

Audience

how they feel

What is the audience's job satisfaction?

What do these learners care about?

What inspires their passion?

If they've taken training, how do they feel about it?

How open are they to future training?

what they do

What do these learners do in a typical day, week?

How do they communicate with colleagues, supervisors, or clients?

What kind of processes or tools aid in their tasks?

How can they get on-the-job support/help?

who they are

What is the existing skill level of the audience (i.e., novice, experienced, expert)?

What is their typical educational background or training?

Is it a diverse audience (i.e., ethnicity, gender, age)?

What is unique about this learner population?

What does the business's culture look like?

How does the audience dress at work?

Needs

behaviors

What are employees' current behaviors?

What are the desired behaviors?

What is the gap between the current and desired behavior, or what is missing?

Why do they need to change?

Why are they not performing in the desired way?

What desired behavior (training outcome) can be measured on the job (this will appear in the design flowchart)?

business goal

Why is training needed?

Why is training needed now?

What benefit will this training program return to the business (i.e., IOB, ROI)?

What do you hope to achieve through this training?

If this training were not implemented, what impact would it have on the organization?

Strengths

What are the greatest skills of your audience?

What training has worked well for the business in the past? Why?

What incentives for taking the training have been beneficial?

Weaknesses

What are some of the problems with past training initiatives?

What lessons learned could affect this training initiative?

What known areas or tactics should be avoided?

Expertise

What source material already exists? In what format?

Can existing content be used as is or will there be changes?

What content still needs to be gathered?

Who are the Subject Matter Experts (SMEs) for the project?

Who are the content decision makers?

Results

What will be measured?

What measurement tools are available?

What measurement strategy will best determine if the training outcomes are met?

What measurement strategy will best determine if the business goal is met?

How will the measurement be implemented into the training and beyond the training?

Business
Goal

