

TRAINING NEEDS ASSESSMENT

WHAT IS THE TRAINING NEEDS ASSESSMENT CERTIFICATE?

Without a clear diagnostic process, organizations risk investing time and money in learning solutions that don't solve the real problem. That's where a strong needs assessment makes the difference. According to [Training Industry research](#), fewer than 20% of organizations have optimized their diagnostic processes. That gap presents a powerful opportunity for learning and development (L&D) professionals: When you know how to assess needs accurately, you become more than an order-taker; you become a trusted business advisor.

In this [Training Industry certificate](#), you'll gain a strategic, evidence-based approach to needs assessment. You'll learn how to create a needs assessment strategy that answers the right questions for your projects, identify root causes and align learning with business priorities. You will also review several data sources and data gathering strategies to ensure you have all the information you need to make the right recommendations to your stakeholders. With practical tools and a research-backed framework, you'll be prepared to lead conversations that protect your budget, focus your efforts and elevate the role of L&D in your organization.



2 HALF-DAYS



CERTIFICATE
AWARDED



VIRTUAL



SESSIONS FOR
EVERY TIME ZONE



ENGLISH
LANGUAGE

COURSE OBJECTIVES

After earning this certificate, you will be able to:



Conduct a training needs assessment that identifies learning solutions or confirms when training is not the answer.



Scope realistic timelines and project plans for assessments that support timely business decisions.



Leverage several ready-to-use job aids to gather data, lead stakeholder meetings and project planning.



Effectively anticipate pushback and confidently communicate your findings and recommendations to stakeholders.



Position needs assessment as a cost-saving, performance-driving tool within your L&D strategy.



COURSE OVERVIEW

PREWORK

Your prework includes a brief reading assignment as well as an activity to begin thinking about your critical needs assessment questions.

DAY 1

Introduction to the Importance of Needs Assessment

- Defining training needs assessment.
- Needs analysis as a risk mitigation strategy.
- The needs assessment process.

The Four Focus Areas of Needs Assessment (Part 1)

- How and when to approach needs assessment from four focus areas: organization, performance, person and process.
- The best data sources and strategies for each focus area.
- Activity: Identifying the appropriate focus areas.

DAY 2

The Four Focus Areas of Needs Assessment (Part 2)

- Activity: Developing a data strategy.

Making Sense of Data

- Analyzing your data.
- What to do when data sources disagree.
- Determining how to prioritize needs.

Proposing Recommendations and Gaining Buy-In

- Preparing to give recommendations.
- Anticipating and addressing pushback.
- Activity: Communicating your solutions to stakeholders.

WHO IS IT FOR?

The Training Needs Assessment Certificate is designed for existing and emerging L&D professionals looking to better recognize and respond to business needs through targeted training and development.

RELATED LEARNING

JOURNEY

Training Industry offers expertly curated professional development **packages** to fit your unique development needs.

NEEDS ASSESSMENT JOURNEY

The **Needs Assessment Learning Journey** will help you identify training needs and evaluate performance within your organization.

This journey includes the following courses:

- Certified Professional in Training Management (CPTM™)
- Training Needs Assessment Certificate
- Learning Analytics Workshop

Don't see what you're looking for? Training Industry's professional development consultants are available to discuss this program and other development opportunities. [Contact us](#) or schedule a call directly [here](#).

TOOLS AND RESOURCES

Job Aids

- Identifying the Scope of a Training Needs Analysis
- Guide to Building Your Executive Report
- Recommendations Conversation Preparation
- Tips for Collecting Needs Assessment Data through Surveys
- Tips for Preparing for and Conducting Interviews
- Questions for Preliminary Analysis
- **Needs Assessment Project Planner**

Additional Resources

- Curated collection of Training Industry resources focused on training needs assessment including webinars, podcast episodes, magazines, and e-books.



The course was phenomenal! I highly recommend the course for anyone who wants to learn more about diagnosing training needs and how to determine the best solution to meet those needs.

- **PAUL PETERSON**, CPTM, PRODUCTION TRAINING COORDINATOR AT SYSTEMS CONTROL

HOW DOES IT WORK?

This certificate program is completed over two, four-hour days of a live virtual instructor-led class, which includes an applied work project.

Your **instructor** will use their own real-world perspective and experience to ensure the course is rooted in foundational best practices and will guide you through the process, both facilitating and assessing your learning throughout the course to ensure you earn your certificate by the end of the program.

WHAT'S THE COST?

The Training Needs Assessment Certificate program is **\$1,295**, which includes:

- Unlimited access to the course prework, including the eLearning modules.
- Unlimited access to the course resources and materials.
- Applicable capstone project.
- Participation in a virtual, live session that fits your schedule.
- Certificate awarded.

Click [here](#) to browse the available session dates and times.

REGISTER NOW

CONTACT US

LEARN MORE



Would all or part of your team benefit from this certificate? All Training Industry Courses can be taken as a group and are designed to align your team around research-based best practices. Click [here](#) to learn more.



ABOUT TRAINING INDUSTRY COURSES



TRUSTED BY WORLDWIDE ORGANIZATIONS



INTERACTIVE EXPERIENCE



RANGE OF TOPICS



GLOBAL LEARNERS

WHAT TO EXPECT FROM TRAINING INDUSTRY COURSES



Research-based courses



Instructors with expertise



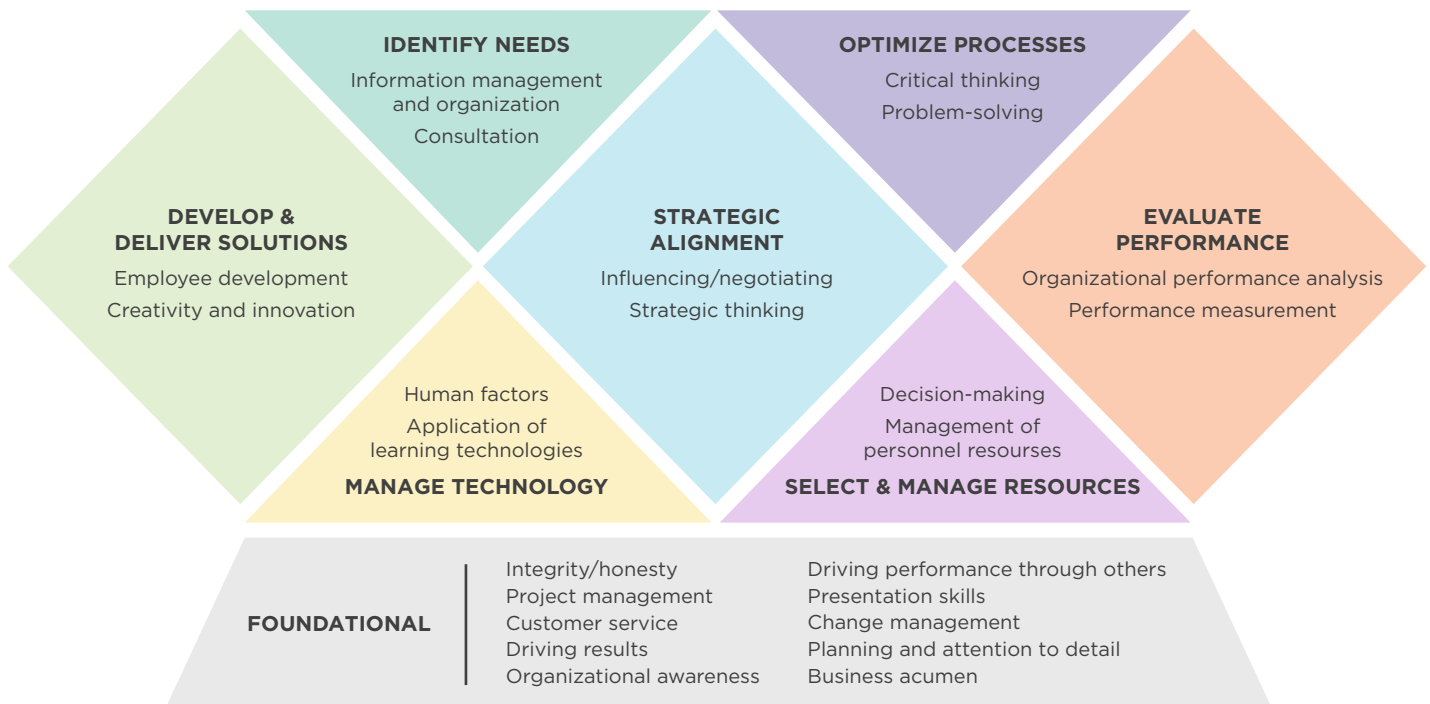
Engage with community of peers



Focused on the role of the training manager

TRAINING MANAGER COMPETENCY MODEL

All Training Industry courses are aligned to the **Training Manager Competency Model™**.





EARN RECERTIFICATION CREDIT

Training Industry certificates are valid for **eight PDCs** for the SHRM-CP or SHRM-SCP.

This program is eligible for **seven APTD and CPTD** recertification points from the ATD Certification Institute. The amount indicated is the maximum number of recertification points a participant can receive for this program.

Training Industry certificates fulfill **eight CPTM** recertification credit hours.



Ready to get started?

[REGISTER NOW](#)

[SCHEDULE A CONSULTATION](#)

[VIEW MORE COURSES](#)