

Gaps & Needs Analysis for Brook's Art Studio

INFO + PRACTICE + SKILLS + ATTITUDE = SUCCESS

GAPS

1. **Knowledge:** what critical information are they missing for this task?
What info do they need to retain? Is it accessible? What format?
 - a. *The Art Coach does not know how to help perfectionist students overcome their perceived mistakes when they get frustrated, paralyzed, or have a meltdown. Is there a tool or technique that can be used?*
2. **Skills:** what skills do they need to become proficient in order to do this task?
What skills do they need to become automatic with practice over time? Are there opportunities to practice?
 - a. *Communicate empathy, respect, validation, reassurance, confidence*
 - b. *Demonstrate a technique that bridges the gap for the customer and gives confidence.*
3. **Motivation:** what motivation would cause them to do this task?
Why do they choose not to do what they are able to do? What is their attitude?
 - a. *If the Art Coach doesn't find a solution, the business will lose customers.*
 - b. *If the Art Coach does find a solution, customers will experience success, the business will gain a good reputation and business will thrive.*
4. **Unlearning:** are they replacing old procedures with new procedures?
What are they grumpy and resistant about?
 - a. *Old way: ignore, dismiss, be emotionally detached from the customer experience.*
5. **Habits:** What required behaviors need to become habits? How can they practice this everyday to make them automatic? What is preventing them?
 - a. *Integrate a growth mindset throughout the class, especially at the beginning to set the tone.*
 - b. *Give the customer confidence by introducing tools and techniques to bridge their skill gaps.*
6. **Environment:** what do they need from the work environment to succeed?
Do they have support from these: corporate, admin, materials, technology, rewards, incentives, encouragement for change?
 - a. *The Art Coach needs to change the belief system about how to teach art. There are traditional techniques in the field that oppose a growth mindset such as: no copying, get it right the first time, use only one piece of paper, you must have special talent to be able to draw.*

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7. **Communication:** what needs to be clearly communicated to succeed?
Are the goals and instructions clear or confusing?
 - a. *The solution needs to be established in writing, with a clear protocol that can be added to every class.*
8. **Consequences:** What happens if someone is doing this task incorrectly? What does it look like if someone is doing it correctly? Is it possible to get it right the first time? How much time is needed? How is success measured?
 - a. *If it is done correctly, customers will be happy and successful. If not done correctly, customers will leave the class feeling discouraged and inept. They will not return and business will die.*
 - b. *The Art Coach will not ignore customers' feelings at the time of crisis, but be able to demonstrate effective techniques and communicate reassurance until the customer feels confident. The Art Coach will stick with the customer until the customer experiences success.*

PROBLEMS TO SOLVE

Describe the situation thoroughly. What is the current performance and how does this target audience need to perform?

Analyze the root problem, the gaps, and record here.

The root problem is that some customers in every class get overwhelmed because they don't have the tools or confidence to draw from observation. The Art Coach does not know how to help these customers. We need to figure out a tool to help the customer as well as develop soft skills in the Art Coach to provide support to the customer during the time of crisis.

PROPOSED SOLUTION

Describe how to bridge the gaps with types of training and topics.

1. *Change the belief system: Art Coaches need to develop a growth mindset in themselves and customers. Disregard traditional techniques/practices that create barriers.*
2. *Find tools and techniques that Art Coaches can use to help the customer develop observation skills.*
3. *Art Coaches need to provide empathy to customers during times of crisis.*

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Discover the Core Premiss

Audience: Art Coaches

Behavior: Show empathy to customers

Conditions: During a group session

Degree: When a customer is having a crisis

Worst Case Conclusion: If Art Coaches do not show empathy to customers, then customers will not be successful, happy with their work, they will not want to return, give the business a bad review, eventually the studio will lose customers based on a bad reputation and business will die.

Best Case Conclusion: If Art Coaches show empathy, then customers will succeed, be happy, return for more sessions, build reputation through telling their friends, business will grow and thrive.

Moral trait: Why don't Art Coaches want to show empathy? They **fear** that taking the time to help the customer will result in losing the session to one person's problem and the success of others will be at risk. Additionally, they don't know how to empathize or how to solve the problem.

Core Premiss: *Fear leads to failure, but empathy leads to growth.*

Real World Examples:

- In the middle of a drawing demonstration, a customer has a meltdown, starts crying, says "I can't do it!", drapes herself over the chair.
- In the middle of a drawing demonstration, a customer shuts down, appears frustrated, says "I don't get it!", shakes her head, gets up and leaves the room.