

LEARNING SOLUTIONS CREATIVE BRIEF

BACKGROUND/SITUATION:

(Information about the client/business.)

BUSINESS GOAL:

(How does the training align with organizational goals? What must the training accomplish?)

TRAINING GOAL:

(What do we want the learner to do as a result of the training? What is the call to action?)

TARGET AUDIENCE:

(Who are we talking to? What do we know about them?)

DELIVERABLES:

(What is the training method? What will we deliver?)

TARGET MESSAGE:

(What is one thought or idea to incorporate into the training?)

LEARNER MOTIVATION:

(How do we motivate the learner?)

STYLE AND TONE:

(What is the style and tone of the message? Include brand standards.)

SPECIFIC REQUIREMENTS & CONSIDERATIONS:

(What standards, restrictions, disclaimers, etc. should we be aware of?)

SUCCESS MEASUREMENTS:

(How will we measure success? What are the client's expectations regarding the success of this learning event?)