibility testing.
2. Conduct pilot program.
3. Launch the training program.
4. Monitor user interactions and feedback.
5. Troubleshoot problems as necessary.

Meet periodically with stakeholders to review completion rates, testing results, and other indicators.

The Road to Training Launch



Audience Enrollment

Who must attend?
Who is optional?
When is it due?

Communication Plan

Who needs to know?
How will they find out?

Accessibility Review

Are training resources accessible to all learners?

User Testing

Does the training package work?
Do technologies run on all platforms?

Publication & Hosting

Where will the training live?

Governance and Enforcement

How will completion be monitored?

Training Launch

It's go time!

What additional steps or processes are required or necessary in your organization?

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01

Audience Enrollment

Who must attend?

- Interns
- New Hires
- Managers
- Individual Contributors
- Directors
- Leadership

02

Communication Plan

Who needs to know?

- Learners
- Managers
- Directors/VPs

Channels

How will they find out?

- Email
- Direct Messaging from Managers

03

Accessibility Review

Are training resources accessible to all users?

- Color Contrast
- Alt-text
- Inclusive Language
- Diverse Graphics
- Friendly for Screen Readers
- Includes Transcripts and/or Closed Captioning

04

User Testing

Does the training package work?

- Platform Testing
- Pilot Testing

05

Publication & Hosting

Where will the training live?

- LMS
- Final Files

06

Governance & Enforcement

How will completion be monitored?

- Legal Requirements and Considerations
- Dashboard
- Time Assignment
- Extensions
- Employees on Leave of Absence
- Consequences

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EVALUATION

1. Collect user feedback.
2. Track completions and activity logs.
3. Monitor user interactions and feedback.
4. Troubleshoot problems as necessary.
5. Identify areas for improvement and plan future releases

Meet periodically with stakeholders to review completion rates, testing results, and other indicators. Plan a “lessons learned” meeting to review outcomes and plan for future improvements/launches.

Kirkpatrick's Evaluation Model

REACTION

- What was the participants' immediate reaction?
- How was the quality of materials?
- How did the instructor do?
- Did the format meet attendees' expectations?

LEARNING

- How much information was learned?
- Which learning objectives were achieved?

BEHAVIOR

- How has the training influenced behavior?
- How do participants apply learning on the job?

RESULTS

- How has the training impacted the bottom line of the business?
- How much money has the training saved the business?
- What risks have been minimized or eliminated due to training?
- How much more profitable has the business been due to training?

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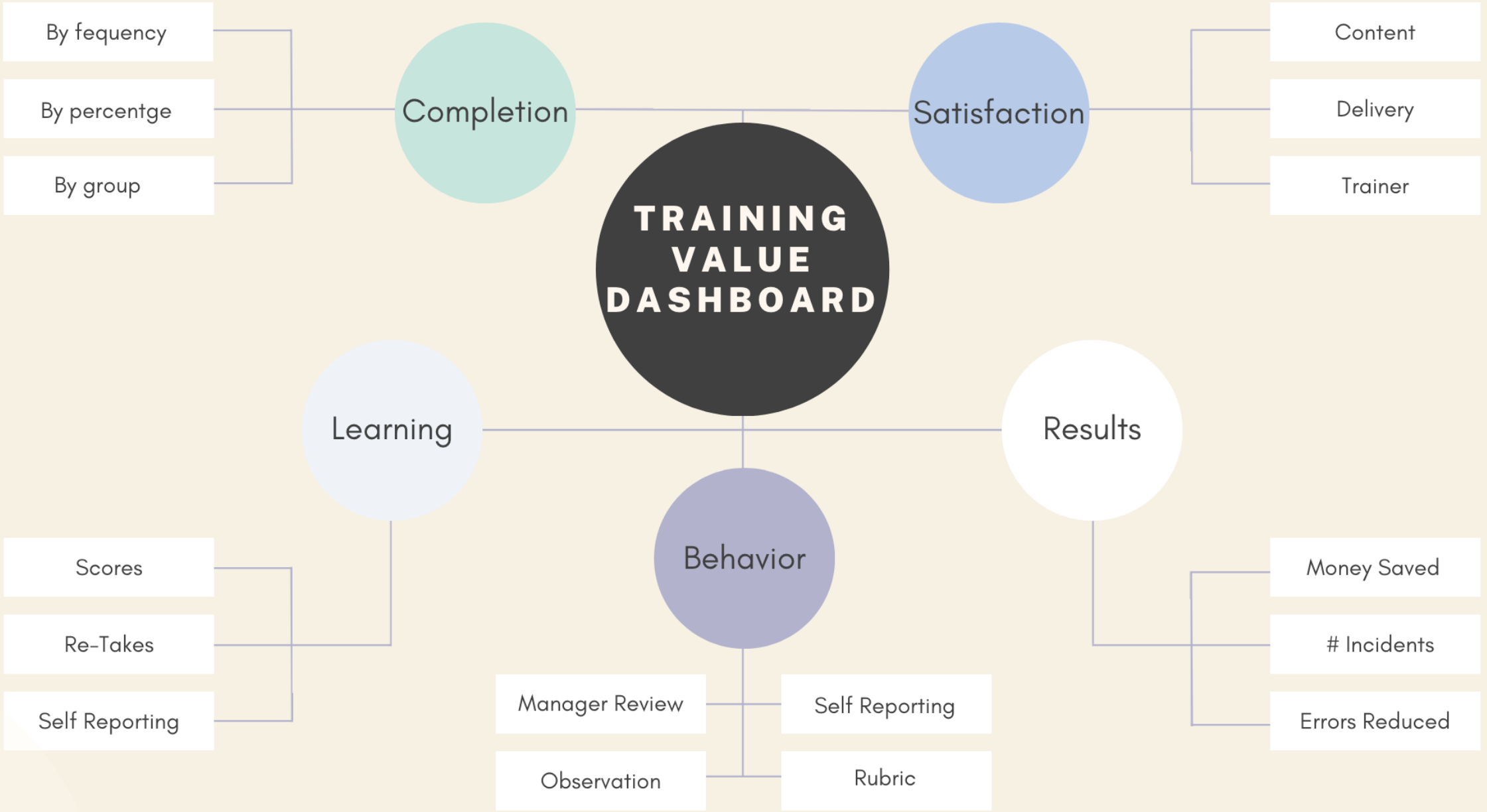

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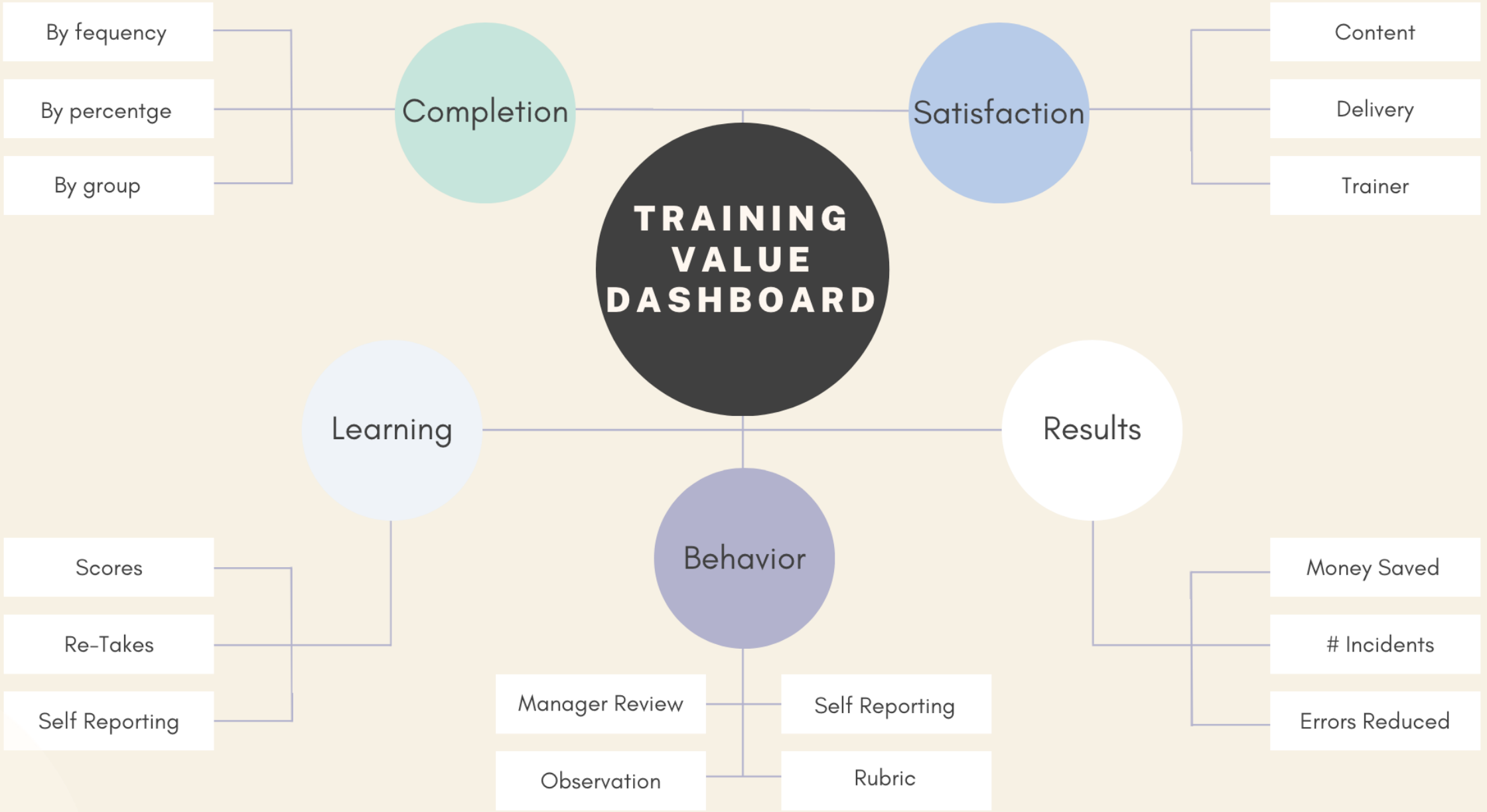
SPEAKING VALUE IN YOUR ORGANIZATION

- What "value language" does your organization speak?
  - What KPIs (key performance indicators) are tracked?
- How can you track value in your training program?
  - What tracking systems already exist in your organization?
- How can you communicate value effectively?



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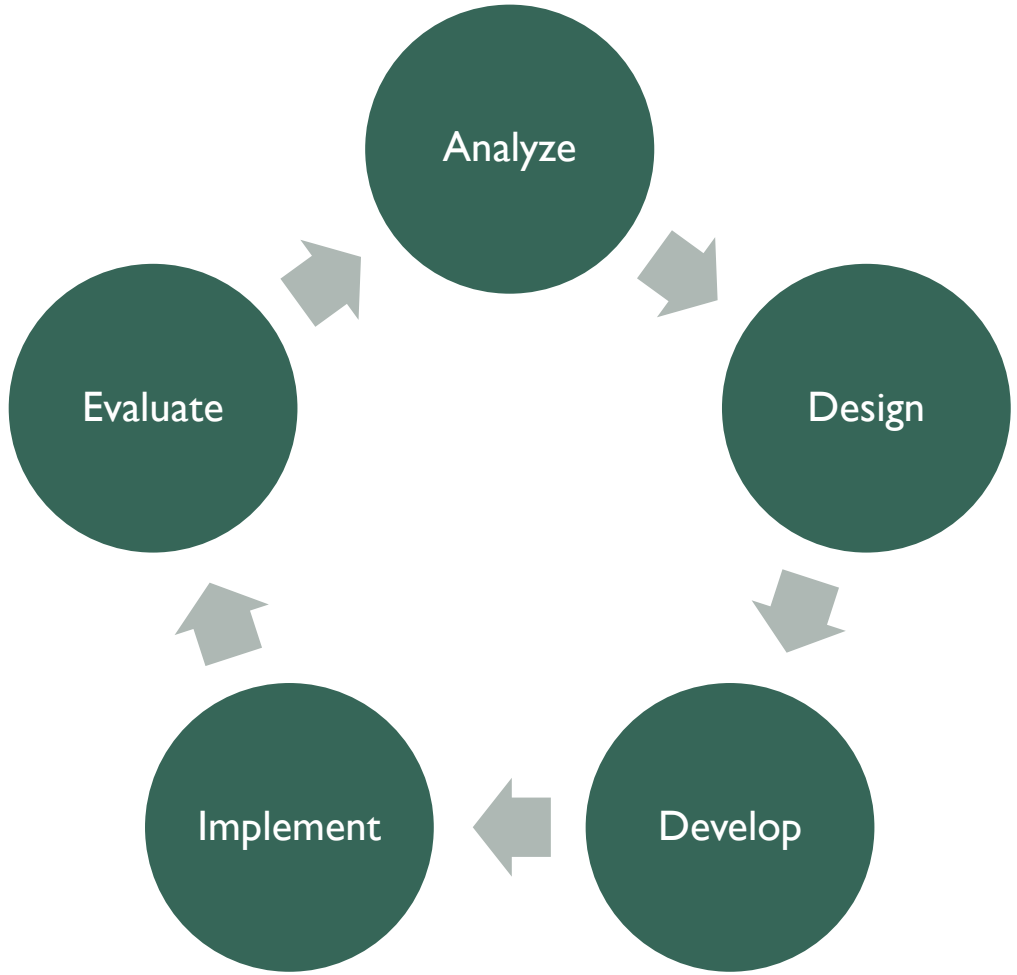
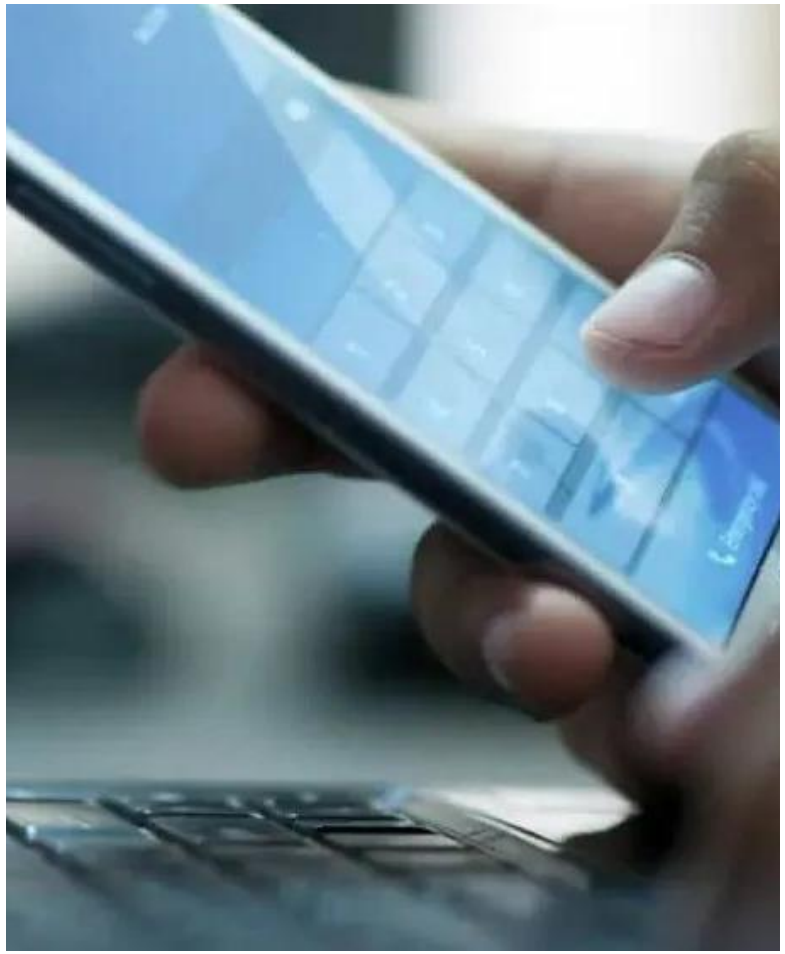


NEXT STEPS

- Integrate course into professional development planning
- Assimilate the course into the larger curricula
- Create a training dashboard for tracking and reporting
- Monitor feedback for updates, modifications, and escalations
- Establish a revision and relaunch plan
- Establish and use communication channels for reporting training outcomes and value

QUESTIONS & DISCUSSION

- What's still unclear?
- Where do you need more support or tooling?
- How has ADDIE helped you or your team structure instructional work?
- How do you share the value of learning in your organization?
- What best practices can you share?

STILL WANT TO KNOW MORE?

- Read, observe, and create ID work
- Connect with IDs in your org or network
- Join the Instructional Design & Learning SIG (STC)
  - Stay tuned for upcoming webinars
- Attend STC Summit (Atlanta in 2023)
- Contact me:
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  Jennifer Goode on LinkedIn
  https://www.linkedin.com/in/jennifer-goode-phd/