

K	W	← →	L
<p>What does your audience already KNOW about the topic?</p>	<p>What does your audience WANT to learn? What goals do they WANT to achieve?</p>	<p>Bridge the Gap: Brainstorm ways to connect your objectives to your audience's goals.</p>	<p>What do <i>you</i> need the audience to LEARN?</p>