

emotional wavelength than you. They could even be attending because of something else on the program. Knowing the space between *your* commitment level and theirs can help you start at a much lower speed and decibel and build slowly, as you feel the audience come with you. If you come in at a hot level of intensity and they're still at the starting gate, you've lost them from the opening gun.

### *Regular Attendance*

Your audience can be a weekly staff meeting group. People who know you, who expect a certain number of reports per meeting and perhaps have a jaded view of how exciting the proceedings are going to be. The great challenge here is to up-end the usual snail's pace or perfunctory level of presentations. Make 'em sit up and take notice! Make this the memorable meeting "when Jack (or Jill) gave that really great report . . ."

Whatever the reason, understanding why your audience *is* your audience is a vital aspect of helping you design your presentation.

## **Physical Realities**

What else has been affecting them is a major factor in how well they can listen to you: time of day; when you appear on the program; what else they heard; how long they've been there. These will obviously affect your audience's receptivity and you need to think of them to adapt your speech's pace, approach, and style to these burdensome factors in order to counteract their effect.

### *Timing*

Remember the section in Chapter 4 about Timing? About hunger and energy level and when to call a meeting? Well, take it seriously when it comes to looking for a receptive audience for your speech as well. Effects?

- *Lunch*

Before lunch = cranky and impatient; Right after lunch = logy and sleepy; During lunch = noisy and possible talking at tables. Get prepared for what energy level and special effects you'll need to fight that.