

Training Brief – Sample To Adapt

Organisation	
Assignment	
Contact	
Last Revised	

Objectives / Purpose / Outcome

1. Is there a specific business objective which the training must accomplish?
2. What professional development objectives must be met?
3. What skills are the participants to learn, or enhance?
4. What should the 'new' or 'enhanced' knowledge accomplish?
5. What key areas of improvement should be achieved through this training?
6. What are the key business challenges?
7. What key issues or events have occurred which warrant this training?

Curricula / Methodologies

8. What is the specific curricula request?
9. What curricula or facilitators does the organisation have access to which should be incorporated into this training?
10. Are there existing methodologies or processes specific to the organisation? Are these proprietary to the organisation?
11. Does the curricula need to be adapted to align to corporate knowledge, organisational change agents, or cultural values?
12. What barriers might this training encounter?
13. How would this curricula fit into an overall learning and development program?

Learners

14. Who are the participants? Are they a homogenous group, and if not, how do they differ?
15. What are the backgrounds of the training attendees, such as position or level, job descriptions or assignments, current or future responsibilities, experiences with media?
16. How many participants might be involved?
17. What are the preferred learning styles of the learners?
18. What relevant training has this group (or individuals) had in the past? When did this training occur? Was it successful? If not, why not?
19. Is it necessary to assess participants in advance of the training?
20. Have any psychometric tests been used to date with this group?

Management Involvement

21. What involvement will the participants' managers have in this training?
22. How would managers (or the organisation's L&D department) prefer to be involved with the training design?

Measurement

23. How will the attendee's future performance be evaluated? What ways will we measure this training's effectiveness?
24. How does the organisation prefer to demonstrate value or proof of impact from this training?
25. What about follow-up or ongoing support of participants for continued learning?

Logistics

26. When should this training take place?
27. Is there a time frame for completion?
28. Should this be a stand-alone module, or is it part of an 'end to end' program?
29. Where should this training take place? In-house versus external location? Preference for local locations? Which cities or markets?
30. Is it classroom based, or will there be offsite or online participants?
31. What is the potential budget?

Other comments?