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Organizational Goal

This component of Canvas reflects the organizational goal to achieve or positively impact through the learning solution.

Questions to ask:
- What needs of our business will be met as a result of this intervention?
- What positive impacts will our company have due to this learning solution?
- Which company goals will be closer to being achieved?

Examples of Organizational Goal:
- Increase in Market Share;
- To be recognized as the most innovative company in its segment;
- Organizational results related to increased margins, billing volume, etc.

Expected Performance

This component of Canvas investigates the performance expected as "standard". From that you calculate the GAP of existing performance.

Questions to ask:
- What is expected to be delivered in terms of performance?
- What is the expected productivity standard in this function?
- What is the expected relationship between quantity and quality of delivery?

Examples of performance:
- Average time spent on the handling of a claim;
- Sales conversion rate;
- Scrap rate in a productive process.

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Participant

This component of Canvas investigates the population to be trained, what this demography is like, which the profile is and the geographical location.

Questions to ask:
- How many people will be trained?
- Where are these people?
- How old are these people?
- Have they already received any training on this subject before?
- How long on average have these people been working for this company?

Examples of participants:
- Salespeople, average of five years in the company, between 26 and 48 years old, located throughout the national territory, have never been trained on this subject.

Tasks to be performed/ Expected Behavior

This component of Canvas seeks to identify the tasks that the collaborator must perform to demonstrate the expected performance.
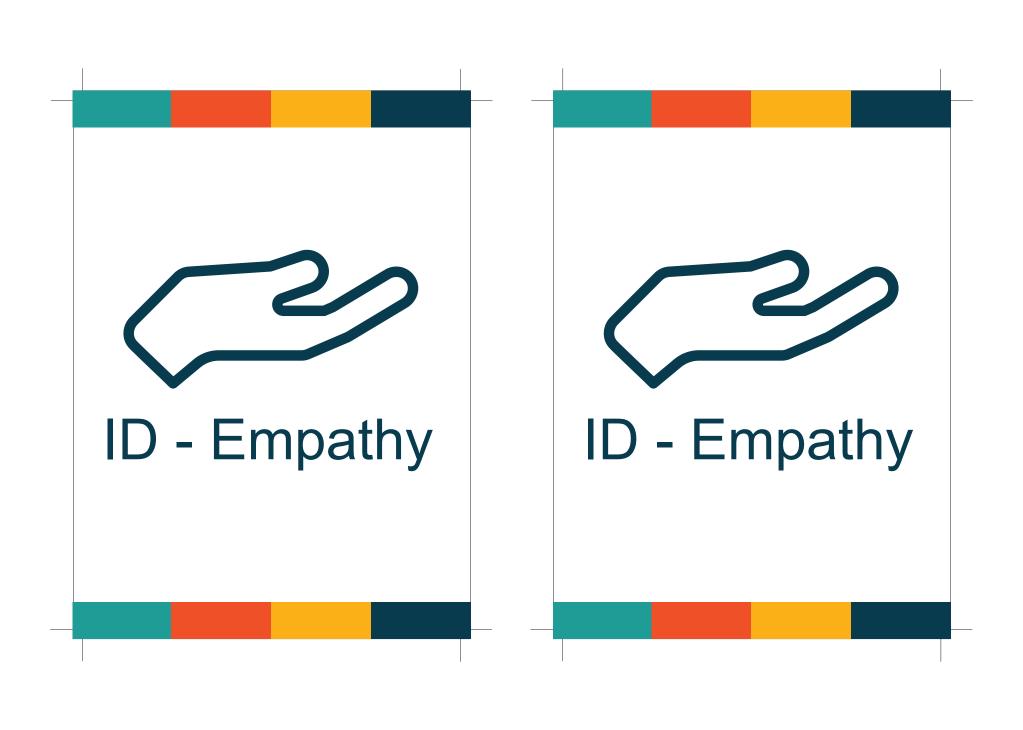
Questions to ask:
- What does this employee need to do on a daily basis?
- What behaviors are evidence of these competencies?
- What is the most important task in this role?
- What is the main thing this employee does?

Examples of tasks:
- Operating a press, diagramming slides, facilitating training.

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What he / she Thinks

This component of Canvas reflects the thinking of these people and what they in general share among themselves. Do an empathy exercise.

Questions to ask:
- What motivation does he/she have based on what he/she sees in their environment?
- What kind of thinking would you have if you were in this position?
- How satisfied are they with the work they do?

Examples of manifest Thoughts:
- In practice, theory and practice are not the same. You don't know my boss! How can I do this if my computer crashes all the time?

What he / she Feels

This component of Canvas reflects the feeling of these people as to their work, the company and the leadership. Here you must place the emotions.
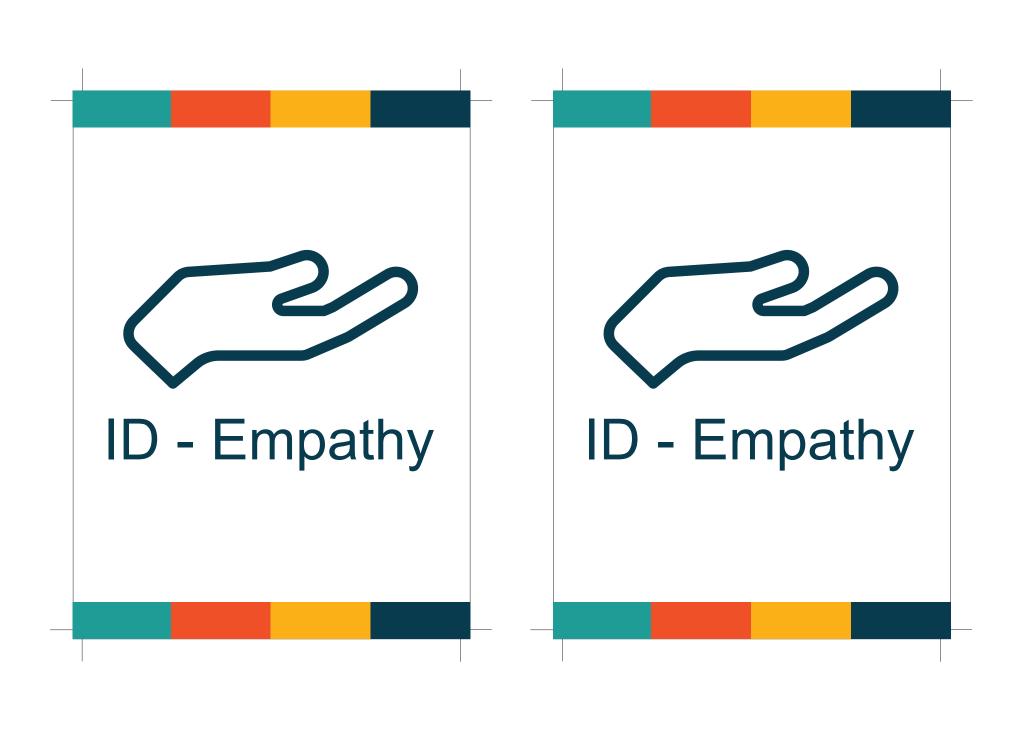
Questions to ask:
- What kind of feeling does this job cause?
- How do they feel?
- Are they proud to perform this job?
- What is the purpose of their work, what meaning does it have in their life?

Examples of Feelings:
- I am proud of what I do. The purpose of my job is to provide happy moments to clients, so my work makes me happy. I feel scared as I see layoffs happening. I am embarrassed, because I'm told off in front of everyone.

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What he / she Sees

This component of Canvas investigates what happens in the environment where the participants are and what they see concretely.

Questions to ask:
- How do you describe the work environment of these people?
- Are all the necessary equipment and work tools available?
- What is the organizational environment like in the area where they work?
- What observable behaviors do you notice in this environment?

Examples of situations:
- Lack of resources, broken or outdated equipment, inadequate feedback, sick people, happy people and in a good mood.

Research

This component of Canvas must indicate complementary researches necessary to confirm or deepen your analysis.

Questions to ask:
- What kind of assessment can help me better understand this situation?
- Is it necessary to do some kind of field monitoring?
- Are there reports that I can analyze to confirm or deepen my perception?

Examples of research:
- Focus group, individual interviews, work follow-up for performance analysis, follow-up of work results, complaints reports.

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Learning Goal

This Canvas component should contain what you want to achieve as a result of this learning solution.

Question to ask:
- Who will do what, using what resources, with what kind of performance and how long will it take?

If you cannot answer this question clearly, it is likely that the existing performance GAP cannot be eliminated via a learning solution.

Example of specific learning goal:
- With the help of spreadsheets, data, customer information and support material, the participant should create a sales proposal that includes at least three graphs and describes how the benefits of the product meet customer needs.