<mark>Target Audience Research (Employee Tests)</mark>

1. General Workplace Safety Test

- **Target Audience:** All employees, regardless of position or department.

- **Research Methods:**

  - Surveys to assess prior safety training experiences and perceived knowledge gaps.

  - Focus groups with representatives from different departments to identify common safety concerns and preferred learning styles.

  - Review of accident reports to identify areas needing emphasis in the test.

2. Motivation at Work Test

- **Target Audience:** All employees.

- **Research Methods:**

  - Employee satisfaction surveys conducted periodically.

  - Exit interviews with departing employees to understand reasons for leaving.

  - Focus groups to discuss what motivates them at work and suggestions for improvement.

  - Benchmarking against industry standards for employee motivation.

3. Company Policy Test

- **Target Audience:** All employees, with potentially more in-depth versions for management or roles with specific policy implications (e.g., HR, IT).

- **Research Methods:**

  - Interviews with HR and legal department to identify key policies for testing.

  - Review of employee onboarding materials and training programs related to company policies.

  - Random surveys to gauge employee awareness of specific policies.

4. English Language Test (if applicable)

- **Target Audience:** Employees for whom English is the primary language of work, particularly those in client-facing roles or requiring strong written communication skills.

- **Research Methods:**

  - Job analysis to determine the required level of English proficiency for each role.

  - Review of existing internal communications and documentation to gauge the level of English required for comprehension.

  - Consider pre-employment language assessments for new hires.

5. Cybersecurity Test

- **Target Audience:** All employees, with potentially more emphasis on those with access to sensitive data or systems (e.g., finance, IT).

- **Research Methods:**

    o Review of past cybersecurity incidents within the company.

    o Surveys to assess employee awareness of common cyber threats and reporting procedures.

    o Benchmarking against industry standards for cybersecurity training and awareness programs.

6. Team Communication Work Simulation

- **Target Audience:** Teams that work collaboratively on projects or tasks.

- **Research Methods:**

    o Interviews with team leaders and managers to identify common communication challenges within their teams.

    o Observation of team meetings to assess communication dynamics and collaboration practices.

    o Consider including self-assessment or peer-evaluation components within the simulation activity.

By conducting target audience research for each test, you can ensure the content is relevant, addresses employee needs, and provides valuable data for improving workplace safety, employee motivation, policy compliance, communication, and overall company culture.