



## Business Development Training Program Assessment

Steps to complete your program assessment utilizing the **ADDIE** process

Assessment Steps	
<b>1. Analysis</b>	<ul style="list-style-type: none"><li>• Review all current BD training activities and materials<ul style="list-style-type: none"><li>○ Retreats, “brown bag” seminars, individualized learning, etc.</li></ul></li><li>• Review firm policies related to BD<ul style="list-style-type: none"><li>○ Opportunities to attend conferences, CLEs with BD components</li><li>○ Compensation and other recognition for BD activities</li></ul></li><li>• Interview key personnel<ul style="list-style-type: none"><li>○ Selected partners and others responsible for BD training</li></ul></li></ul>
<b>2. Design</b>	<ul style="list-style-type: none"><li>• Utilizing the BD training matrix (product knowledge, interpersonal skills, reputation and client service), prioritize BD knowledge and skills outcomes on which to focus BD training</li></ul>
<b>3. Development</b>	<ul style="list-style-type: none"><li>• Create a comprehensive, integrated training program around priority outcomes<ul style="list-style-type: none"><li>○ Customized offerings, internal teaching resources, preferred training methods</li><li>○ Monitoring and follow-up performance measures</li></ul></li></ul>
<b>4. Implementation</b>	<ul style="list-style-type: none"><li>• Launch initial implementation (beta)<ul style="list-style-type: none"><li>○ Train the trainer programs</li><li>○ Advise on materials and design</li></ul></li></ul>
<b>5. Evaluation</b>	<ul style="list-style-type: none"><li>• Adapt/modify current evaluation tools as necessary</li></ul>