

Khatanalytics Learning Plan Framework - Template

HOW TO FILL IN WITH EXAMPLE

	1. Priority Goals		2. Critical Decisions	3. Prioritized Questions	4. Usage & Accountability		5. Research Approaches	6. Inventory of existing learning	7. Timing Alignment	8. Budget Approval	
	Business Goals	Priority Initiatives	Critical Decisions to be made	Priority Questions to answer (with Insights / Analytics)	Business Stake-holders	How will learning be used	Potential Insight / Analytics approaches	Inventory of learning: what exists vs a gap	Timing - how long it takes, when needed by	\$ Estimate	Approved Priority
What to Focus On	Higher level Goal	Sub-Goals	What decisions need to be made to achieve goals?	Specific and actionable questions to answer via research / analytics	Who will use the learning?	How will learning get actioned?	List out the various ways to answer each question	Audit what you already have to identify gaps to invest in	Expected time to complete, when needed by	Estimated cost for this project	Priority for approval
Led by	Business leaders	Business leaders	Business leaders	Full team, led by CMI	Full team, led by business leaders	Full team, led by business leaders	CMI led	CMI led	CMI led	CMI provides	Budget holder
Example (split over multiple lines as needed)	Grow total Sales by \$4%	Grow eCommerce sales by 10%	Do we prioritize D2C or retailer.com for investment?	Where and how do category shoppers buy? What drives retailer choice?	Sales/eComm Lead	Build digital strategy; Sell in to retail customers; design portfolio	Syndicated Panel data; Shopper Path to Purchase Study; Assortment analytics	Review past 2 years of research for relevant insights	Need before product and customer strategy meetings in xx month	Estimated \$ for each project	High

2026 Learning Plan for: **XXX** Business

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