



ADDIE REVISITED

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Due to the migration of L&D function into business the age-old ADDIE model required a revitalisation to keep up with modern business functions.

The following presentation denotes this dramatic shift for organisations to focus efforts on the business problem to use this as a basis for the development of any learning journey.

It teaches how to look beyond curation or development and requires an organisational view that includes, technology, engagement, awareness and adoption.

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"If protection of intellectual property begins to disappear, creative companies will disappear or never get started. But there is a simpler reason: It's wrong to steal. It hurts other people. And it hurts your own character." **STEVE JOBS**

LEARNING SOLUTIONS



The new ADDIE learning development process

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LEARNING SOLUTIONS

More than one-third of jobs (5.7 million) in South Africa alone could be replaced by automation, following the onset of digital transformation.

As this global technological evolution slowly unfolds in Africa, industries and industry leaders have the responsibility to prepare their workforces and manage this uncertain transition period.

WE NEED TO LEARN, UNLEARN AND RE-LEARN QUICKLY

WHY THE NEW ADDIE MODEL?



L&D is breaking its boundaries and aligning more closely with the business, becoming “invisible.” Workplace learning is going beyond the L&D function by ingraining itself into all parts of the business, so learning is everywhere.

THE NEW ADDIE MODEL EMPOWERS THAT EXACT PROCESS

LEARNING SOLUTIONS

END TO END SOLUTION DESIGN

CONTENT

- What do you need to say?
- Is it available or does it need development?

AWARENESS

- What's coming
- Creates excitement to ease adoption
- Address culture
- Pre-work relating to strategic leadership

ADOPTION

- Facilitating change
- Adopting to new ways of work
- Measuring outcome to drive result

ENGAGEMENT

- Who am I talking to?
- Does the content need tailoring?
- Does the technology support this?

TECHNOLOGY

- What have we got available?
- Augmenting with required solution
- Integrating with existing systems

LSLS

LEARNING SOLUTIONS

EFFICIENCY CURVE

TRANSFORM TO DIGITAL EFFICIENCIES

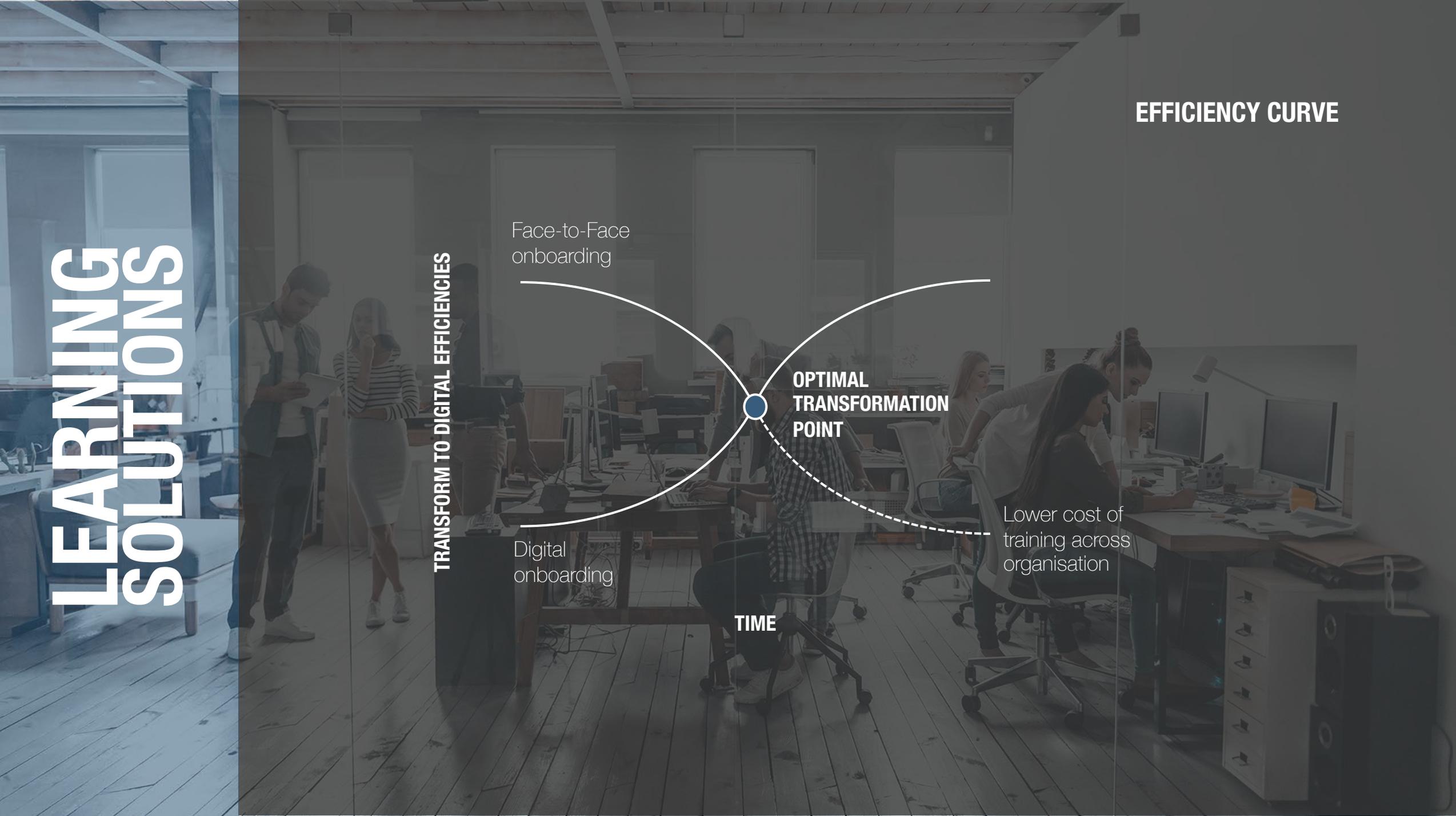
Face-to-Face onboarding

OPTIMAL TRANSFORMATION POINT

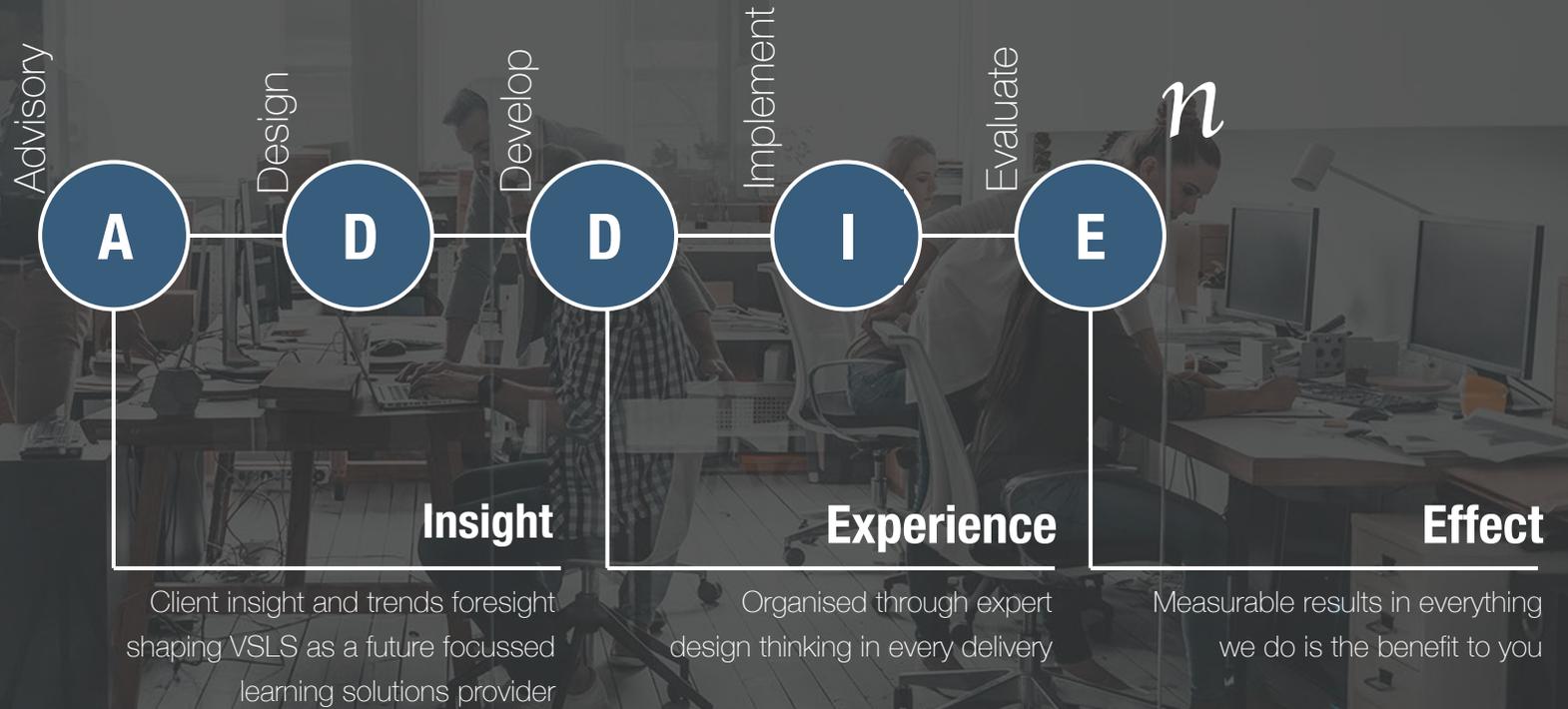
Digital onboarding

Lower cost of training across organisation

TIME



LEARNING SOLUTIONS



LEARNING SOLUTIONS

NEW ADVISORY APPROACH

Advisory

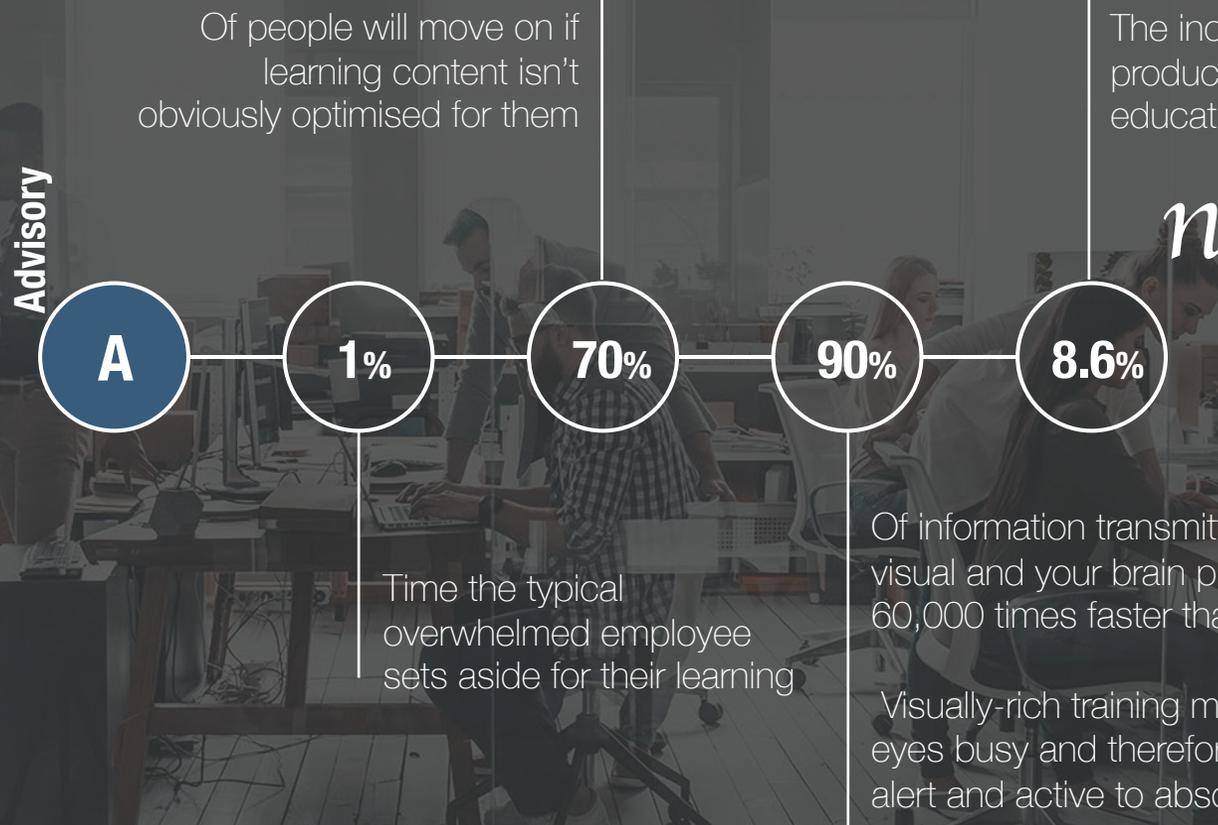


If doctors prescribed medicine before understanding symptoms, they would lose their license. Similar malpractice occurs when learning and development react to training requests without first understanding the need. L&D must diagnose before it prescribes.

Learning and development is a multi-billion dollar industry: with this level of expenditure, the stakes are high and the expectations of tangible returns are real.

LEARNING SOLUTIONS

NEW ADVISORY APPROACH



LEARNING SOLUTIONS

NEW ADVISORY APPROACH

CLIENT BRIEF



KNOWLEDGE

Curation
LEX Content Creation

ENGAGEMENT

Micro Learning
Macro Learning
AR VR MR
Video
Social
Spaced Learning
Learning on Demand

DELIVERY

Technology
Measurement/ Insights
Learner Driven (Adaptive and own content creation)

Brief **X** Trends / Foresight = **ADDIEⁿ**

LEARNING SOLUTIONS

NEW DESIGN THINKING

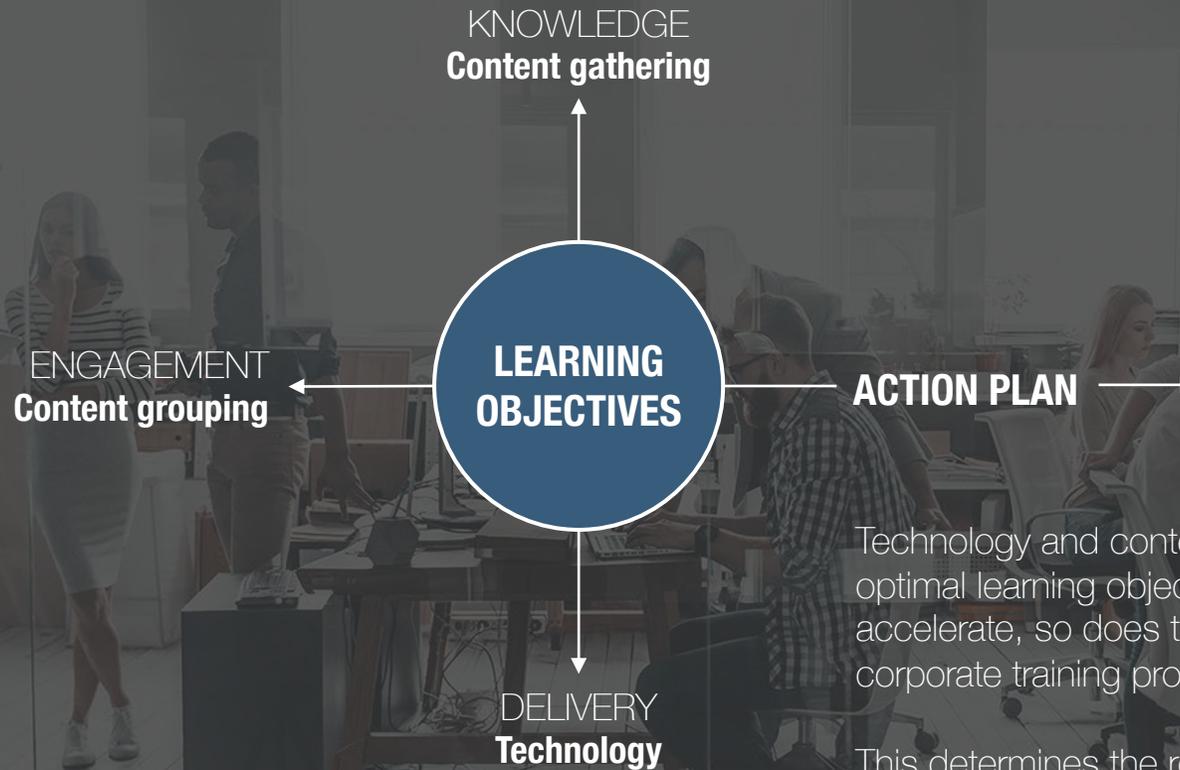


While in design, you can define learning objectives, define and source the content needed to address learner needs, and chunk content into appropriately sized lessons to create the learning journey.

Once content is gathered, grouped into appropriate sizes and the delivery method (tech) is defined, a detailed action plan can be developed.

LEARNING SOLUTIONS

NEW DESIGN THINKING



- Content architecture design
- Technical specifications
- Project management

Technology and content go hand in hand to create optimal learning objectives. As high-tech innovations accelerate, so does the opportunity to create better corporate training programs and delivery methods.

This determines the roadmap for optimal project, stakeholder and end-user engagement.

LEARNING SOLUTIONS

ENGAGEMENT MANAGEMENT

ENSURE

that the expectation from procurement and signoff stakeholders are aligned

MANAGE

client alignment and stakeholders continuously

CLARIFY

client expectations and assumptions before project initiation

CREATE

an achievable yet firm project plan that keep both client and project team accountable for delivery and sign-off

LEARNING OBJECTIVES

ACTION PLAN

Pro-active project management is key to the success of any learning engagement and must include the following:

IMPLEMENT

Strict feedback procedures to allow for adequate and constructive review

FORMALISE

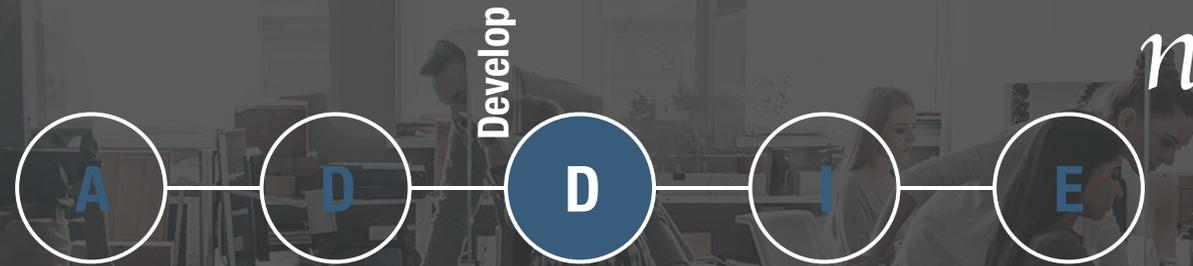
Fair and incremental sign-off procedures

REALISTIC

project plans must allow for quality control, validation and review cycles

LEARNING SOLUTIONS

NEW DEVELOPMENT APPROACH



During the development phase, the outlines determined during design are storyboarded, media assets are developed, and eLearning content is built.

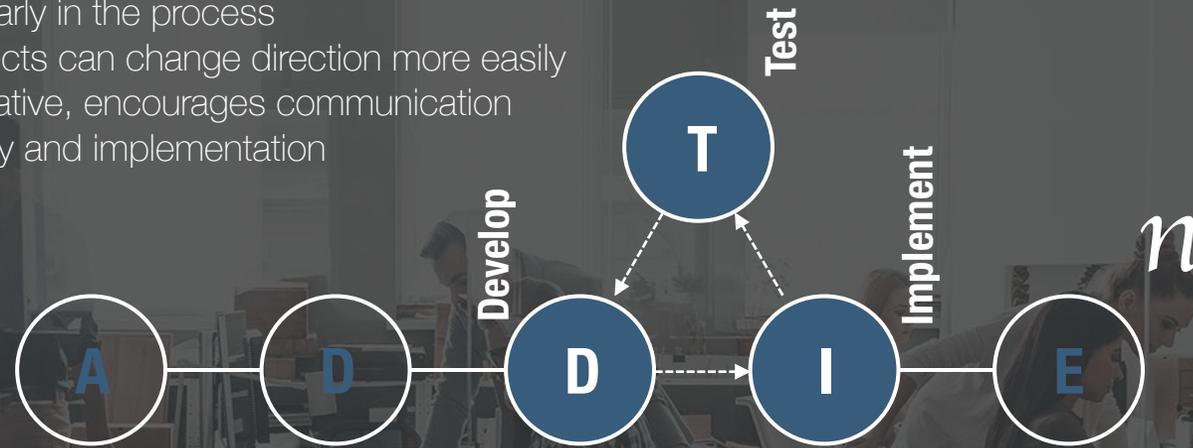
Clever use of resources can create efficiencies during this phase. For example, modern eLearning authoring tools rapidly develop quality eLearning content. The content will be implemented on the assigned technology where debugging and testing are also conducted, to ensure that newly developed assets are correct and working as expected.

LEARNING SOLUTIONS

AGILE LEARNING DEVELOPMENT

Why AGILE?

- Brings all stakeholders together early and often
- Produces elements that people can see and comment on early in the process
- Is nimble: projects can change direction more easily
- Highly collaborative, encourages communication
- Quicker delivery and implementation



In contrast to a typical ADDIE process, an AGILE project tends to jump in, produce small pieces of content quickly, and then evaluate, refine, and expand them over several tight iterations.

A stream of working deliverables, rather than detailed plans or meetings, is the principal measure of progress. In some ways, AGILE is like many tiny, less formal ADDIE projects linked together.

LEARNING SOLUTIONS

Effective visual communication answers business' most difficult questions in a demanding environment. This offers innovative and customised problem solving by turning data into business intelligence that improves decision making. All solutions are customised and uniquely designed to your needs, as no one size fits all.



AUGMENTED REALITY



INDUSTRIAL ANIMATION

LEARNING SOLUTIONS

TURNKEY MEDIA PRODUCTION CAPABILITY



PRINT MEDIA



- COLLATERAL DESIGN**
- 3D ANIMATION**
- MOTION GRAPHICS**
- VISUAL COMMS**
- UX / UI DESIGN**
- AUGMENTED / VIRTUAL REALITY**
- DIGITAL PRESENTATIONS**
- RESPONSIVE WEB DESIGN**
- VIDEO EDITING & PHOTOGRAPHY**
- COPYWRITING**
- TECHNOLOGY DEVELOPMENT**

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NEW DEVELOPMENT APPROACH



Although Competency-Based Training (CBT) is a concept that has been around for decades, it has only recently gained mainstream attention for both its effectiveness and ability to create competitive advantage through human talent.

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NEW IMPLEMENTATION | ADAPTING TO CHANGE



How many times has your company invested a large number of resources on major projects or ideas, but they don't generate the expected results just because they were not implemented correctly or promoted enough?

This is a reality in many organisations, and eLearning projects are no exception. If you want an eLearning initiative to work, marketing your project internally is fundamental. It doesn't matter how awesome your eLearning courses are if they aren't promoted to the right people, and these people don't complete them, it's basically a waste of time and resources.

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NEW IMPLEMENTATION | ADAPTING TO CHANGE

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LSLS

LEARNING SOLUTIONS

NEW EVALUATION

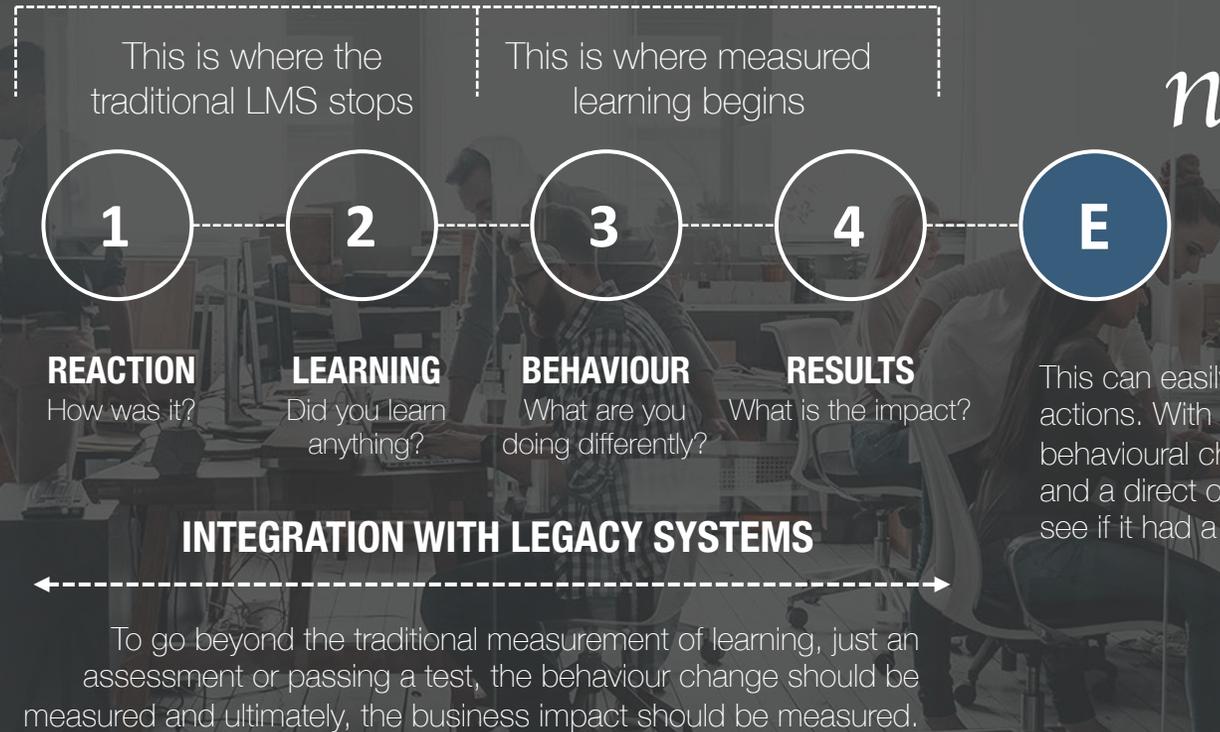


Advanced systems are introducing AI and machine learning to analyse performance data, test / Q&A responses, survey feedback and other intelligence to identify trends and generate automated actions or insights for learners, instructors, administrators and learning program sponsors.

The possibilities are vast and exciting.

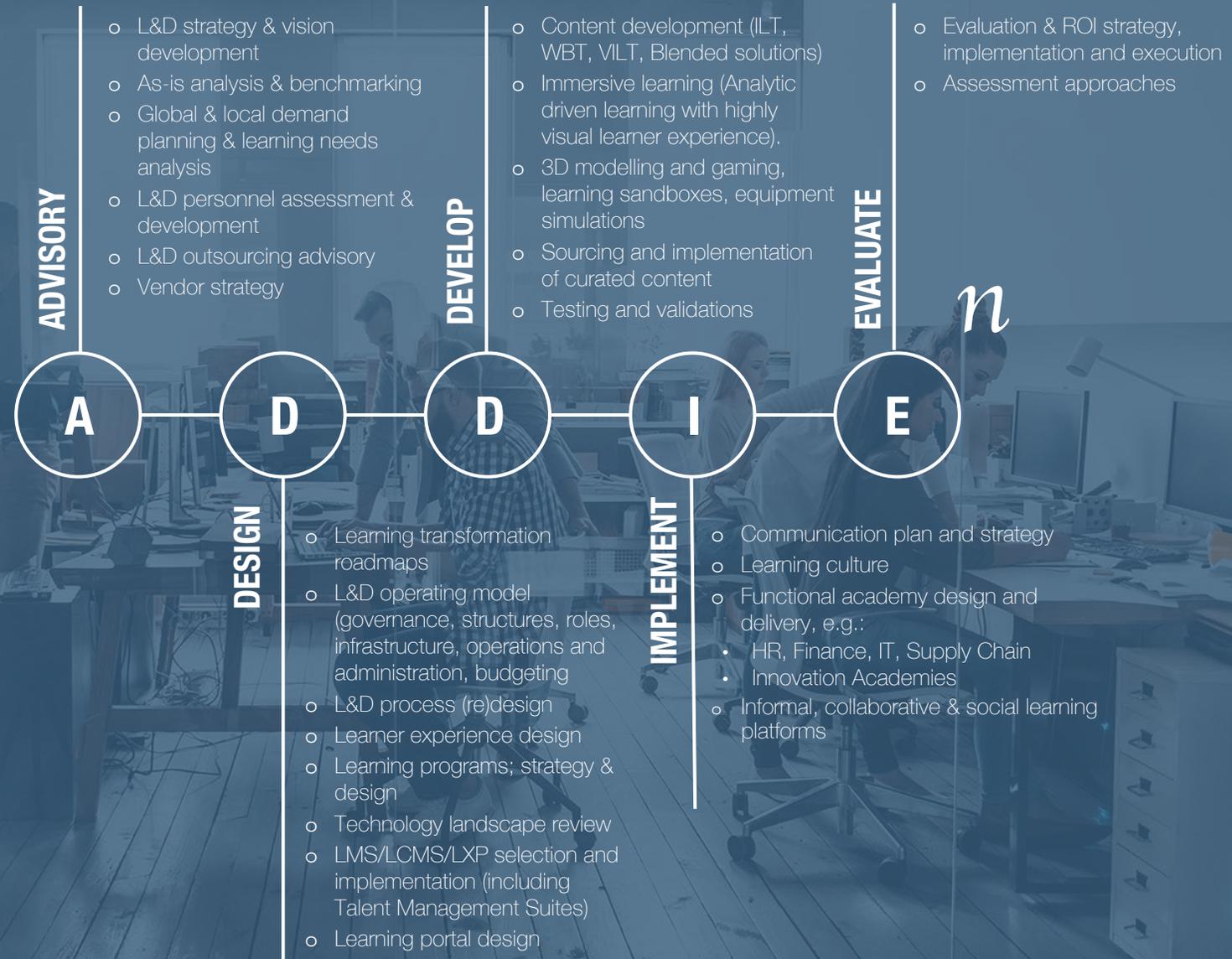
LEARNING SOLUTIONS

NEW EVALUATION



LEARNING SOLUTIONS

PRODUCTS AND SERVICES



LEADERSHIP



CHRISTO SMIT
BUSINESS ADMINISTRATOR

Christo is an experienced business leader with a stellar track record as a turnaround specialist in the digital agency space. His focus is solely on business strategy & planning, new media applications for digital transformation and learning & development.



GINO SMITH
WORKFORCE ENABLEMENT

Gino has +14 years' experience as a talent and organisation HR professional. Gino believes that sustainable success is enabled when the workforce is planned and mitigated for – better equipping organisations and projects to realise planned benefits and ROI.



NADIA LEONARD
LEARNING SOLUTIONS

Nadia is a seasoned management consultant with extensive experience in the digital transformation space. With local and international experience, Nadia leads the VLS Learning Solutions team that specialises in learning advisory, content experience design and technology implementations.



DAVID O'DONNELL
BRAND COMMUNICATIONS

David is a communications and digital media specialist with over 15 years' experience in the multimedia industry. He has over 100 projects under his belt in the industrial sector including process illustrations, tender clarifications and learning applications.

STRATEGIC SUPPORT

THANDO DINGAAN

The ex-CEO of DWF collective and Mother Russia has an incredible passion for learning and development of blue-collar workers throughout South Africa. As part of the CLoX initiative, Thando offers strategic and operational insight throughout the rollout strategy.

GROVER ABRAHAMS

Grover's value lies in the more than 16 years of experience as a digital specialist and thought leader in the digital talent and learning field.

SALEEM MOTLEKAR

Saleem has more than 15 years of multi-industry professional experience. Skilled at helping organisations transition from their current state to a desired target state whether that be through one or a combination of changes to people, process and technology.



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