

# € TRAINING

Certificate in Needs Assessment and  
Strategic Planning



23 - 27 December 2024  
Casablanca (Morocco)  
New Hotel



# Certificate in Needs Assessment and Strategic Planning

REF: ST2178 DATE: 23 - 27 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

The Certificate in Needs Assessment and Strategic Planning training course is designed to provide participants with a comprehensive understanding of the process of conducting needs assessments in various settings. Needs assessment is a critical process that helps organizations to identify gaps and improve their services. In this course, participants will learn how to design and conduct a needs assessment, analyze data, and develop strategies to address identified needs.

## Course 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
- Program coordinators
- Organizational development professionals
- Consultants
- Nonprofit leaders
- Government officials and policymakers
- Researchers and analysts
- Educators and trainers
- Anyone interested in learning about needs assessment and strategic planning

## Course 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
- 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
- Final assessment and certification