

## Technical Assistance

### Audio Descriptive Text

Title: Professional Development 101: The Basics; Technical Assistance. Image of PD practices: Sustain, Design, Promote, Deliver, Follow Up, and Evaluate. Image of CDC logo.

### Video Summary

Technical Assistance is the process of providing targeted support to an organization with a development need or problem, which is typically delivered over an extended period of time.

### Audio Script

The last PD offering we will define is technical assistance.

Technical assistance, also known as “TA” and commonly referred to as consulting, is the process of providing targeted support to an organization with a development need or problem. It is an effective method for building the capacity of an organization.

TA involves communication between a specialist or consultant and the organization. The specialist should be aware of the organizational culture and any specific circumstances related to the development need. TA is also typically delivered over an extended period of time.

In order for technical assistance to be effective, the specialist or consultant should adhere to a set of core principles.

Effective TA should be:

- *Collaborative*. Work jointly with the organization’s staff to identify underlying needs.
- *Systematic*. Use an orderly approach.
- *Targeted*. Determine where technical assistance will have the greatest impact.
- *Adaptive*. Be flexible.
- *Customized*. Respond to the unique needs of the organization.
- *Results-driven*. Identify measures that indicate improvement.

The structure of how technical assistance is delivered varies. It can be one-on-one consultation or small-group facilitation (also known as coaching or mentoring). TA can be provided in person or by phone, e-mail, or other online methods such as Web-conferencing.