



The Four Gaps

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The biggest question,
“**what should my course
be about?**” is the wrong
question.

What’s the **right** one?



Let's start by looking in the mirror.

Think about moments when you've wanted to learn something new.

- What was the driver?
- What did you need?
- How did you find it?



Let me introduce you to the **four gaps**.

KNOWLEDGE

SKILL

CONTEXT

MOTIVATION





What is a Knowledge Gap?

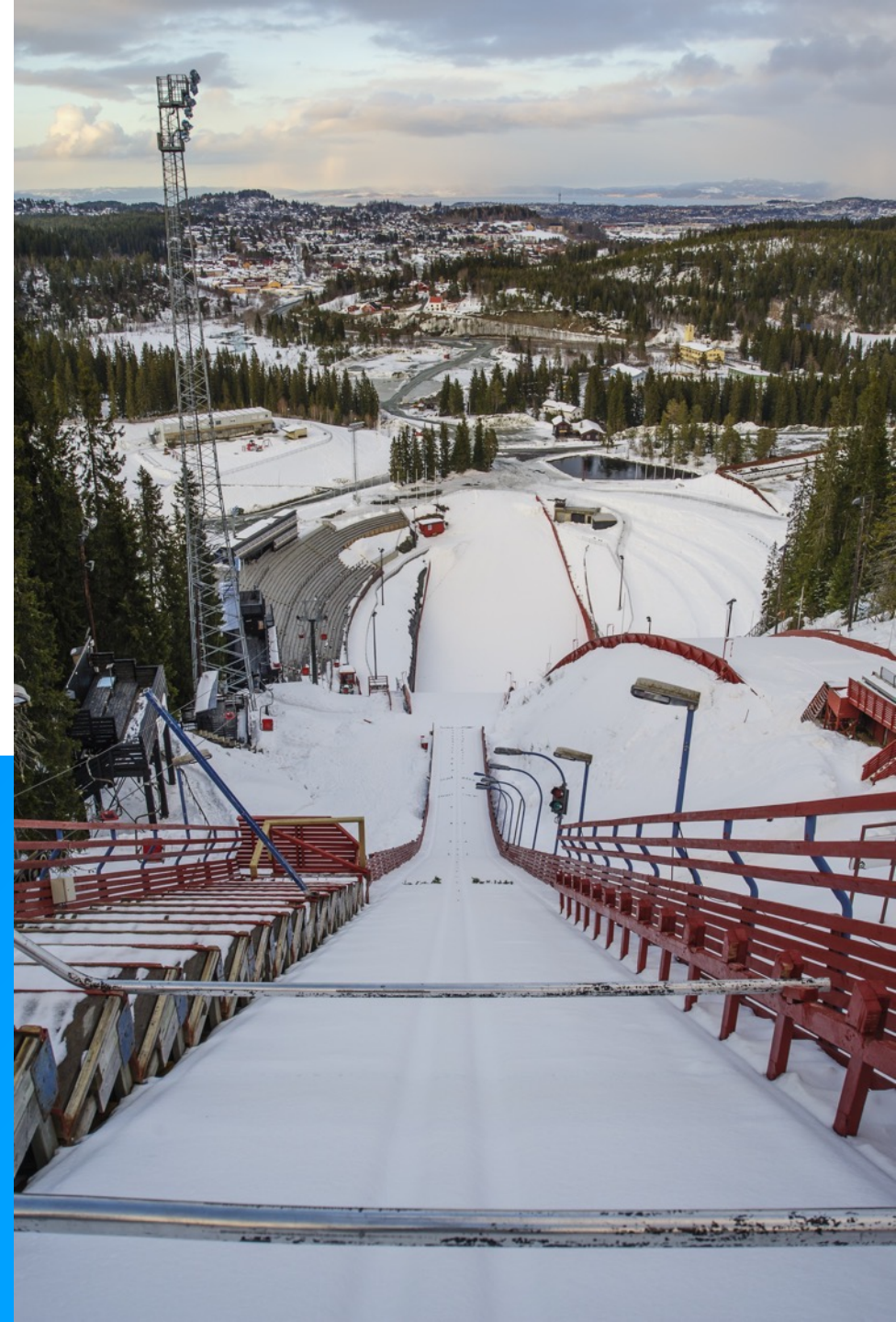
When you need information, you have a knowledge gap. Imagine wanting to learn a new foreign language, you would have a knowledge gap. Or if you wanted to work out at a gym with new equipment you'd never used, you'd have a knowledge gap.





What is a Skill Gap?

When you need more than information – you are trying to develop new capacity – you likely have a skill gap. You can't learn how to ski jump just by reading a manual. Knowledge / information isn't enough. Skill gaps are often met with a combination of information and practice.





What is a Context Gap?

A context gap is when you have knowledge and skill but can't apply it directly because of a change in context. My favorite example is software programming. Developers are incredibly quick at shifting from one language to another when they can address the context gap.

```
var perc = 99.0, wmin = 1920, hmin = 1080, w, h, w1, h1,
var FromDoc = open ( File ("D:\FromMacro.psd"));
var IntoDoc = open ( File ("D:\IntoMacro.psd"));

app.preferences.rulerUnits = Units.PIXELS;
w = FromDoc.width.value;
h = FromDoc.height.value;
ratio = h/w;
app.activeDocument = FromDoc;
activeDocument.activeLayer = activeDocument.layers[0];

var shapeRef =
[ [ Math.floor ((w-1920)/2), Math.floor ((h-1080)/2) ],
  [ Math.floor ((w-1920)/2)+1920, Math.floor ((h-1080)/2) ],
  [ Math.floor ((w-1920)/2)+1920, Math.floor ((h-1080)/2) ],
  [ Math.floor ((w-1920)/2), Math.floor ((h-1080)/2)+1080 ]

app.activeDocument.selection.select ( shapeRef, SelectionType.MERGE, true );
app.activeDocument.selection.copy ();
app.activeDocument = IntoDoc;
activeDocument.activeLayer = activeDocument.layers[0];
IntoDoc.paste ();

while (1) {
  if ( (w < wmin) || (h < hmin) ) break;
  app.activeDocument = FromDoc;
  activeDocument.activeLayer = activeDocument.layers[0];

  app.activeDocument.activeLayer.copy ();
  app.activeDocument = betweenDoc;
  betweenDoc.paste ();
  w1 = w;
  h1 = h;
  w = w * perc / 100;
  h = w * ratio;
}
```



What is a Motivation Gap?

If you have the knowledge, skill and context, you may still have one other challenge standing in your way – your motivation. A prime example is when people who could work out only do so when in some form of accountability group. That group is solving the motivation gap.



Different segments end up needing different gaps solved more than others.

Market demand is your greatest indicator of success.



The biggest question,
“what should my course be
about?” is the wrong
question.

**Which gap in what market
can I serve best?**



Let's look again in the mirror.

You're not likely great at addressing each of the four gaps. **Your job is to figure out which gaps are you the best at.**

Then figure out which markets need that gap addressed. You can pick any one of them from there.

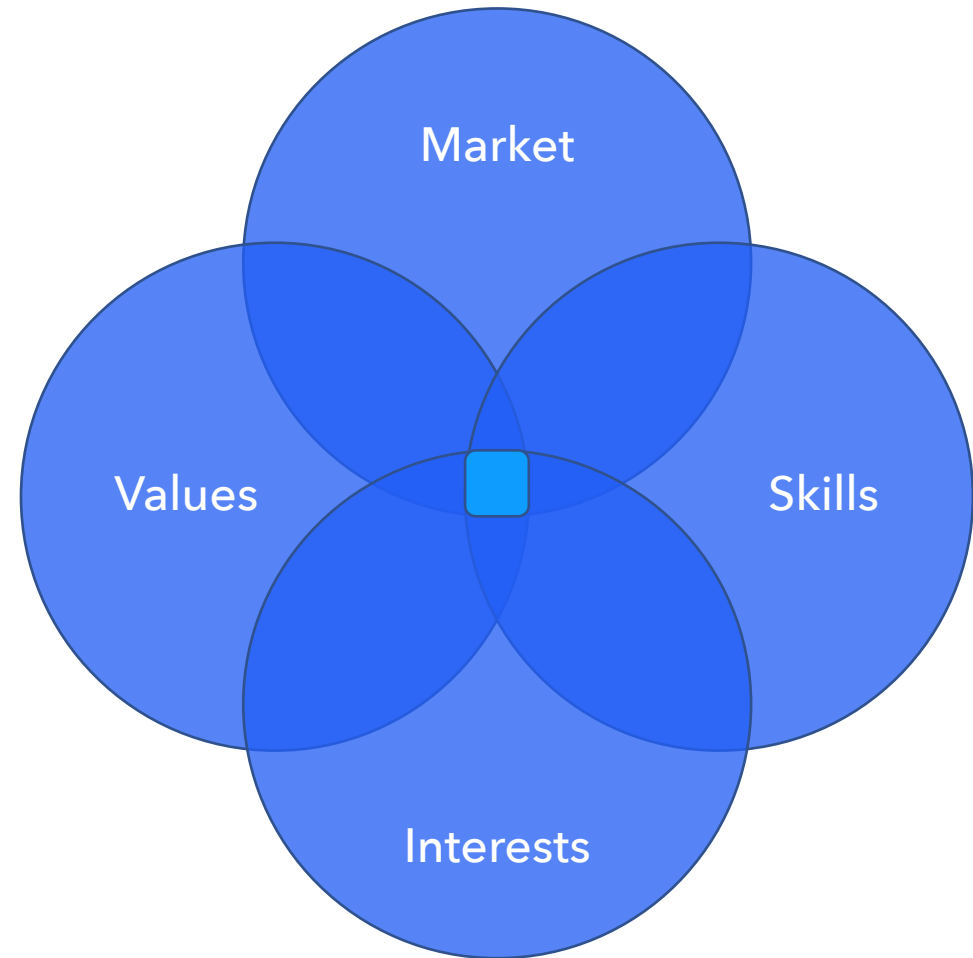




YOUR HOMEWORK



**Which gap in
what market
can I serve
best?**





Q&A

