



## Case Study 2

You have just begun work at a small start-up company that has less than 200 employees, with plans to double in size over the next year. You are working with HR to develop a New Hire Orientation to introduce new employees to the company's mission, science, culture, and the employee benefit plan.

### Needs Assessment:

Identify the target audience. \_\_\_\_\_

Who would you interview in the organization? \_\_\_\_\_

To identify the business priorities and organizational needs, use the seven questions, writing down what you imagine the responses would be.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

### Objectives and Content Outline:

Based on the results of your needs assessment:

Create 3 learning objectives

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





Craft a brief content outline

**Creative Learning Methods:**

Based on your target audience and budget, choose at least 4 creative learning methods to bring the content to life

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Evaluation Strategies:**

Based on what your learners need to do and what success looks like, select one or more evaluation strategy to demonstrate learning impact

**Choose a Spokesperson for your Group:**

