Training Clinic Moments November 2017

SNAP, CRACKLE, T-POP!

No, we're not talking about eating cereal. We're talking about knowing your learners!

Target Population Analysis - or T-POP - is an analysis we often overlook because we *assume* (and we know how dangerous that is!) we already know an awful lot about our learners.

Not doing a thorough T-Pop can stir up a host of problems, including:

- A trainer that doesn't "fit" the group
- Too much remedial/advanced information presented
- Examples that don't depict where your learners "live"
- Dis-engaged learners
- Increasing number of "no-shows" at your sessions

You've got the picture, right? So let's take a closer look at what a T-POP is and when to use it.

Take a Closer Look At Your Learners

What is a T-POP?

A target population analysis is a "snapshot" of your learners. It helps you decide who needs

training and how a specific course must be customized to meet the learner's needs, and it identifies what class groups are appropriate. Here are some things you may want to consider when examining your learners:

- Interests
- Personal Benefit to Learning or WIIFM
- Previous Training Experience
- Demographics: age, gender, education, technology savvy, etc.
- Physical Characteristics – *only if it's important to the job*!
- Attitudes & Biases: to training, to the topic, to their job
- Culture – *geographic and corporate.*

Write a T-Pop Statement

Once you've developed information in the relevant categories, write a narrative statement that describes the target population. This is a critical step. It helps everyone involved in the project avoid BLM (Be Like Me) Syndrome and keep focused on the learner!

When to Use a T-POP

Verify your T-Pop statement with your client, stakeholders, trainers and learner representatives to make sure you are on target and haven't missed any important characteristics.

Use the results of a T-Pop analysis to make key decisions such as:

- Which examples are appropriate for this group?
- How much practice time is needed for the group?
- Who should be excluded from the training?
- Can everyone – and multiple levels - be trained at the same time?
- Is an overview needed for management or a pilot?
- What are the benefits of this training?
- What are the prerequisites?

Final TPop Thoughts

Post the statement where course designers can refer to it *often* during development and place it in the instructor/trainer guide so facilitators have this important contextual background to aid their preparation and delivery.

Happy TPoP-ing!

For more information on Target Population analysis, join us at one of the our upcoming workshops (click HERE for more information):

Certified Instructional Systems Designer (CISD)
Coming end of this month, seats still available!

How To Design Effective Training Programs
Returning Spring 2018!

**Calling all Training Clinic Certified Training Managers (CTM)!
We are staring a Facebook Group just for you! To be added to this esteemed group of colleagues, email maria@thetrainingclinic.com.**

Need New Marketing Ideas? Click HERE to join us on 11/7/17 for our free webinar: "Target, Bond, Go Get 'em! Marketing Training in Your Organization"

We hope you enjoy, use and share this week's Training Clinic Moment.
Please keep in touch along your way to competence - we're all in this journey together!

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