

LEARNING & DEVELOPMENT NEEDS GAP ANALYSIS

Presented to

Executive Leadership Team

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EXECUTIVE SUMMARY



This Needs Gap Analysis was conducted to assess the alignment between the current capabilities and desired performance outcomes of [Company Name], which operates across both construction and business operations domains. The objective was to identify and prioritize gaps and propose actionable solutions that support strategic growth, operational efficiency, and workforce development.

METHODOLOGY

SCOPE:

This Needs Gap Analysis was conducted to assess the alignment between the current capabilities and desired for a construction company (field operations, project management) and their corporate parent company (HR, Finance, Legal, Business Development, IT, and Marketing).

APPROACH:

- Stakeholder interviews
- Employee surveys
- System audits
- Review of performance, compliance, and training records

APPROACH:

Week 1-2: Define scope, engage stakeholders

Week 3-4: Data collection (interviews, surveys, records review)

Week 5: Analyze current and desired states

Week 6: Identify gaps and develop recommendations

Week 7: Validate findings with stakeholders

Week 8: Finalize report and visuals

CURRENT VS. DESIRED STATE SUMMARY

CATAGORY	CURRENT STATE SCORE	DESIRED STATE SCORE	GAP	PRIORITY
Strategic Alignment	3	5	2	HIGH
Workforce Capability	2	5	3	HIGH
Tools & Technology	2	5	3	HIGH
Process Optimization	3	5	2	MEDIUM
Compliance & Regulation	3	5	2	MEDIUM
Learning & Development	2	5	3	HIGH
Communication & Culture	2	5	3	HIGH
Marketing Strategy & Execution	3	5	2	HIGH

KEY FINDINGS

STRATEGIC ALIGNMENT

- Misalignment between field and corporate strategic objectives
- Lack of shared KPIs and OKRs

WORKFORCE CAPABILITY

- Limited leadership development, especially in field roles
- Insufficient cross-training between departments

TOOLS & TECHNOLOGY

- Fragmented systems and lack of integration
- Varying digital literacy across teams
- Marketing platforms lack automation and analytics capabilities

PROCESS OPTIMIZATION

- Inconsistent project handoff protocols
- Manual processes still used in field operations

COMPLIANCE & REGULATION

- Inconsistent OSHA training delivery and recordkeeping
- Business and marketing teams unclear on industry-specific regulatory changes

KEY FINDINGS

LEARNING & DEVELOPMENT

- Onboarding is fragmented and role-specific training is underdeveloped
- Technical training emphasized over soft skills and marketing acumen

COMMUNICATION & CULTURE

- Disconnection between field teams, marketing, and corporate leadership
- Lack of unified internal communication platform

MARKETING STRATEGY & EXECUTION

- Inconsistent brand messaging across platforms
- Marketing efforts lack data-driven insights and targeted outreach
- Underutilization of digital channels and marketing automation

CATAGORY	RECOMMENDATION	TIMELINE	OWNER
Strateic Alignment	Implement shared OKRs and quarterly planning reviews	Q1	EXECUTIVE TEAM
Workforce Capability	Launch leadership development and cross-training programs	Q1-Q2	HR/L&D
Tools & Technology	Conduct systems integration audit and ERP enhancements	Q1	IT DEPT.
Process Optimization	Standardize project lifecycle workflows	Q2-Q4	OPS TEAM
Compliance & Regulation	Digitize compliance tracking and mobile safety tools	Q1-Q2	SAFETY COMPLIANCE
Learning & Development	Build LMS learning paths and revamp onboarding	Rolling Q1-Q4	L&D TEAM
Communication & Culture	Launch internal comms app with regular updates	Q1-Q4	CORPORATE COMMS
Marketing Strategy & Execution	Implement unified brand guidelines and launch a digital marketing transformation initiative	Q1-Q2	MARKETING DEPT

NEXT STEPS

- 1. SOCIALIZE REPORT WITH DEPARTMENT HEADS, INCLUDING MARKETING**
- 2. FINALIZE PRIORITIZATION BASED ON BUDGET AND RESOURCE AVAILABILITY**
- 3. LAUNCH CROSS-FUNCTIONAL TASK FORCE TO OVERSEE IMPLEMENTATION**
- 4. SET QUARTERLY CHECKPOINTS TO TRACK PROGRESS ON GAP CLOSURE**