BUSINESS PROMOTION CENTRE
MINISTRY OF COMMERCE INDUSTRY AND COOPERATIVES

PARTICIPANT TRAINING NEEDS ANALYSIS

June 15

2018

This topic outlines the process to determine the training needs of a particular audience where this may be uncertain. It describes the circular nature of preparation, delivery & monitoring & evaluation. This Module uses the “Monkey Survey” free online tool for the initial analysis & final evaluation.

MODULE 1


PARTICIPANT TRAINING
NEEDS ANALYSIS
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Contents

PURPOSE

The purpose of this Module is to assist trainers to:

- Identify potential future private sector participants for financial training
- Determine the business interests of potential participants
- Find out what it is that participants want to learn
- Identify barriers foreseen, or otherwise, by participants
- Design & deliver financial training that meets the needs of participants

The proposed method for initially getting information from participants is by way of a survey using "SurveyMonkey", a free online offering at https://www.surveymonkey.com/dashboard/

Participants in this Module will:

1. Create a Needs Analysis
2. Discuss the use of the Needs Analysis
3. Create a training assessment for completion by participants at the conclusion of a workshop
4. Create a survey to assess whether the training provided remains in use over time

The module is interactive & requires participants to create documents for use before & after delivery of training. The facilitator will require active participant involvement & ownership of the outputs & outcome of this training Module.

The emphasis is on a collaborative creation of three (3) documents for regular use by the trainer participants when conducting training workshops. It is important that trainers embrace the process & accept ownership & use of a Needs Analysis as a part of their training delivery in future.

On completion of this Module trainer participants should be capable of adjusting existing Needs Analysis documents or create new documents to suit differing audiences, locations & skill levels.

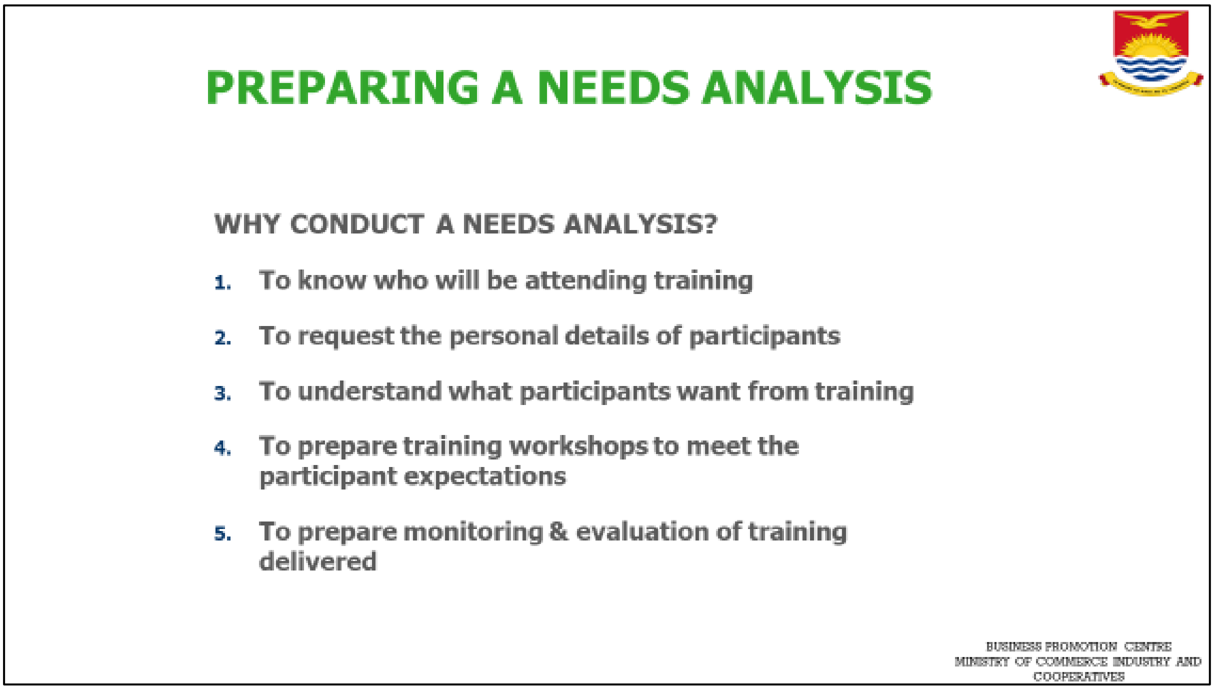
PREPARING A NEEDS ANALYSIS

We start by asking the question "Why do a Needs Analysis". The answer may seem simple, but it is not common practice to do a Needs Analysis before conducting a training. The purpose of the questionnaire is to gather information from prospective participants, rather than assume that past training continues to be relevant.

This may not be required where the relative skills & knowledge of participants is both known & similar.

However, all service providers must ensure that their offering remains relevant & a conducting regular needs analysis is the simplest & best method available to ensure that the offering is appropriate.

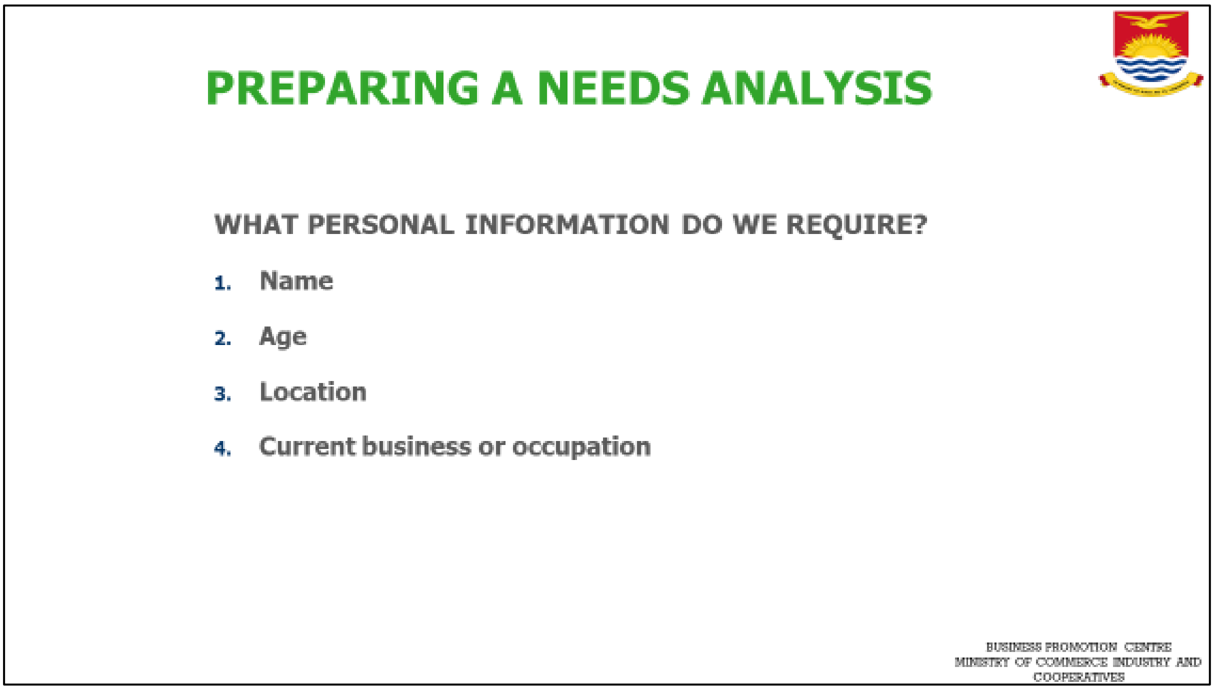
Therefore, conducting a Needs Analysis annually or bi-annually is recommended regardless of who the potential participants may be.



NOTE FOR FACILLITATOR

Ask participants for the reasons for doing the survey before opening up the slide completely & conducting a discussion of reasons.

Clearly, when conducting a needs analysis it is desirable to gather some personal information from respondents. This must be limited so as not to be seen as intrusive. It may be preferable sometimes to permit anonymous responses in order to maximise the number of responses.



NOTE FOR FACILLITATOR

Ask participants what personal information is desirable before opening up the slide & conducting a discussion of reasons.

Do we need the participant's name? Will it influence (bias) their responses?

So what questions should the survey ask? It is important that the survey is:

- Delivered & returnable easily
- Short, less than 5 minutes to complete
- Easy for participants, using mostly "closed" questions
- Ask relevant questions

If sent to busy people, the survey will not be completed unless it meets the above criteria. The percentage of responses is the first important piece of information on the size & enthusiasm of potential participants.

PREPARING A NEEDS ANALYSIS

FEATURES OF THE SURVEY OR QUESTIONNAIRE

1. Multiple choice questions & "Yes" or "No" questions
2. Scale questions, say using a range of 1 to 5
   a. Positive to negative
   b. Agree to disagree
3. Not too many questions, complete in no more than 5 minutes
4. Monkey survey?

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How do we distribute the survey?

It is clearly easier, faster & more convenient for the trainer to distribute the survey electronically.

Will it reach a sufficiently wide audience if delivered electronically? If so, that is the desired outcome. If not, what alternatives are available?

It's important that a Needs Analysis is completed soon after receipt. Once on the bottom of the pile, it stays there & is unlikely to be returned. A reminder may assist. Where delivery is not electronic a return envelope or other means of speeding up the process should be adopted.

It is possible to advise the proposed timing of training in the survey to encourage responses, as long as there is not a long time delay.

PREPARING A NEEDS ANALYSIS

HOW DO WE DISTRIBUTE THE QUESTIONNAIRE?

1. Email, plus attachment
2. Online
3. Other

RESPONSE TIME (A SHORT TIME ONLY)

1. One week?
2. A fortnight?

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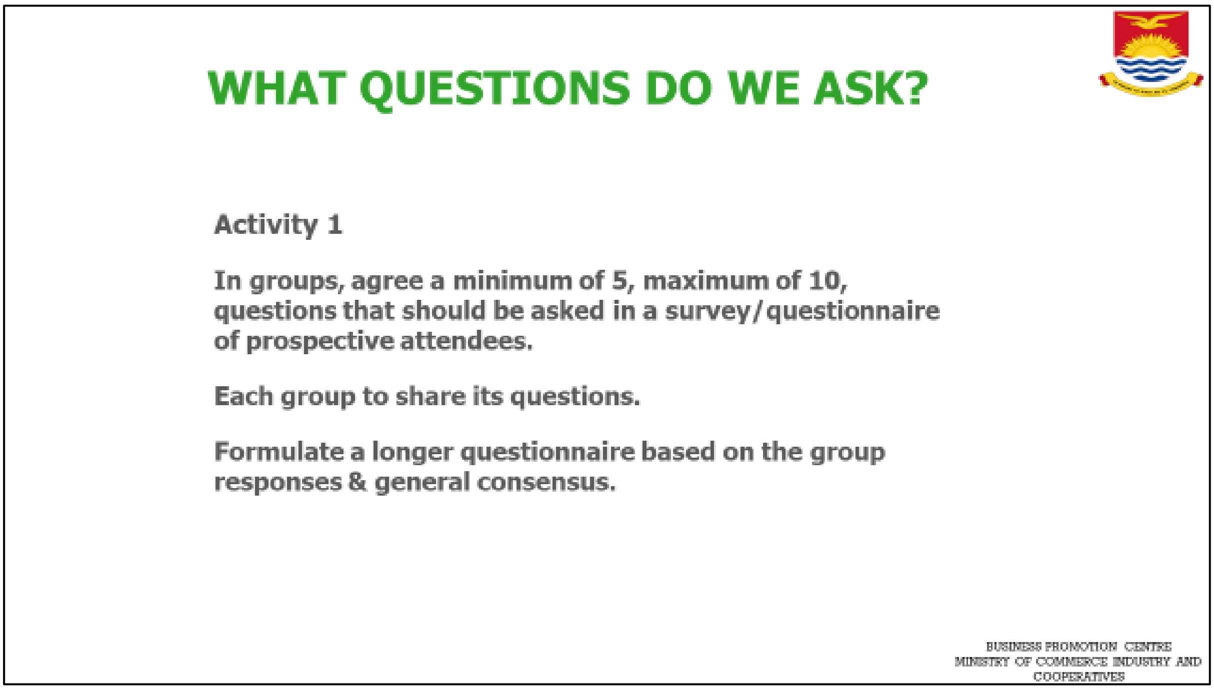
WHAT QUESTIONS DO WE ASK?

The information we accumulate from responses will only be as good as the questions we ask. So what should they be?



NOTE FOR FACILITATOR

Activity 1 is designed for group involvement. Participants are to create the questions they think should be asked. Allow as much time as required. Have questions written on a white board, butcher's paper or a word document that can be displayed for all to see.

If the group is small there may only be one group & it will be best to work with the group to encourage initiative.

It is important that participants accept ownership of the output from this activity & those that follow.

WHAT QUESTIONS DO WE ASK?

Activity 2

Consider the following questions.

1. **What is the maximum number of questions to be asked?**
2. **If necessary, eliminate what questions?**
3. **Closed questions – how do we convert questions?**

Finalise survey now.

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NOTE FOR FACILITATOR

Activity 2 is a direct follow on from Activity 1. The time spent on this will depend on the output from Activity 1.

Remember, questions should be focused, clear & easy to respond to.

THE MONKEY SURVEY

Activity 3

Participants are to individually sign in to "Monkey Survey" & have a look at the offering.

With one person acting as input officer, enter agreed survey questions, making any changes agreed along the way.

Make survey available to all participants.

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Introduce participants to the Monkey Survey. The basic survey is free & there are a number of templates, questions & ideas available for a range of survey purposes. Ask if anyone has used Monkey Survey before or that of any other online survey providers.

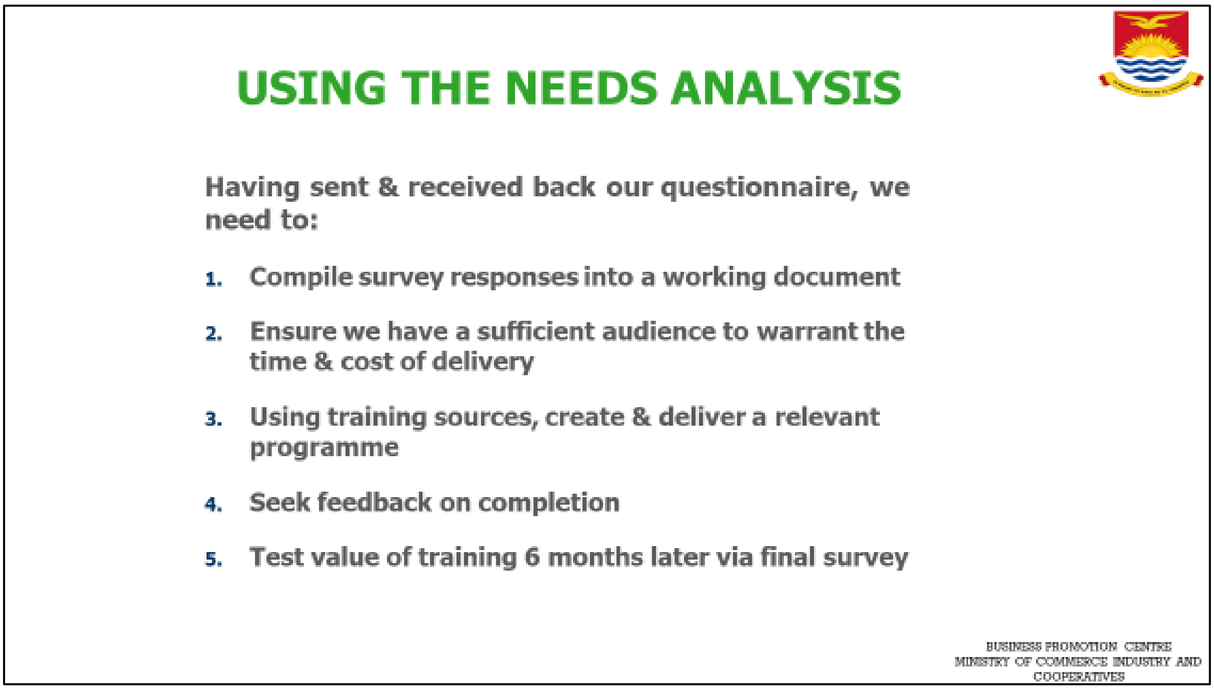
If there are alternatives, these should be explored.

Give participants five minutes to sign in & have a look at the offering provided using the free access.

Using the questions & answers already agreed, have one participant enter the questions into the Monkey Survey template. The group may make minor changes while doing this task. Note that a maximum of 10 questions are available in the free version. There is provision for sharing surveys using sign-ins or email addresses.

On completion, the survey preparer should give all those who signed into the Monkey survey access to the new survey. This activity does not need to be completed during the workshop, but must be shared as soon as practical thereafter,

USING A NEEDS ANALYSIS



After distribution, and receipt of returns, of surveys, assess the training needs of the target audience & review the training material accordingly.

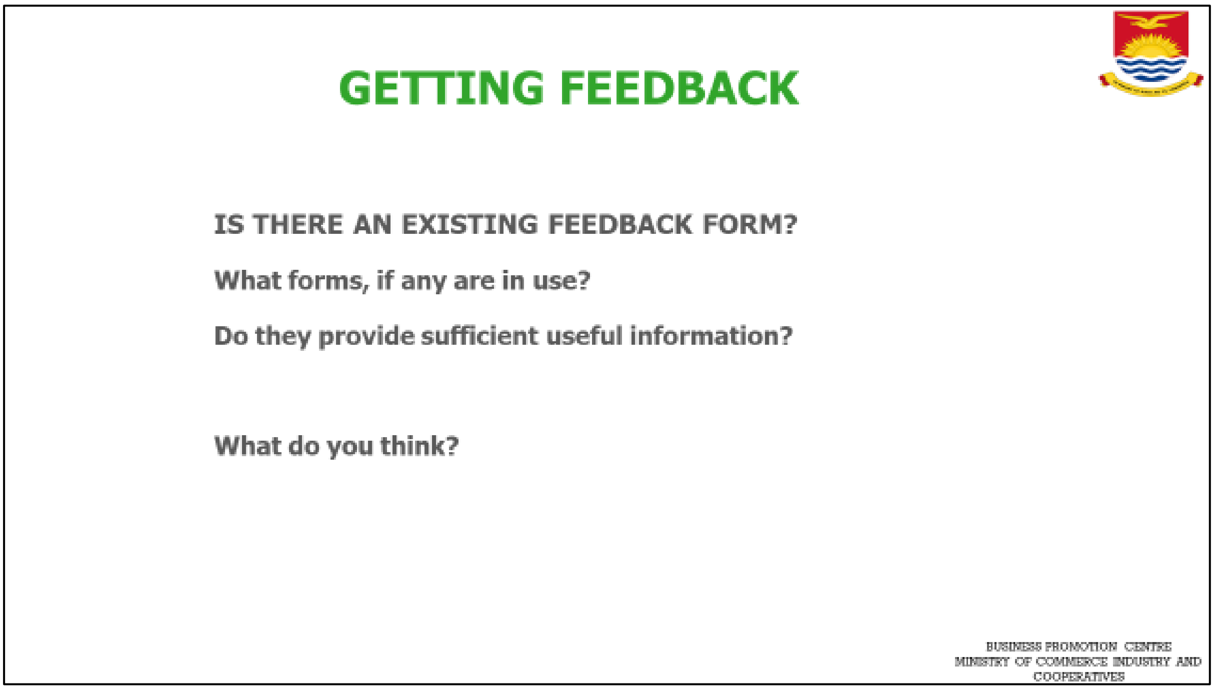
Other measures of interest in the survey will include the number & completeness of replies, not just the preferences expressed & questions asked in the received responses.

In any event list the respondent information on industry, interests etc. & all answers provided, the choices made, the grades (where relevant), preferences & any comments where they are made.

Adapt current training material to meet the expected audience & arrange delivery as soon as practical after receiving responses. Remember, it is possible to advise the proposed timing of training in the survey to encourage responses, as long as there is not a long time delay.

Deliver the training workshop.

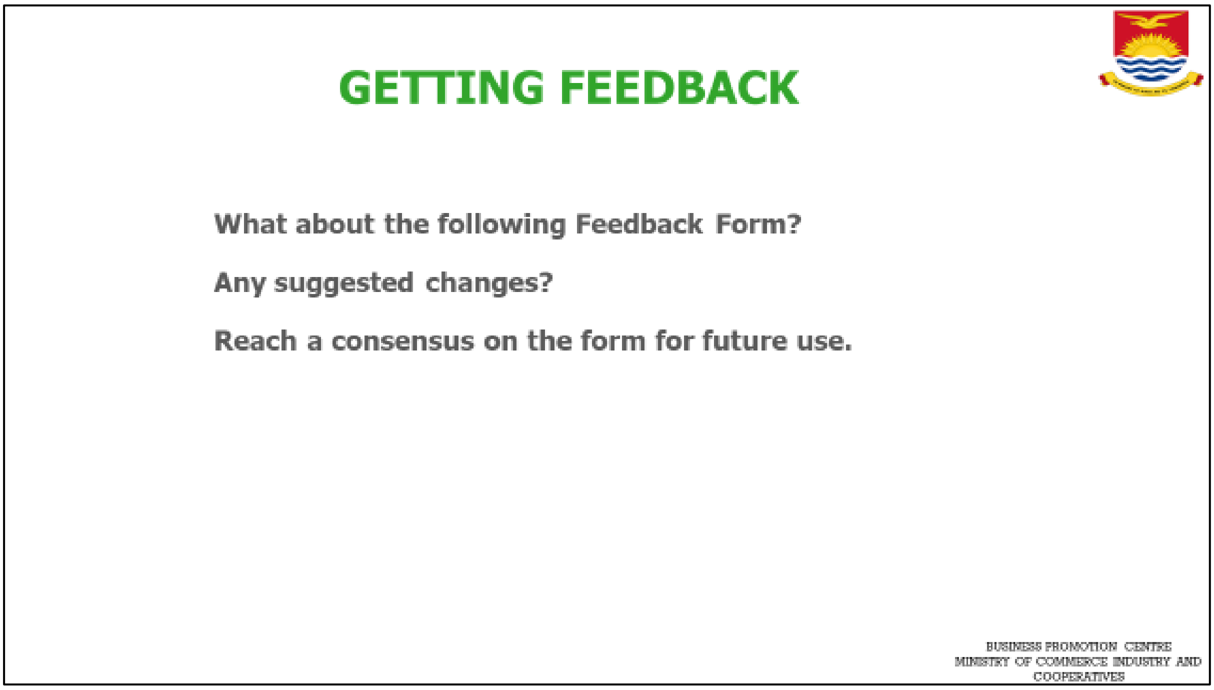
GETTING FEEDBACK



What feedback forms currently exist?

Do they provide useful information?

Are comments acted upon?



The following simple form is suggested for consideration. It is designed to be completed at the end of all workshops provided by MCIC in the future.

FINANCE WORKSHOP
FOR MICRO & SMALL BUSINESSES
(Day, Date)

EVALUATION FORM

We value your input, comments and suggestions to continually improve our workshops.
Please take a moment to complete this evaluation to help us meet your needs in the future.

Please tell us how satisfied or dissatisfied you were with the following by placing a circle around one level of each of the following four questions:

	Poor		Good		Excellent	
GENERAL:						
Venue…………………………………………….	**0**	**1**	**2**	**3**	**4**	**5**
Catering………..………………………………	**0**	**1**	**2**	**3**	**4**	**5**

TOPIC: Participant Needs Analysis

1. Workshop presentation

Overall presentation method ………………..	**0**	**1**	**2**	**3**	**4**	**5**
Level of delivery………………………………	**0**	**1**	**2**	**3**	**4**	**5**
Presenter clarity………………………………	**0**	**1**	**2**	**3**	**4**	**5**

Relevance of Information	No Use	Little Use	Average Useful	Very Useful

2. Could the workshop have been improved to meet your needs? How?

……………………………………………………………………………………………

……………………………………………………………………………………………

3. What other topics would you recommend for the next workshop?

……………………………………………………………………………………………

……………………………………………………………………………………………

4. Other suggestions and/or comments.

……………………………………………………………………………………………

……………………………………………………………………………………………

(Date)

NOTE FOR FACILITATOR

Allow participants time to review the form presented.

If any changes are suggested & agreed, make the changes to the form immediately. Seek agreement that the feedback form is ready for use.

Is that all? Is needs analysis process complete?

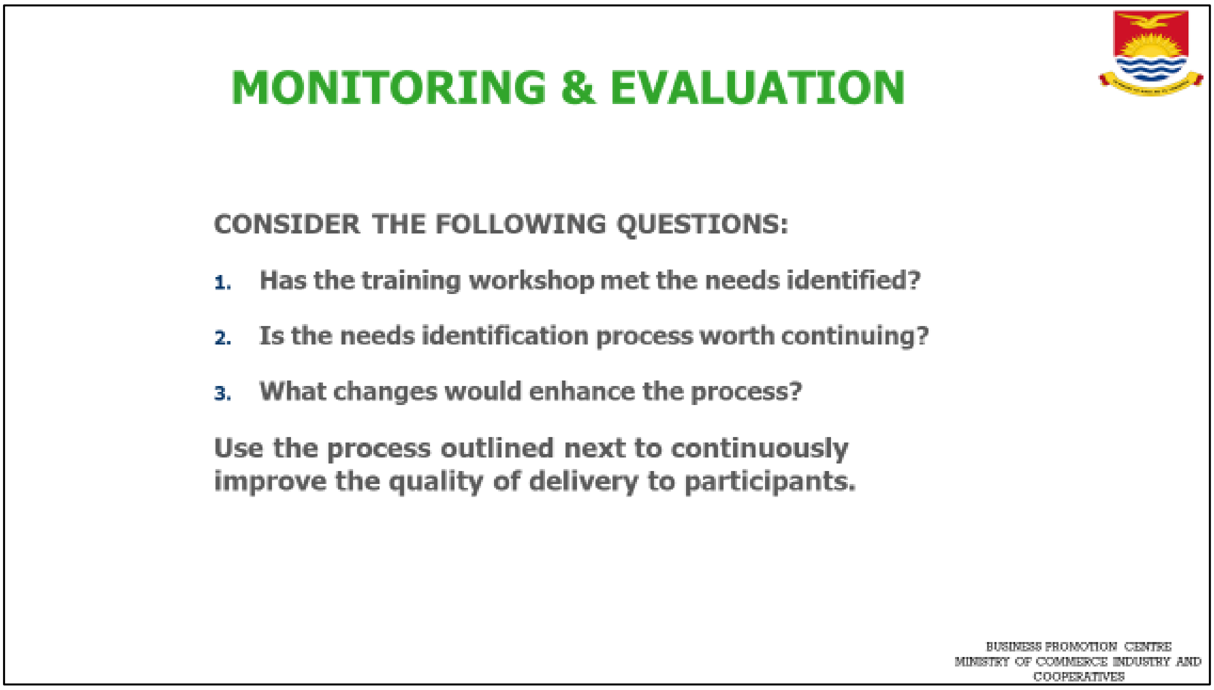
No it is not.

Given that we have taken advice as to the needs of participants & delivered to meet that need, how can we actually be sure that we have achieved our objective? Participants at the conclusion of workshops in the Pacific tend to be over generous in their assessment of delivery.

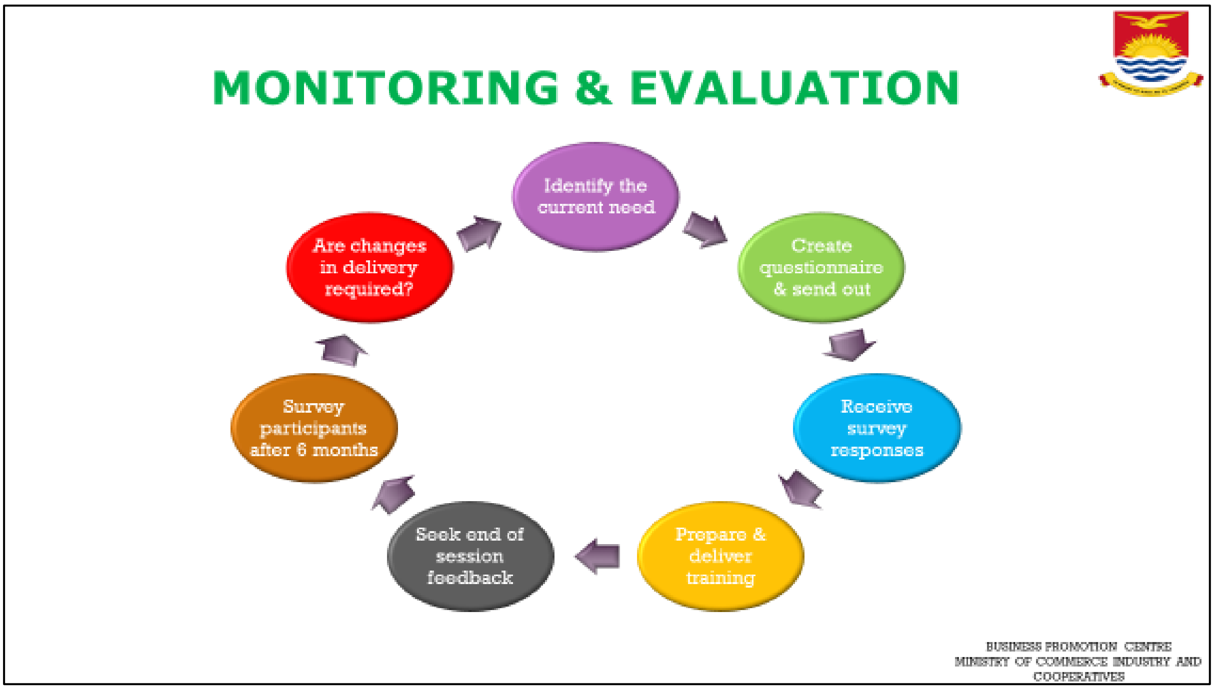
However that does not represent evidence of change in habits. If we want to see change that reflects a benefit to the participants & community, it is necessary to do testing after a period of time has passed, say 6 months.

MONITORING & EVALUATION

We can do this by a follow up survey of all participants in the workshop to determine what, if any, changes have occurred. It is recommended that this occur 6 months after delivery of the workshop by which time participants have made & accepted changes or chosen not to make them.



Before undertaking the final Activity 4, let's perform a final review of the topic using the circular representation or model of the process, as provided below.



Clearly, an occasional survey on an ad hoc basis will not achieve consistent results.

Our final Activity 4 is the testing of the training offered before the cycle is completed.

Participants are now asked to go through the same process as the original Needs Analysis (Activities 1 to 3), only this time the questionnaire is designed to determine if the actual training provided has resulted in change. Are the management tools offered currently in use &, if so, by how many of the workshop participants. If practices are in use, training has been successful.

In the event that change has not occurred, we need to find out why. Questions in the survey asking "why" & "what now" should be included in this survey.

Alternatively, as a result of this survey the participant needs might be reassessed & changes made to future training.

MONITORING & EVALUATION

Activity 4

CREATE A FEEDBACK FORM FOR COMPLETION BY PARTICIPANTS AFTER 6 MONTHS

In groups, using the forms created so far, come up with a list of questions.

Each group to share its questions.

Reach a consensus on an appropriate questions for the feedback form.

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NOTE FOR FACILITATOR

The process here is:

1. Participants design questions
2. Reach consensus on the type & number of questions
3. One participant creates the survey as the group agrees
4. The number & order of questions is agreed
5. All participants are given access to the questionnaire

This should be no different than the process for the design of the initial needs assessment.

This ends the Module.