

€ TRAINING

Needs Assessment and Strategic Planning



28 July - 1 August 2025
Barcelona (Spain)



Needs Assessment and Strategic Planning

REF: ST2178 DATE: 28 July - 1 August 2025 Venue: Barcelona (Spain) - Fee: 5550 Euro

Introduction:

This training program is designed to provide participants with a comprehensive understanding of the process of conducting needs assessments in various settings. Through it, participants will learn how to design and conduct a needs assessment, analyze data, and develop strategies to address identified needs.

Program Objectives:

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

- Understand the importance of needs assessment in organizational development.
- Learn the steps involved in conducting a needs assessment.
- Understand the different methods and tools used in needs assessment.
- Learn how to analyze data and develop strategies based on identified needs.
- Gain practical experience in designing and conducting a needs assessment.

Targeted Audience:

- Human Resource Managers.
- Project managers and Program coordinators.
- Organizational development professionals.
- Consultants and trainers.
- Nonprofit leaders.
- Government officials and policymakers.
- Researchers and analysts.

Program Outlines:

Unit 1:

Introduction to Needs Assessment:

- Importance of needs assessment in organizational development.

- Steps in conducting a needs assessment.
- Identifying stakeholders.
- Defining the scope of the needs assessment.
- Developing a needs assessment plan.

Unit 2:

Data Collection Methods in Needs Assessment:

- Surveys and questionnaires.
- Focus group discussions.
- Key informant interviews.
- Observations and Document review.
- Sampling techniques.

Unit 3:

Data Analysis in Needs Assessment:

- Quantitative data analysis.
- Qualitative data analysis.
- Data visualization.
- Interpreting findings.
- Identifying priority needs.

Unit 4:

Developing Strategies to Address Identified Needs:

- Setting goals and objectives.
- Developing an action plan.
- Implementation strategies.
- Monitoring and evaluation of the needs assessment process.

Unit 5:

Best Practices, Challenges, and Ethics in Needs Assessment:

- Best practices in needs assessment.
- Challenges and limitations of needs assessment.
- Ethical considerations in needs assessment.
- Case studies and practical exercises.