

STRATEGIC TRAINING NEEDS ASSESSMENT



PURPOSE

A strategic training needs assessment identifies the critical skills required for training going forward and defines gaps in skill levels to determine where to invest training dollars.

PROCESS

- Create a competency model that identifies the knowledge, skills, and attitudes required for high performance based on current market requirements.
- Conduct an assessment of current organizational skills against requirements.
- Define a comprehensive analysis of training requirements going forward.

BENEFITS

- Validate training areas based on data-driven decisions.
- Apply investments in training based on key skill requirements.
- Align training with business imperatives.

CASE STUDY

When a consumer products company launched a new sales force, they wanted to carefully target training to the skill areas that would lead to success. ADVANTIS Research & Consulting conducted a training needs assessment that served as the basis for creating a comprehensive curriculum.

RESULT: This organization's new sales force has been rated the best in the industry.