

Learner Profile Questionnaire

PERSONAL INFO

	What is their primary language?	
	What is their education/background?	
	What is their job/role?	
	How long have they been with the company?	
	How long have they been in this field of work?	
	What is the learner's knowledge of the material being presented?	
	Where does the learner live?	
	What types of music do they listen to?	
	What types of games do they like to play?	
	What types of movies do they like to see?	
	What type of humor do they appreciate?	

VALUES

	What do they do in their spare time?	
	What do they value most about their job?	
	What do they value most in life?	
	What motivates them at work?	
	What will motivate them to take the training?	
	What type of music do they listen to?	

COMFORT ZONE

	What is their tolerance level for change?	
	How far out of their comfort zone are you asking them to go?	
	Are you asking them to unlearn something? What?	
	What is the time commitment to take the training?	
	What is the time commitment to acting upon the training?	

RISK

	What would they sacrifice if they acted upon your idea/training?	
	What is the perceived risk?	
	What are the physical or emotional risks they will need to take?	
	How will this stretch them?	

	Who or what might they have to confront?	
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FEAR & OBSTACLES

	What keeps them up at night?	
	What fears will keep them from taking action?	
	What other mental or practical barriers will prevent them from taking action?	
	Can these fears or other barriers be dispelled? How?	
	What might they misunderstand about the message?	
	Why might they believe the change doesn't make sense for them or their organization?	

VULNERABILITIES & INFLUENCE

	Has anything happened recently in the organization that may make them feel vulnerable?	
	Who or what has influence over them?	
	Who do they have influence over?	
	Will this training or message create a shift in power?	

BENEFITS

	How will they personally benefit from the training and taking action? What's in it for them?	
	How will training help their sphere of influence?	

TECHNOLOGY & LOGISTICS

	What is their experience with eLearning? Mobile learning? Gamification? Social media?	
	Where will they take the training?	
	Describe the environment where they will take this training.	
	Will the learner be able to hear/play audio when taking the training?	
	What types of mobile devices do they own?	