



CORPORATE NEEDS ASSESSMENT SAMPLE QUESTIONS

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The following list of needs assessment questions may be helpful during your client intake process. These questions are related primarily to corporate teambuilding groups.

- Can you tell me about (company name): What do you do? Who do you provide service to?
- How many employees do you have in total?
- Can you tell me what the major departments are?
- Can you tell me a little bit about the group that you are hoping we may provide service to?
- How do they interact with the other major areas? Are there significant turf issues? Do they tend to communicate well across departments?
- What major changes has your group gone through in the last 18 months? How has that been?
- Are there any significant changes on the horizon?
- What type of training is being offered to deal with these changes or challenges?
- Great! Can you tell me what you are hoping we can do for your group?
- In an ideal setting what would be different when we have completed our service?
- Is it important for us to help your team members expand personal comfort zones?
- How important is it that people relax and have fun with one another?
- Have you done other teambuilding activities or events in the past?
- What percentage of the group is male? Female? Management? Support staff?
- Who else within the organization do these people interact with directly on a regular basis?
- Are you looking to develop tangible skills through a mix of skill building and team building sessions or are you just trying to build awareness and get people thinking about collaborating?
- At work, do these people compete with one another? Are they a team or a group?
- Should we focus on teamwork as a basis for how they will work together or as an option for certain situations? This might include discussion and “experientials” about the process and effect of “teaming up”.
- How is the group compensated? Salary? Bonus? Commission? Independent business owners?



If the client group is involved in a training program

- What kind? Delivered in what forum? Written, spoken, computer based?
- So most of it is either written, verbal, or computer based? Is any of it experiential?
- How do you deal with issues like leadership development or training employees or new hires to collaborate with others? Do you provide simulations as a way to train customer service representatives or sales people?

If there is not much training or no real effort has been put into training

- Really. So at this time you are not providing any formal company-wide training?
- How do you help your employees improve their ability to collaborate with or lead others?
- In terms of motivation, leadership and/or team development, what do you do really well as a company?
- Where do you think there is the most opportunity for improvement within the company?

If they are having a meeting

- What type of meeting is it?
- What are the major goals or objectives for the meeting?
- What will you be accomplishing during your time?
- Can you tell me briefly about the agenda? Welcome and networking; general sessions; breakout sessions; motivational, guest, or other speakers?
- Is there anything planned that is different from years past?
- What time do you have for recreation?
- How will you get and then keep people fully engaged?
- Do you have a post meeting evaluation that you administer?
- What kinds of things does the evaluation focus on?
- What if we could run a session that serves your meeting's goals and feels like a lot of fun for your attendees?
- What are you doing during your meeting days to bring people together? To increase energy? To wake people up after lunch or in the afternoon?
- Have you considered a 30 minute or 1 hour energizer session, or a series of teambuilding breakouts, scheduled throughout the meeting?