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| **Requested by:** |  |
| **Sponsor:** |  |
| **Date of TNA Call:** |  |
| **Analysis Completed by:** |  |

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| 1 | Audience | Who are the audiences for this request? Do leaders need a separate or earlier version than their teams? |
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| 2 | What is changing? | What is the project about? Is there a new process or procedure? A new product or offer? Which company policies or systems will be impacted? |
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| 3 | Why is it changing? | What problem is this project solving? What data do we have that shows a need for this project? How will this positively impact the business? (Reasons could be qualitative as well as quantitative.) |
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| 4 | What are the learner expectations? | What observable behaviors or tasks will the learner be expected to execute after the training? These are typically the Lesson Objectives – At the end of this lesson, learners will be able to… |
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| 5 | What does success look like? | What key operational goals or metrics will be used to measure the success of this project? By how much does the performance needle for each of the identified metrics need to move in order to consider the project a success? |
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| 6 | Are there any potential conflicts with the expected behaviors? | What resistance might we expect from the learners? Are there any potential policy/procedure or metric conflicts? (May need to revisit this question more than once during a project lifecycle.) |
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| 7 | What company goal is this tied to? | What larger initiative is this project tied to? |
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| 8 | How do we make it sticky? | In addition to the training event, what else will be leveraged to increase the retention of the content? What support content will be available to support the initiative during and after training? |
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| 9 | What are the risks and/or dependencies? | Other than the larger company goal, is this project tied to any other initiative that it might be dependent on? For example, a system or product release? |
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| 10 | Dates | What is the current PROJECT launch date? Are there project milestone dates for reviews, etc. that must be met? Are they requesting, or based on what you’ve uncovered, can you estimate a TRAINING start date? |
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| 11 | People Partnerships | Who are the key people that you will need to work with to make this project and training come to life? Think RACI: (R)esponsible, (A)ccountable, (C)onsulted, (I)nformed. |
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| 12 | What is the expected shelf life? | How long is this course going to be utilized? One time? Annually? Continuously? |
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