

Six steps to conduct a Needs Analysis

Needs Analysis is critical to Learning Design; be it for e-learning or training program design. Here are the six steps to conduct an effective Needs Analysis

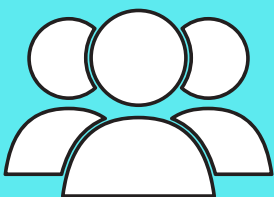
Understanding the Gap

Conducting a Needs Assessment is about finding the gap (the Needs) between the current reality and the expected outcome.

STEP 01



Needs Analysis is about finding the root cause of these gaps



Create Learner personas.
Empathize with your learners.
Design relevant programs

STEP 02

Design of the Needs Analysis

Define the goals, the learner profile, data collection tools to be used, identify constraints

Select Technology Tools

Use appropriate technology tools for data collection

STEP 03



Use technology tools to get survey inputs, save audio (interviews) take photographs, record videos



Use a combination of tools - interviews, surveys, observation to get required data

STEP 04

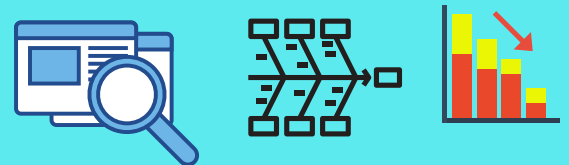
Data Collection

Collect data using the defined methods and tools

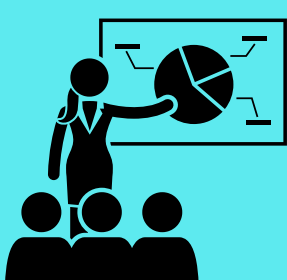
Analyze Data

Examine the data methodically and in detail, in order to explain and interpret it

STEP 05



Analyze the qualitative as well as the quantitative data



Use media effectively to present findings

STEP 06

Present Findings

Present findings to get sponsor or top management approval