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”
Sharing

1. What do you analyze?

2. Why do you analyze?

3. When do you analyze?

4. How do you analyze?
What?

- Business need
- Embraced need
- Planned need
- Past need

- Personal need
- Resisted need
- Unplanned need
- Present need

- Future need
Why?

Analyze  Design  Develop  Implement  Evaluate
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?

- Organizational
- Individual
- Training

Primary focus

sale prog. design delivery

set up
### How?

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Needs</th>
<th>Ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key tasks</td>
<td>Details, what does this actually involve</td>
<td>Quality?</td>
<td>Training themes?</td>
</tr>
<tr>
<td>Job description?</td>
<td></td>
<td>Time?</td>
<td>Skills?</td>
</tr>
<tr>
<td>Chronological?</td>
<td></td>
<td>Stress?</td>
<td>Language?</td>
</tr>
<tr>
<td>Order of importance?</td>
<td></td>
<td></td>
<td>Materials?</td>
</tr>
<tr>
<td>Level of comfort?</td>
<td></td>
<td></td>
<td>Activities?</td>
</tr>
</tbody>
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![Target Training Logo](https://i.imgur.com/2Z5J5QG.png)
... and then

<table>
<thead>
<tr>
<th>WHAT</th>
<th>HOW</th>
<th>WHY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(e.g. client need, client benefit)</td>
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</tbody>
</table>
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.

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