DESIGN

**Audience**
Who is your target audience & what performance issues do they face?

**Objective**
What do they need to know & do better as a result of training?

**Activities**
What activities will allow them to demonstrate the objectives?

**Content**
What is the critical content needed to support the objective?

**Delivery**
Who needs the training & when? Does the content need to be altered?

**Measures**
What will happen before and after the training?