How to select the right person for a training job

	Candidate with training background	Candidate with IT/programming background
Strengths	► Ability to connect with the learners ► End-user perspective for application training ► Knowledge of training methodology	► Mastery of subject area ► Ability to understand advanced concepts ► Ability to learn new languages by building on previous knowledge
Weaknesses	► Possible lack of formal IT training ► Limited knowledge of application	► Possible difficulties "translating" knowledge ► Assumptions regarding "slope" of learning curve ► Lack of experience with classroom management, including pacing instruction
Opportunities	► Developing stronger technical knowledge base ► Blending technology concepts with training methodologies	► Learning interactive training methodologies for moving from lecture to learning ► Utilizing technology skills to help develop advanced training modules
Threats	► Possible tendency to "train from a script" (internal threat) ► Possible inability to answer "hard questions" (external threat)	► Possible inability to engage learners (internal threat) ► Challenges from learners regarding instruction style (external threat)