

## A CREATIVE APPROACH TO THE ANALYSIS STAGE

*We all know that the first step of good Instructional Design is to analyse the need thoroughly. That usually includes collecting information about the target group's needs and the tasks they need to perform at focus group sessions. Ideally, you want to collect information about best practices - the best possible way to perform tasks at work. Here are some different ways to do this.*

- Invite participants to think about a well-known character in your organisation that has a reputation for tackling tasks and problems in unconventional ways. Either discuss what you think s/he might do under these circumstances, or invite that character to join your discussion. You will always learn interesting things!
- Change your perspective on these tasks. For example, you are developing a Customer Service programme aimed at sales representatives. What might the following people tell you about the sales representatives? What have they experienced?
  - Receptionist
  - Canteen staff
  - Parking attendants
  - Marketing team
  - Customer

Then ask each of these people how they would like to see the sales representatives interacting with customers. You'll get a very different perspective.

- Hunt through the company's Complaints and Compliments records to find out any positive and/or negative comments that might shed some light on *real behaviour* towards customers. Use this information to deepen your understanding of the target group's needs.

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