



THE M.A.D. APPROACH

NEEDS ANALYSIS

PROGRAMME ANALYSIS

DEFINE THE PROBLEM

A) IDENTIFY PROBLEM INDICATORS (SYMPTOMS)

- | | |
|---|--------------------------------------|
| 1. New performance for experienced people | 15. Low Incentives |
| 2. New People | 16. Conflicting Motivation |
| 3. Low Productivity | 17. Negative Motivation |
| 4. Low Quality | 18. Problem with existing services |
| 5. New Technology | 19. Takes too much time |
| 6. New Skill | 20. Not enough time available |
| 7. Low or lacking in Skill | 21. New management |
| 8. New Knowledge | 22. No two-way communication |
| 9. Low or lacking Knowledge | 23. Standards not known (or defined) |
| 10. New Responsibilities | 24. New Policy (or standard) |
| 11. New Services | 25. Conflicting standard (or policy) |
| 12. No Rewards | 26. Ineffective management |
| 13. Poor Attitudes | 27. Economic (or cost) problem |
| 14. Poor Service | |

B) LIST SOME EXAMPLES OF PROBLEM INDICATORS

C) WHAT MIGHT BE CAUSING THIS PROBLEM?

- (i) People don't know how to do their job (lack skill or knowledge).
Problem indicators 1-11
- (ii) People don't want to do something (lack of motivation, incentive, attitude).
Problem indicators 12-17
- (iii) People are prevented from doing something (environmental block).
Problem indicators 18-27

D) POSSIBLE REMEDY TO PROBLEM

Training - if (i) was ticked.

Incentive programme or motivational development - if (ii) was ticked.

Change in work area, schedules, etc., - if (iii) was ticked.

Combination of training and incentive development - if (i) and (ii) were ticked.

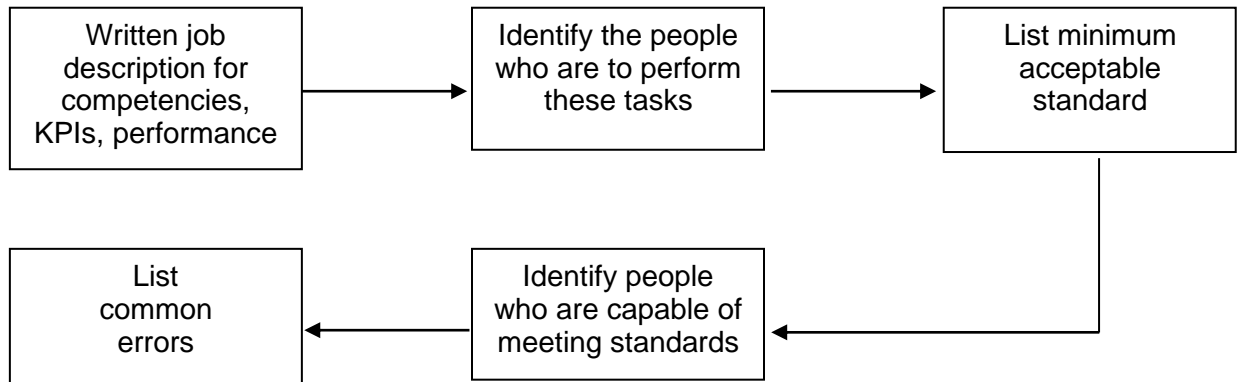


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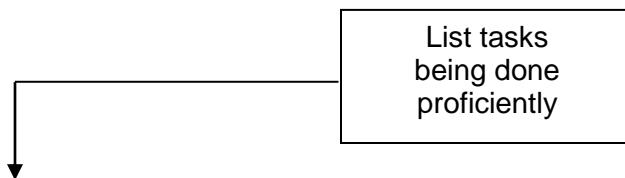
THE M.A.D. APPROACH TO TRAINING

(Mastery Performance minus Achievements equals Deficiencies)

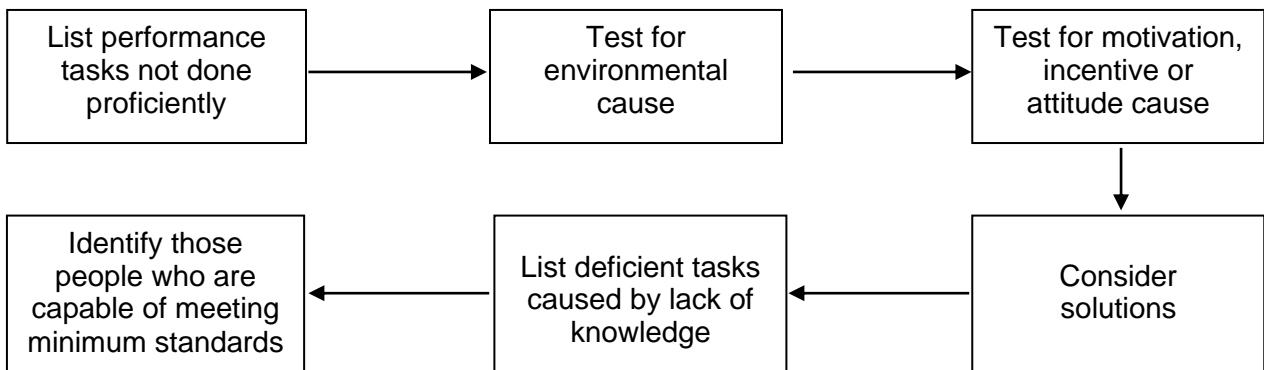
MASTERY PERFORMANCE



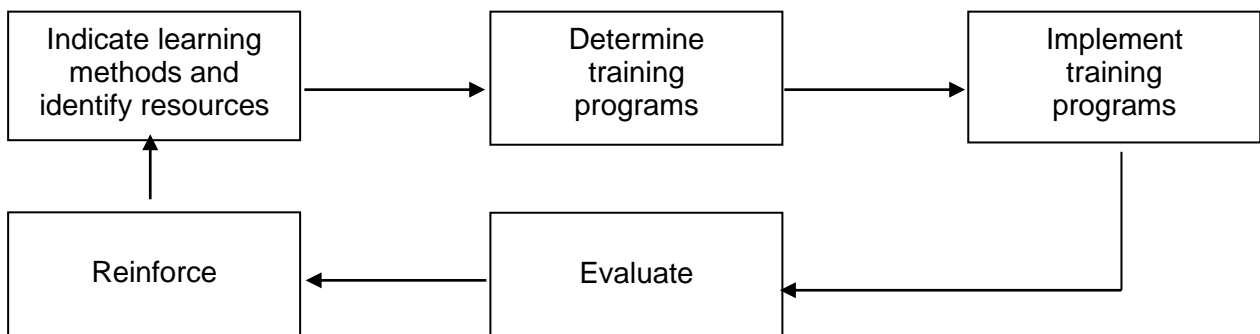
ACHIEVEMENTS



DEFICIENCIES



TRAINING



**IF YOU DON'T KNOW WHAT TO EXPECT
- HOW WILL YOU KNOW IF IT HAS BEEN ACHIEVED?**



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