Ask the right questions

To get the answers you need, you have to ask the right questions.

Here are seven questions to ask before you begin any work on design or content.

1

What's the actual problem?

Is there a need to drive sales, increase customer satisfaction scores, retain top talent or something else?

2

Who is it for?

Who is the audience, what do they need and what will engage them?

3

Why isn't the target audience doing that thing you need them to do already?

Do they know they should be doing it? Do they care? Do they have the skills?

4

What is likely to actually help people make change/improvement?

What kind of resource is really like to help in this situation and for this audience?

5

What's worked before (and what didn't)?

What data is available on previous training in this area? What does it tell you?

6

What one thing are you going to do really well?

Where do you need to focus to make the investment pay off?

7

Are you sure they need you to actually create something for them?

Does content already exist? How can you guide people towards it, if so?