The second 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:**
  + Expert Knowledge
    - understand the theory and practical applications as well as most of the specialized terms for the Messages app
    - Has knowledge and experience developing apps, especially Messaging client apps
    - Needs to know what technology to use for developing and implementation
* **Position in the Organization:**
  + Subordinance
    - Software Engineer Manager
    - Senior Software Engineers
    - Junior Software Engineers
    - Entry Software Engineers
    - Interns within the IT Dept.
* **Person Attitudes:**
  + Emotional
    - Cross-functional team will either have a negative or positive emotional reaction to the memo
      * A positive change of pace in moving to a new project could inspire them since they would be working on something new and exciting
      * A negative response may come if the employee is reluctant to change
  + Motivation
    - The team will be inspired and Motivated by the joint effort of other department team members coming together
  + Preference
    - The team may request additional information as their preference to help them develop this new product
* **Reading Style:**
  + Readers scan the document, pausing at key words and phrases
    - The team may matching up technology with their current skillset within the document
    - Looking at the charts they will see the target audience to design for
* **Types of Readers:**
  + Primary Reader
    - The structure of the Fact Sheet is designed for the Cross-functional team to take action, gather their engineers to begin formulating development cycles and timelines to complete the project in a timely manor.