SAMPLE · FICTIONAL EXAMPLE

BLITZ LEARNING · BLITZPRISM™ EVIDENCE CATALOG

Request log and intake note

Records every learning request, the problem behind it and what was delivered, so L&D can show it responds to real business needs.

This is a made-up example to show the format. Example Co (fictional) is not a real organization, and every name, date and figure here is invented. Nothing in it is a benchmark or a real result.

FUNCTION / BUSINESS UNIT
Example Co (fictional), Customer Service

LOG OWNER
L&D business partner

PERIOD COVERED
Jan to Jun 2026

Date received	Requested by (role)	Request as asked	Problem statement	Business measure affected	Decision	What was delivered	Date closed
12 Jan 2026	Head of Customer Service	A course on handling complaints	New agents escalate complaints they could resolve; team leads see this in call reviews	Escalation rate	Build: practice-based module + call guide	Complaint handling practice (4 scenarios) and a one-page call guide	28 Feb 2026
03 Feb 2026	Regional Sales Manager	Product training for the new range	Sales staff cannot explain the new range's benefits to existing customers	Cross-sell rate	Buy: supplier product briefings, L&D adds a quiz	Two supplier briefings with a short knowledge check	20 Mar 2026
18 Mar 2026	Plant Manager	Safety refresher	Near-miss reports rose after a shift pattern change; root cause is unclear	Near-miss reports	Non-training fix first: shift handover checklist	Handover checklist with the Plant Manager; training not needed yet	15 Apr 2026

What this evidence shows in the BlitzPrism™ diagnostic

- **1. Outcome anchoring, Level 1 (Ad hoc):** A log of requests and what was delivered for each.
- **1. Outcome anchoring, Level 3 (Evidence-based):** Intake notes with a problem statement for the major requests of the last six months.
