The first audience was the Executive Leadership. This audience consists of the board of directors, chief executive, operations, technology, and financial officers. The individuals within the executive leadership hold meetings that have the power to approve or deny projects presented, that can change the company.

* **Subject Knowledge:**
  + Semi Expert Knowledge
    - interested in information about how the Messages app and project changes affect company planning and budgets
    - Also will include about how well inline does these changes line up with the companies code of conduct
    - how cost projections of migrating employees to one department will affect company operations
* **Position in the Organization:**
  + Superiors
    - Chief Executive Officer
    - Chief Technology Officer
    - Chief Operations Officer
    - Chief Financial Officer
    - General Counsel
    - Board of Directors
* **Person Attitudes:**
  + Emotional
    - Executive Leadership will either have a negative or positive emotional reaction to the memo
      * A positive reaction will come from the memo aligning with the companies standard of providing a quality customer experience, loyalty without the needs ot spending extra costs.
* **Reading Style:**
  + Readers use only the summary or abstract.
    - The Executive Leadership will want only general information about the changes made to the Messages app
      * the abstract or opening summary will serve this purpose.
    - Executives are not directly involved in a production change may read only the abstract of a report.
    - Executive needs up-to-date information about the change, but only in general.
* **Types of Readers:**
  + Primary Reader
    - The structure of the memo created needed to be directed toward the Executive Leadership because they are being requested to take action or make decisions based on the memo. Decisions based on approving quarterly expenses and the migration of current employees into one department.