Step 1: Explore the Requirements

Determining the Target Audience

| Characteristic | Example | Your Project |
| --- | --- | --- |
| Anticipated/ideal group size | Less than 20, 20-50, 50-100, more than 100 |  |
| Sector | Developmental Services, Justice, Mental Health |  |
| Occupation/Role | Clinicians, family members, managers, students |  |
| Geographic range | Local, regional, provincial |  |
| Education level | High school, college, university, post-graduate |  |
| Level of experience in the topic | Beginners, some experience, very experienced |  |
| Previous training related to the topic | Recent, within 5 years, more than 5 years ago |  |
| Main challenges learners face related to the topic | Long-standing, recent |  |
| Learners’ feelings about attending training | Excited, uncertain, not interested |  |
| Context(s) in which learners work | Environmental, economic, legal, political, social |  |