



921 Botetourt Gardens, Norfolk, VA 23507 • 757/627-6669 • www.theImageArchitect.com

NEEDS ANALYSIS
(All information guaranteed strictly confidential)

- Number of employees _____
 - Office Staff
 - Sales
 - Maintenance
 - Managers
 - Executives

- What percentage needs improvement _____ %

- Is there a problem with the appearance of employees in any of the following areas?
 - Hair
 - Hygiene
 - Demeanor/Comportment (slouching, shuffling, fidgeting, etc.)
 - Attire:
 - Suggestive or inappropriate (club attire)
 - Too casual or sloppy
 - Dated (hippie dress)

 - Other _____

- If you could change one thing about the appearance of your staff, what would it be?

What is the most challenging problem you have with employees?

- Please rate the confidence level of staff. What percentage has a confidence level that is:
 - Fairly good _____ %
 - Very good _____ %
 - Excellent _____ %

- In terms of first impressions, please rate the level of credibility of staff:
 - Immediate credibility _____ Moderate _____ Low _____