

ADDIE Method

A **facilitator** plans, guides, & manages a group event to ensure objectives are met effectively. Facilitation starts long before you step into the room. The **ADDIE method** is an approach that you can use to plan your session.

A

Analyze - Understand your audience

Ask: Who will be in the room? Why are they attending? What matters most to them? What challenges may arise?

D

Design - Create an engaging, interactive plan

1) Define the objective. → 2) Define the conversations to achieve the objective. → 3) Craft the activities to create the conversations.

D

Develop - Build materials, prompts, activities

Create a **Facilitation Kit**: Slides, Handouts, Tech, & Room Layout. Leverage interactive tech for engagement. And always rehearse.

I

Implement - Confidently deliver, adapt in real-time

Use Executive Presence to command attention. Prepare to modify the plan as needed to maintain participation & handle surprises.

E

Evaluate - Gather feedback & refine the approach

Use metrics like the Kirkpatrick Model to gather feedback.
Levels: 1. **Attendance**, 2. **Learning**, 3. **Behavior**, 4. **Results**