

Instructional Design:

Say goodbye to ADDIE and move
on with SAM

Participant workbook



Learning Choices Pty Ltd

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Activity

What are the current challenges facing Learning and Development Teams when trying responding to a need of your business and create a meaningful learning experience?

How do Learners learn in your workplace? (Consider generations, technology, workplace learning opportunities)

How is Learning viewed by people within your organisation? (Is it a chore? Is it engaging? Is it sort after?)

4 Criteria of Successful for an Instructional Design Process

Every Learning and Development team is always searching for a more effective model of designing and developing an effective learning product. How do you improve and do more in less time?

Research has shown the following criteria, in the process of instructional design, are needed to respond and deliver an engaging learning experience.

Criterion 1: Iterative

Provides opportunities to experiment, test and revise designs.

Criterion 2: Collaboration

Include Learners, Managers and stakeholders in the design process will ensure a better performance focused solution.

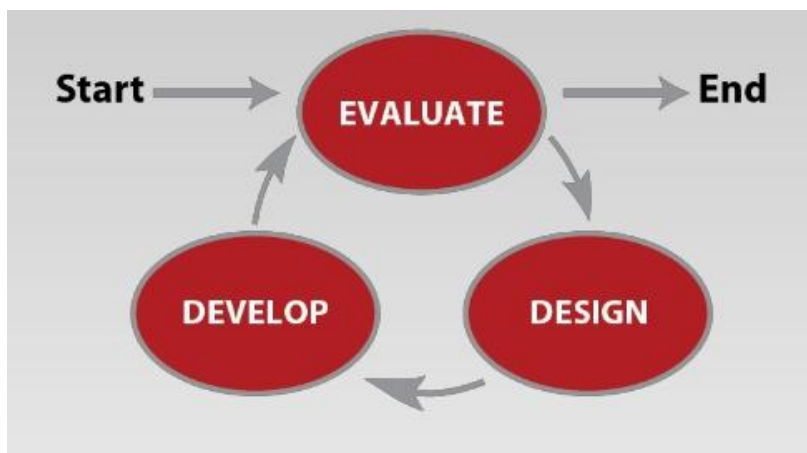
Criterion 3: Efficient and Effective

Remember the main reason for creating the learning solution is to support the business need. The time and budget it takes to create the learning solution should not be wasted or extended any more than necessary.

Criterion 4: Manageable

Some great process, on paper, are not easy to manage, which means a lot of energy and time is spent keeping things on track wastefully. The process needs to provide strategies to increase manageability.

Successive Approximation Model (SAM 1)



This version of the successive approximation model (SAM) is very simple but powerful. It is very effective and well suited to smaller projects, especially when:

- Instructional Designers work alone or
- A small team of designers work in unison and
- No specialised skill, such as software programming or video production is required. As these areas may require the involvement of others and take time to produce.

Iteration 1

Evaluate: quickly evaluate (analysis) the situation, need and goals

Design: quickly, with thought, prepare a rough design for discussion

Develop: prepare prototypes using any tools which can quickly provide a sense of the design idea.

Iteration 2

Evaluate: determine the success of the first iteration

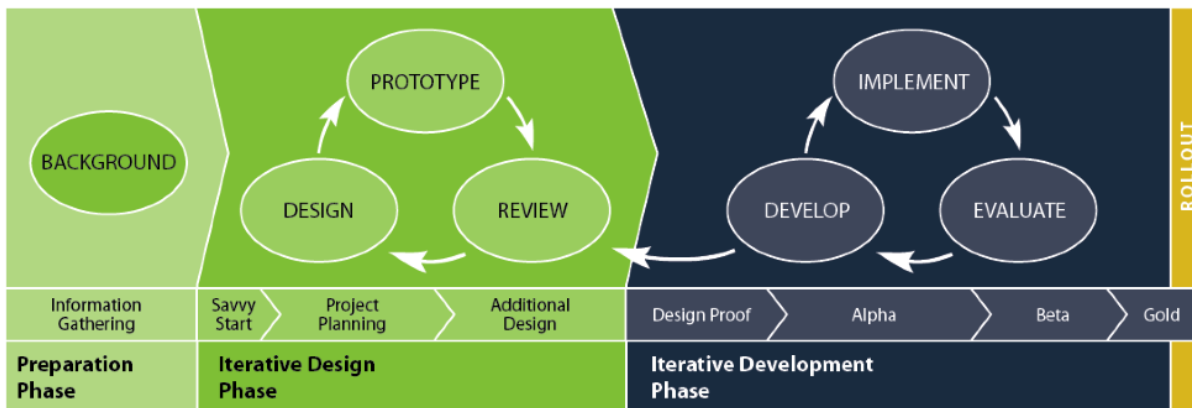
Design: sketch new alternatives or refine previous ideas

Develop: prototypes need to become more thoroughly representative of the final product.

Iteration 3

Iteration 3 is similar to iteration 2, although as confidence builds, issues are resolved. Additional iterations can occur but don't just continue to refine for the sake of refinement. Now the focus becomes more about development rather than design. Put the product to use, get experience and then consider a round of improvement.

Successive Approximation Model (SAM 2)



SAM 2 is a more elaborated and extended version of SAM 1. Projects with large amounts of content, where e-learning and blended solutions are required, systems implementation, or large transformational projects are good examples of projects where the SAM 2 process would work.

SAM 2 prescribes separate iteration cycles for development, from which design issues may arise, triggering the need for additional design work. Note the arrow from the development phase to design phase.

Preparation phase

- Information gathering, get background information

Iterative design phase

- Savvy start
- Project planning
- Additional design

Throughout this phase, you will be rotating through design, prototype, and review

Iterative development phase

- Design proof
- Alpha
- Beta
- Gold

Throughout this phase, you will be rotating through development, implementation, and evaluation.

ADDIE Model



There are five stages in a training needs analysis. The stages are:

1. Research any existing materials or documents
2. Define measurable business goals
3. Analyse learners and context
4. Conduct an instructional analysis
5. Write learning objectives

SAM vs ADDIE Model

List the pros and cons of using each model

SAM	
Pros	Cons

ADDIE	
Pros	Cons

L&D Team Impacts

If an L&D Team decides to adopt the SAM process, what characteristics/behaviours will they need to utilise in their ways of working together.

What do you think would be the biggest challenge(s) in adopting the SAM process in the L&D team?

Would your business approve of the SAM process? What would be the challenges for your business to embrace this process?
