

SAMPLE QUESTIONS

CLIENTS/ SMES



Who: Tell me more about the (learners)...

- What's their current skill level (new, experienced, expert)?
- Can you give me a general sense of their demographics (age groups, genders, ethnicities, etc.)?
- What motivates and drives their performance? What doesn't?
- What's their work environment like (office, retail, factory, etc.)?
- What do they do? Can you describe a typical day in the life?
- What process do they follow for performing their work tasks?
- What systems do they use for performing their work tasks?
- Do they use any other essential tools for performing their work tasks?
- What resources do they have for on-the-job help/support when they run into a problem with performing a work task?
- How are they currently trained to perform their work tasks?
- What training has been most successful for this audience in the past, and why?
- What training has been least successful for this audience in the past, and why?

What: Tell me more about (the business goal)...

- Can you restate the goal in a single sentence?
- Why (goal)? Why now?
- What role do you see training having in helping you to realize this goal?
- How do the learners, behaviors, today, factor into this goal?
- What learner behaviors do we need to change?
- What new learner behaviors do we need to nurture?
- Why do you think learners aren't performing these behaviors, today?

How: Tell me more about how we'll meet the goal...

- What source material or training content do we already have, if any?
 - Who owns it?
 - What format is it in?
- What content needs to be gathered?
- What content needs to be created?
- Whom will I need to work with (other SMES)?
- Who are the decision-makers?
- What measurement tools are available (reports, systems, etc.)?
- How will we tell that training's had the desired effect/outcome?
- What measurement strategies will be best (performance reports, customer feedback, etc.)?
- How will we sustain this measurement strategy going forward and use it to inform our decisions around ongoing training?

LEARNERS



Who: Tell me more about you...

- What's your current skill level (new, experienced, expert)?
- What motivates and drives your performance? What doesn't?
- What's your work environment like (fast-paced, quiet, customer-facing, on the phone, etc.)?
- What do you do? Tell me about a typical day on the job for you?
- What process do you follow for performing your work tasks?
- What systems do you use?
- What other tools or resources do you rely on?
- How well do the processes and systems help you do your job?
- What do you do when you run into a problem?
- Tell me about the training you received for your job? How effective was it in preparing you for your role?
- If there was one thing you could do to improve your job performance, what would it be?
- How do you measure your own job performance?
- How often do you have performance-oriented conversations with your supervisor/manager?