

TRAINING NEEDS ANALYSIS (TNA) - TRAINING DESIGN & DEVELOPMENT

“Building Targeted, Impact-Driven Learning Programs That Align with Business Goals”

Schedule

Date	Venue	Fees (Face-to-Face)
08 - 09 Jan 2026	Dubai, UAE	USD 1995 per delegate
24 - 25 Jun 2026	Manama, Bahrain	USD 1995 per delegate
19 - 20 Aug 2026	Dubai, UAE	USD 1995 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

Training is only effective when it solves the right problem. Training Needs Analysis (TNA) is the foundation of a successful learning strategy—it ensures that programs are not only well-designed, but also aligned with business objectives and competency gaps.

This two-day intensive course equips HR, L&D, and business professionals with the frameworks, tools, and templates to identify training needs, design impactful learning objectives, and develop meaningful training programs. Participants will practice translating performance issues into learning solutions and structuring training interventions that deliver real value.

Objectives

By the end of this course, participants will be able to:

- Conduct structured training needs assessments at individual, team, and organizational levels.
- Use tools such as job-task analysis, gap analysis, surveys, and interviews.
- Convert business and performance gaps into actionable learning outcomes.
- Design learning content using ADDIE, Bloom’s Taxonomy, and other models.
- Align training design with business strategy and key performance indicators (KPIs).
- Develop training plans and proposals for stakeholder approval and execution.

Why Attend

- Ensure your learning programs are based on real, validated needs.
- Avoid wasting time and budget on unnecessary or misaligned training.
- Build a structured, credible approach to identifying, designing, and proposing training.
- Improve your organization's training ROI and talent development outcomes.
- Enhance your role as a strategic learning partner within your organization.

Target Audience

This program is designed for:

- Learning and Development (L&D) professionals
- HR Business Partners and Talent Development Leads
- Training Managers and Coordinators
- Organizational Development specialists
- Any professional responsible for assessing or designing training

Individual Benefits

Key competencies that will be developed include:

- Needs analysis and performance diagnosis
- Curriculum design and instructional alignment
- Stakeholder interviewing and survey analysis
- Proposal writing and program scoping
- Learning strategy integration with business outcomes

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More relevant and impactful training interventions
- Stronger ROI and performance linkage from learning programs
- Reduced training waste and improved learner engagement
- Better support for transformation, compliance, and upskilling efforts
- Data-driven learning culture anchored in performance improvement

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Interactive Lectures – TNA models, frameworks, and case studies
- Hands-On Tools – TNA templates, stakeholder maps, and learning design blueprints
- Role Plays – Needs assessment interviews and feedback meetings
- Exercises – Competency gap analysis and program logic building
- Group Work – Drafting a full TNA proposal from scenario data
- Coaching – Real-time feedback and improvement suggestions

Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Training Needs Analysis & Learning Gaps

• **Module 1: Understanding Strategic Training Needs (07:30 – 09:30)**

- Why TNAs fail and how to make them work
- Organizational, functional, and individual learning needs
- When training is (and isn't) the right solution

• **Module 2: TNA Models and Diagnostic Tools (09:45 – 11:15)**

- The ADDIE framework and TNA step-by-step
- Surveys, observation, interviews, and document review
- Building and using competency frameworks

• **Module 3: Conducting a Training Needs Assessment (11:30 – 01:00)**

- Skills gap analysis using job-task matrix
- Prioritizing based on impact, urgency, and scope
- Involving line managers and subject matter experts

• **Module 4: Group Activity - Diagnostic Interview & Gap Map (02:00 – 03:30)**

- Live practice using sample employee data and feedback logs

Day 2: Training Design, Development & Proposal Planning

• **Module 5: Writing Effective Learning Objectives (07:30 – 09:30)**

- Bloom's Taxonomy and cognitive domains
- Structuring outcomes using action verbs and SMART logic
- Aligning objectives to competency gaps

• **Module 6: Designing Training Content and Delivery Modes (09:45 – 11:15)**

- Choosing between classroom, e-learning, coaching, OJT
- Sequencing content for skill development
- Integrating assessments, feedback, and activities

• **Module 7: Presenting and Justifying Training Proposals (11:30 – 01:00)**

- Training calendars, cost estimation, and ROI forecasting
- Internal pitching to senior stakeholders
- Handling objections and aligning with business KPIs

• **Module 8: Final Workshop - TNA to Training Plan (02:00 – 03:30)**

- Teams design and present a full training proposal
- Peer feedback, instructor coaching, and wrap-up

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training

Interested in running this course for your team?

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