



L2L
MicroCred

Learner Snapshot

Learner Profile (Max 2-3 lines)

Who is this course for? | Current situation? | What do learners need to be able to do?

Mid-career SME employees and micro-business owners (typically 40–50) in the Mid-West of Ireland, balancing full-time work, business responsibilities, and personal commitments. They need flexible, practical learning that directly improves job performance and supports career progression.

☒ Evidence-informed ☐ Assumption-based

Key Barriers (Top 2–3 only)

What may stop learners starting, engaging, or completing?

1. Severe time constraints due to work, business, and personal responsibilities.
2. Inflexible course structures that do not integrate with work schedules.
3. Negative prior experiences (passive teaching, irrelevant content) reducing engagement.

☒ Evidence-informed ☐ Assumption-based

Motivations & Goals

Why would they take this course? What do they want to achieve?

Learners are motivated by career progression, improving job performance, and gaining formal qualifications as proof of competence and advancement.

They want immediately applicable skills that respond to industry change (e.g. sustainability, leadership) and enhance employability.

☒ Evidence-informed ☐ Assumption-based

Support Needs

What will help learners succeed and stay engaged?

Clear upfront information on workload, expectations, and assessment structure to enable planning.

Strong academic support and responsive lecturers, alongside practical, relevant content linked to real work challenges.

☒ Evidence-informed ☐ Assumption-based

Learning & Delivery Preferences

Learning preferences? Online/in-person? Flexibility needs? Digital access?

Strong preference for online learning: interactive, live sessions combined with flexible, asynchronous online content.

They value practical, hands-on, real-world learning, peer interaction, and modular (bite-sized/micro-learning) formats that fit around busy schedules.

☒ Evidence-informed ☐ Assumption-based