

## Tool: Audience Analysis Worksheet

An audience analysis helps to clarify how you'll deliver your message most effectively. You may not have technical writers available on staff to help you, but you can apply the same approach they would use when you create your presentation.

Answer the following questions to analyze your audience, using as much space as you need. You can save this worksheet and use it in the future whenever you have to analyze the audience for a presentation.

Describe the main objective of your presentation.

*What is it you're hoping to do? (Inform people? Persuade people? Convince someone to fund a project or pursue a plan of action?)*

Describe the group of people you'll be presenting to.

*Are they your team members or a cross-functional group? Are they internal decision makers and senior leadership? Are they external partners, such as clients or board members?*

Describe the level of understanding that your audience already has.

*How much detail do they need? How much background would be helpful? Are they already very familiar with this material and need very little introduction?*

Describe what's in it for them.

*Consider your audience's needs and their point of view. How will the information you're sharing position them to make a better decision or prepare them to do something on the job? Make sure you make it clear to them why you're giving them this information.*