

CORPORATE NEEDS ASSESSMENT SAMPLE QUESTIONS

By Paul Cummings

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?

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