



## **Business Needs Analysis (BNA)**

### **1. Client & Organizational Profile**

Company Name:

Industry Sector:

Department(s):

Key Contact Person:

Number of Participants:

Markets:

### **2. Target Situation Analysis (TSA)**

Key communication tasks (meetings, presentations, emails, negotiations, etc.)

Critical real-life communication scenarios:

Key documents (emails, reports, proposals, etc.)

Who employees communicate with and required tone

### **3. Present Situation Analysis (PSA)**

Current CEFR level:

Confidence in English:

Main challenges (fluency, accuracy, vocabulary, etc.)

Examples of communication breakdowns

Business impact (lost deals, inefficiency, etc.)

## **4. Learning Situation Analysis (LSA)**

Preferred format (online, face-to-face, hybrid)

Schedule and availability

Learner motivation and background

Company culture and expectations

## **5. Key Performance Indicators (KPIs)**

Business outcomes (sales, efficiency, client satisfaction)

Language outcomes (fluency, email quality, presentations)

Measurement methods (assessments, feedback, observation)

## **6. Materials Collection**

Collect real company materials (emails, reports, slides, recordings)

Confidentiality requirements

## **7. Consultant Insights**

Key gaps

Opportunities

Recommended focus areas

## **8. Training Summary**

Priority skills

Priority tasks

Recommended training format

Suggested duration