



**DO WE NEED TO ANALYZE THE
WAY WE ANALYZE NEEDS?**

Needs analysis



“ The process of identifying, defining and documenting the need for a training intervention to improve performance”

1. **What** do you analyze?
 2. **Why** do you analyze?
 3. **When** do you analyze?
 4. **How** do you analyze?
-

What?



Business need



Personal need

Embraced need



Resisted need

Planned need



Unplanned need

Past need



Present need



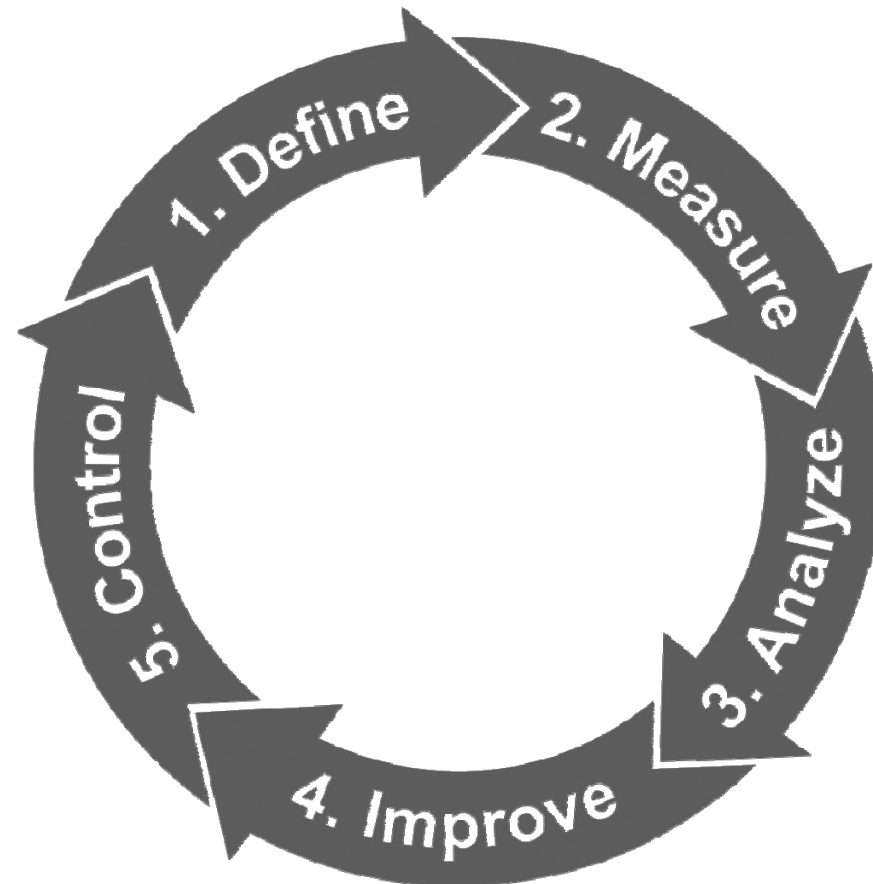
Future need



Why?



Why?



Why?



“So I can set the right tone”

“ It shows interest in them”

“So I can choose the right book”

“So I can select or tailor training materials”

“So I can build good training materials”

“So I can build a personalized training plan”

“Helps me to build the training group”

“ I want to learn about who they are”

“ It help me builds rapport”

“ I can make sure that everyone understand there are different needs so we have to compromise”

“So I can set clear and achievable goals”

“So I can build a practical training concept”

“ So I can show progress”

Why?



“It’s a *sales* thing”

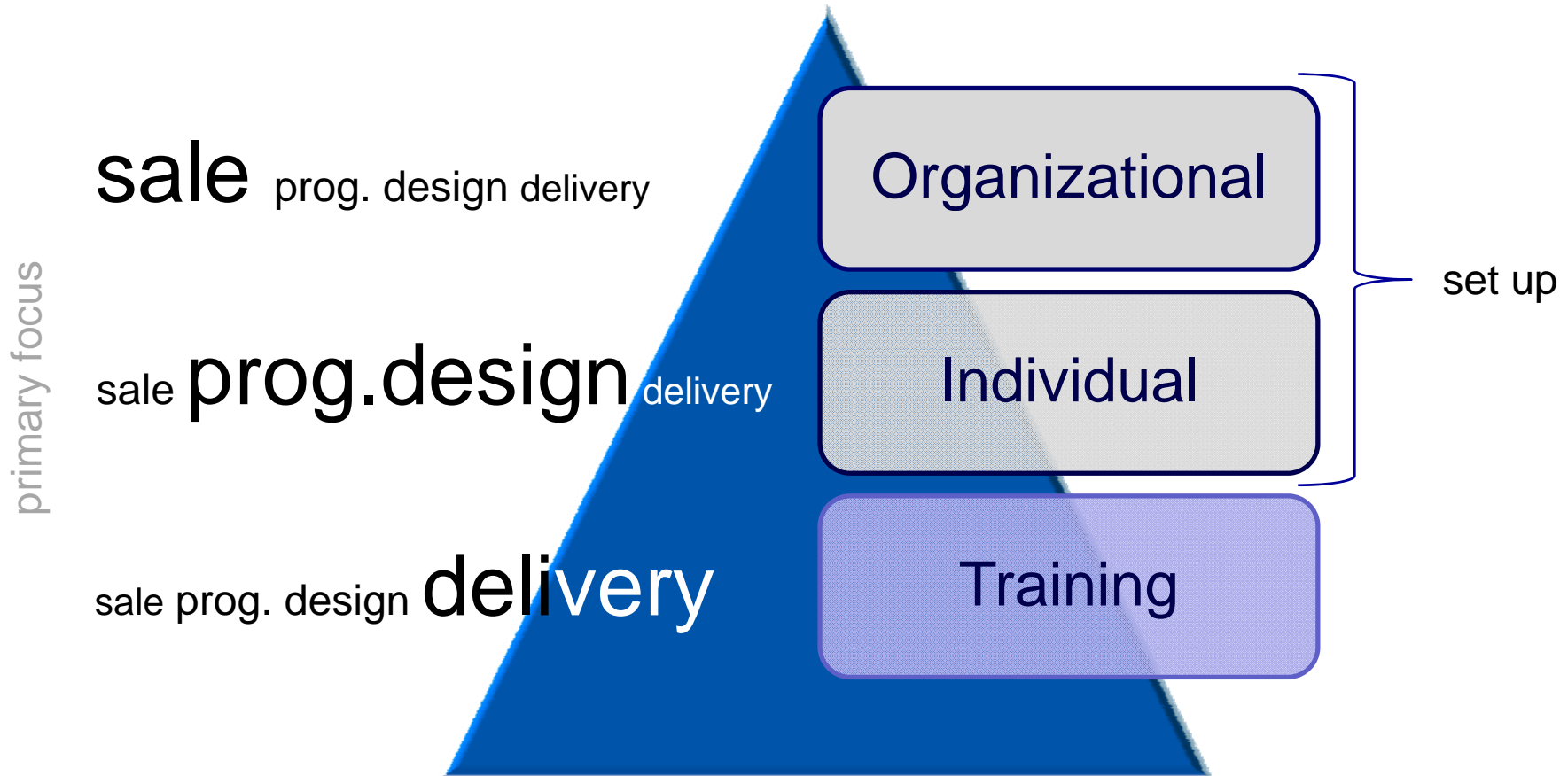
“They expect it”

“I have to “

“I don’t trust the information I’ve been given by my company”

“The information I’ve been given is vague / useless”

How?



How?

Task	Description	Needs	Ideas
Key tasks	Details, what does this actually involve	Quality?	Training themes?
Job description?		Time?	Skills?
Chronological?		Stress?	Language?
Order of importance?			Materials?
Level of comfort?			Activities?

... and then

WHAT	HOW	WHY (e.g. client need, client benefit)





Scott Levey is a Director at Target Training GmbH. He has 15 years of experience in providing practical & transferable language and soft skills solutions for corporate clients.

Scott is one of the principal drivers behind the InCorporate Trainer®™ solution –a proven approach to in-house business English training, embedding trainers long-term within the client's organization.

You can contact Scott at scott.levy@targettraining.eu

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