

Educational needs survey

The aim of this assessment is to evaluate the needs for education and training of staff. What education or training does your staff need to become even better?

Educational needs survey: Tour sales - booking services

Instructions for setting up a survey

1. Make a list of the employees who should receive the survey.
2. Choose a survey tool, as such Google Forms or Microsoft Forms.
3. Choose questions/statements for the survey. You can copy statements from the examples below. You can use all of the example statements or choose the ones you think suit best for your company.
4. Write a short introduction to the survey. You can use the example below and/or adjust it as needed.
5. Share the survey with the staff, for example by sending them an e-mail or sharing a link to the survey on social media groups/workplace.

Example of survey introduction

Dear employee,
To evaluate the need for education and training, we/I kindly ask you to answer the following survey. The goal of the survey is to assess what education and training you need to become an even better staff member. Note that the survey is anonymous and individual responses cannot be identified.
Please click here to answer the survey: [insert link]

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Please mark the skills needed. You can mark more than one.

- 1) I need better language skills in
 - Icelandic
 - English
 - I don't need any education/training
- 2) I need training in service and communication skills.
 - Questioning skills
 - Active listening
 - Appearance and expression
 - Dealing with difficult clients
 - Written communication
 - Making your views heard
 - Respecting clients' privacy and the handling of personal information
 - Conveying information to other members of staff
 - Service courses
 - Local surroundings - Local knowledge
 - I don't need any education/training
- 3) I need training in safety.
 - First aid
 - Weather and driving conditions
 - Knowledge of the company's safety policy
 - The Highlands – safety
 - Reliability of information on the internet
 - Knowledge of the most important destinations
 - I don't need any education/training

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Please mark the skills needed. You can mark more than one.

- 4) I need a computer course/computer courses.
 - Excel
 - Word
 - Booking and sales systems
 - Outlook
 - PowerPoint
 - I don't need any education/training
- 5) I need training in company processes.
 - Keeping track of improvement suggestions
 - Bookings
 - Quality control
 - I don't need any education/training
- 6) I need training in sales of products and services.
 - Product knowledge
 - Market knowledge
 - Presenting products on the internet
 - Sales techniques
 - Additional sales of company products
 - Using digital cards
 - I don't need any education/training
- 7) I need training in understanding the needs and expectations of customers from different cultures.
 - Main characteristics of nationalities visiting Iceland
 - Communication customs/habits of different nations
 - Knowledge on people's diversity
 - I don't need any education/training