MyElearning.Education
Growing Entrepeneurs

Needs Analysis Tool
Are you missing the hidden gold in your business?

Overview
- *Needs Analysis Tool (NAT) -* Are you missing the hidden gold in your business?
- Will your business survive for 100 years?
- What challenges are you currently facing in your business?

Business owners are faced with challenges – it is an ongoing dynamic process:
- of problem identification and problem-solving in order to achieve sustainable business growth
- of learning—gaining new knowledge. Developing new and improving skills (soft and hard)—personal and business-related. Seeking a balance between personal and business-related challenges.

Our Needs Analysis Tool is a cost-effective and efficient way to support business owners to stay abreast of these daily challenges.

What is the Needs Analysis Tool?
Our Needs Analysis Tool is designed for entrepreneurs and small business owners to help them determine the main obstacles preventing them from growing their business to the next level. It consists of questions in the back-end. Obstacles preventing the business from reaching its full potential may be related to business knowledge, personal development and/or soft skills.

Questions are meticulously analysed using a trusted, researched, mathematical model to prioritise and rank the potential challenges for the specific entrepreneurial business, whether it be soft skills or business-knowledge related.

The results of this analysis are used to identify specific skills or knowledge shortcomings and recommended programs that will help resolve these, using the MyElearning.Education platform. There is a cost for extra virtual feedback and to purchase training programs.

Why use our NAT?

It is a well-known fact that the sustainability of SME's or entrepreneurial businesses is a great problem. The World Bank indicates that about 80% of them fail within the first 5 years. Phil Libin, CEO of Evernote, asked the question: *How will we build a 100-year start-up?*

It is with this in mind that we strive to support entrepreneurs in their efforts to build sustainable businesses with the help of our NAT program, as well as more unique products to be launched soon.

- To develop a sustainable business, entrepreneurs should realise that they are the most valuable asset of their business. **The hidden gold of their business**. As such, they need to be "life-long learners", developing their business knowledge, including soft skills, leadership skills, their attitude and "emotional intelligence". The development of these skills and knowledge will assist the business owner to solve the daily challenges faced in his business and business environment.
- The entrepreneur, as a business owner, needs to be able to **correctly identify the problems and challenges they face daily.** Our analysis shows that in many cases the difference between perceived and real problems is not recognised. Using our NAT tool ensures that the real problems are identified and addressed.
- Owners of small businesses have the same needs for specialised advisory, consultancy, coaching and mentoring services that big corporations have, but they cannot always afford it. Our Needs Analysis Tool provides a more focused, needs-specific solution that is thus more affordable.
- The problems small business owners face change quickly. When implemented regularly, the NAT helps them to **effectively handle challenges as they arise.**

How to use our Needs Analysis Tool

Completing the NAT questionnaire and getting feedback and advice online is free. It is linked to specific training programs designed to solve the specific challenges being faced by the entrepreneur.

More information about the platform and guidance for using the NAT is available at URL: https://www.myelearning.education/needs-analysis-tool/

Completing the form:
Provide your name and email address to get access to the questionnaire.
You will get access to questions. Rate each of these questions on a 10-point scale.
Depending on these answers you will either be guided to the next series of questions or asked to complete a series of questions that must be ranked before moving to the next level of questions.

After completing the questionnaire, you will receive an email with recommendations based on the analysis of your answers. This will be linked to specific training programs designed to help solve your specific problems identified within the NAT.

Currently, there are about 140 training programs available online.
In future, we will add links with an option to get virtual feedback and more detailed recommendations at an extra cost.