

Know your audience

The audience as an individual

The audience as a group

Complete this for individual members of the audience.

Using the analysis of individuals, complete this for the group.

Name Position What influences their decisions? What influences their decisions? What appeal? What influences their decisions? What are the benefits for them? What do I want them to know because of my presentation? What are their expectations? How do I want them to do because of the presentation? What are their expectations? Are there any sensitive issues? Are there any "not buttons" that I need to be careful about? What influences their decisions? What are their expectations? What are their expectations? Are there any sensitive issues? Are there any "not buttons" that I need to be careful about? Why should they listen to me?						
What are the benefits for them? What do I want them to know because of my presentation? What are their expectations? How do I want them to feel? What do I want them to do because of the presentation? Are there any sensitive issues? Are there any cultural issues? Are there any "hot buttons" that I need to be careful about?	Name	Position	delivery would	do to progress	How does this group make decisions?	
What do I want them to know because of my presentation? What are their expectations? How do I want them to feel? What do I want them to do because of the presentation? Are there any sensitive issues? Are there any cultural issues? Are there any "hot buttons" that I need to be careful about?					What influences their decisions?	
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Are there any cultural issues? Are there any "hot buttons" that I need to be careful about?						
Are there any "hot buttons" that I need to be careful about?					Are there any sensitive issues?	
to be careful about?					Are there any cultural issues?	
Why should they listen to me?						
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