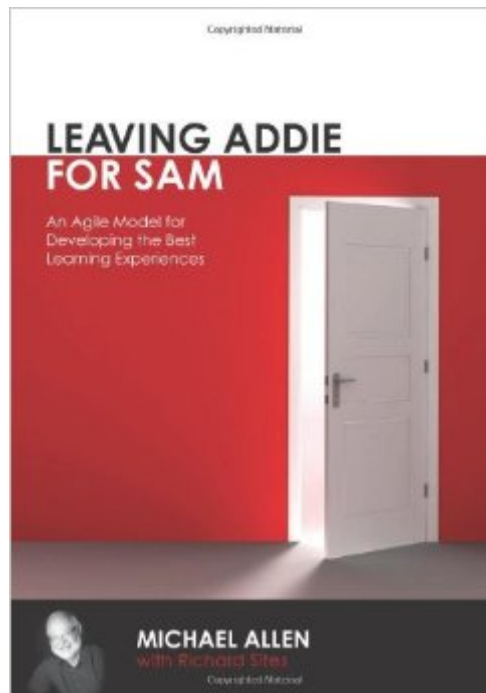


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# Leaving ADDIE For SAM: An Agile Model For Developing The Best Learning Experiences



## Synopsis

The ADDIE process is past its prime. It was developed long before Agile and other iterative processes that have introduced greater efficiencies in design and development, fostered more creativity, and addressed effective stakeholder involvement. Leaving ADDIE for SAM introduces two new conceptsâ •SAM, the Successive Approximation Model, and the Savvy Start. Together, they incorporate contemporary design and development processes that simplify instructional design and development, yielding more energetic and effective learning experiences. This book is a must-read for all learning professionals who have a desire to let go of outdated methodologies and start creating better, faster training products today.

## Book Information

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## Customer Reviews

I both loved and did not love this book... so this is going to be a weird review. It's hard to think of anyone who has contributed more to the field of eLearning than Dr. Allen. Michael was on the original PLATO team and was a driving force behind Authorware (he provides a brief description of this time in the beginning of the book). He has been in the practical business of designing and producing eLearning products longer than the term eLearning has been around! Any insights he shares are worth listening to, including those shared in this book. When I first read "leaving ADDIE" in the title, I had a mild panic - I consider myself an ISD disciple, so ADDIE is coded into my designer's DNA. When I read the beginning chapters describing ISD/ADDIE, I was amazed to see the box Michael had put ADDIE into - mainly describing it as a lock step, non-iterative "waterfall" process, the same way it had been defined back in the 1970s. Dr. Allen makes it clear he's not

anti-ADDIE (he points out that the basic concepts of the ADDIE model are essential to any effective design process), but goes on to present ADDIE as too rigid to meet today's more flexible environment. I found that I fell into his category of people who had tailored the process and created a variation of ISD/ADDIE that worked in their development... which is how I believe 99% of the ADDIE followers apply the process. As Michael lays out the criteria for creating a successful learning product, I couldn't help but think how ADDIE can still be used to create engaging training. When he describes how ADDIE is often a budget-buster, I couldn't help but think of the large number of creative projects my teams over the years have delivered on time and within budget.

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