

WHO AM I SPEAKING TO? AUDIENCE PROFILE

Knowing your audience is crucial to successful persuasive speaking. You will speak more confidently, focus on high-return themes and ultimately secure buy-in . To help you, here are some questions, considerations and implications for your presentation.



EDUCATION

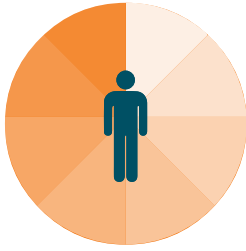
Things to consider:

How educated is my audience overall?
How knowledgeable are they in this topic?
Is this a technical or non-technical audience?

Write your answers below:

How this impacts your presentation:

Your level of communication, choice of words, design of visual aids, complexity of concepts and use of jargon.



DEMOGRAPHICS

Things to consider:

How old is the average audience member?

What is the gender distribution in my audience?

What is the social/organizational status of my audience?

What are their political /cultural or religious inclinations?

Write your answers below:

How this impacts your presentation:

Choice of humour or references to popular culture/current affairs.

Choice of language, stories, examples, analogies and anecdotes



COMMON GROUND

Things to consider:

- What do I have in common with the audience?
 - What does the audience have in common with each other?
 - What can I assume we all agree upon?
 - Where do we disagree / possible objections to my proposal?
- Write your answers below:

How this impacts your presentation:

- Themes you emphasize.
- Themes you avoid.
- Starting points for suggestions, requests or recommendations.
- Built-in answers to possible objections.
- Choice of speech elements - stories, anecdotes etc.



VALUES /MOTIVATIONS

While it is often difficult to truly know a person's values or why they do what they do, you can certainly make some smart guesses based on the information you have developed so far. Even just an educated estimate of your audience's motivations can give your presentation a powerful boost in effectiveness by influencing your choices in the crafting of your presentation.

Things to consider:

In short... what do they care about?

Write your answers below:

How this impacts your presentation:

The content of your presentation.
Choice of emphasis in data (very relevant in business presentations).
How you frame your proposal (especially its benefits)
Your choices of context.

There you have it! You are now better equipped to design a powerful, personalized presentation that will surely succeed.