

Content and Concepts Profile	Need to Know	Memorize Required	Nice to Know	Already Know	Easy to Find	Easily Grasped	Hard to Grasp
History of the widget industry			X		X	X	
How the widget's monitor circuitry works	X	X					X
Recognizing faults in the monitor circuitry	X				X	X	
Repairing faults in the monitor circuitry	X						X
Theory of electricity	X			X			X
Health and safety hazards	X				X	X	
Technician dispatch process	X				X	X	
Number of widgets sold each year			X		X	X	
How to fix something nobody ever needs to fix			X				X
Our company's mission			X	X	X	X	
The rules of work	X			X	X	X	

When it comes to evaluating your content, it could be helpful to push each element of content or banding of content (concepts) through a profile.