



# Fundamentals of Needs Assessment Certificate

Identify learning needs using a straightforward, effective process.



Certificate



Face-to-Face



7 Hours to Complete



Aligned to Talent Development Capability Model™



Enterprise Team Training Available

## Quickly learn how to add this vital step to your talent development process.

Conducting a needs assessment is an essential task to create targeted learning solutions that achieve desired outcomes for both individuals and organizations alike. A thorough needs assessment can reveal the root of the issue, what potential solutions could look like, and what the requirements are of a successful solution.

This foundational course introduces you to the critical elements of conducting a thorough needs assessment—from identifying the right data to gather, to effectively collecting and analyzing it, to reporting out to stakeholders. Gain access to an ATD-exclusive methodology and tools that you can use immediately for any type of learning solution, regardless of size, scope, or organizational landscape.

The Fundamentals of Needs Assessment Certificate is a one-day version of the comprehensive two-day Needs Assessment Certificate. Fundamentals programs are ideal for participants and organizations who need to upskill quickly on the basics of core talent development concepts.

## Earn the Fundamentals of Needs Assessment certificate after:

- Attending all program days and sessions
- Completing all course activities

*Successful participants of this program will earn the ATD Fundamentals of Needs Assessment certificate.*



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## Derived From ATD Research, Backed by Our Capability Model

The ATD Fundamentals of Needs Assessment Certificate program introduces the knowledge and skills defined in the Consulting & Business Partnering capability of the Talent Development Capability Model™.

The concepts covered in the course are reflected in the *TDBoK™ Guide: Talent Development Body of Knowledge*, the definitive resource for the talent development profession, covering 23 capability areas.

This program is for professionals new to instructional design or other talent development roles, with responsibility for creating learning solutions who need to upskill quickly on the basics.

### Why you should attend:

- Access a step-by-step needs assessment process to properly kick-off and ensure the success of your learning solutions.
- Determine whether performance gaps stem from a lack of knowledge and skills or other factors.
- Guide your stakeholders to uncover needs and solutions in a thorough and efficient manner.

### After this program, you will be able to:

- Conduct a basic needs assessment for a training or learning solution.
- Define performance gaps and why they exist.
- Plan how to approach the needs assessment, including how to collect necessary data.
- Identify and recommend learning solutions to address performance gaps.
- Communicate needs assessment findings to stakeholders.
- Identify strategies to employ to address common needs assessment challenges such as resistance and gaining buy-in.

### Related Learning Opportunities:

#### Human Performance Improvement Certificate

*Enhance performance with a systematic and results-based approach, driven by business needs.*

#### Instructional Design Certificate

*Leverage exclusive ATD templates and tools to develop the most powerful, bottom-line focused learning.*



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## COURSE OVERVIEW

### Topic 1: Needs Assessment: What, Why, and How

- Introduction to the Needs Assessment
- Description of the Needs Assessment Process

### Topic 2: Identifying Organizational Needs

- Characteristics of an Organizational Goal

### Topic 3: Assessing Task Needs

- Task Needs – Task / Competency Overview
- Identify Causes for Performance Gaps – Open Systems Thinking

### Topic 4: Isolating Individual Learning Needs

- Individual Needs Overview

### Topic 5: Using Common Data Collection Methods

- The Importance of Good Data Collection

### Topic 6: Identifying Potential Solutions

- Workplace Learning Options

### Topic 7: Presenting Findings and Recommendations

- Gaining Acceptance
- Framing Data and Presenting Results

### Topic 8: Overcoming Resistance

- Making the Case for a Needs Assessment
- Alternatives to Formal Needs Assessment

### Tools and Resources

- Data Collection Tools
- Comparison of Methods Chart
- Survey Planning Checklist
- Observing Work and Work Products Checklist
- Focus Group Techniques
- Needs Assessment Checklist
- Needs Assessment Questionnaire and Discussion Points
- Needs Assessment Report Template
- Organizational Factors Checklist
- Potential Sources for Organizational Goals Checklist

### What Participants Are Saying

“I chose ATD because it is a well-known organization, and it delivers exactly what it promises.”

— Jessica Ali, Instructional Designer



# Why Choose ATD as Your Professional Development Resource?

**D**uring the last 80 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

## What You Can Expect From an ATD Course

- Research- and capability-based learning with applied adult learning principles
- Hands-on practical activities
- An engaging environment that builds confidence and makes learning personally relevant
- Actionable take-home materials to ensure real application back at work

**200+**

Courses



**1,000+**

Organizations  
Have Trained  
With Us



**120+**

Countries  
With  
an ATD  
Presence



**160,000+**

Professionals  
Have Learned  
With ATD  
Education

