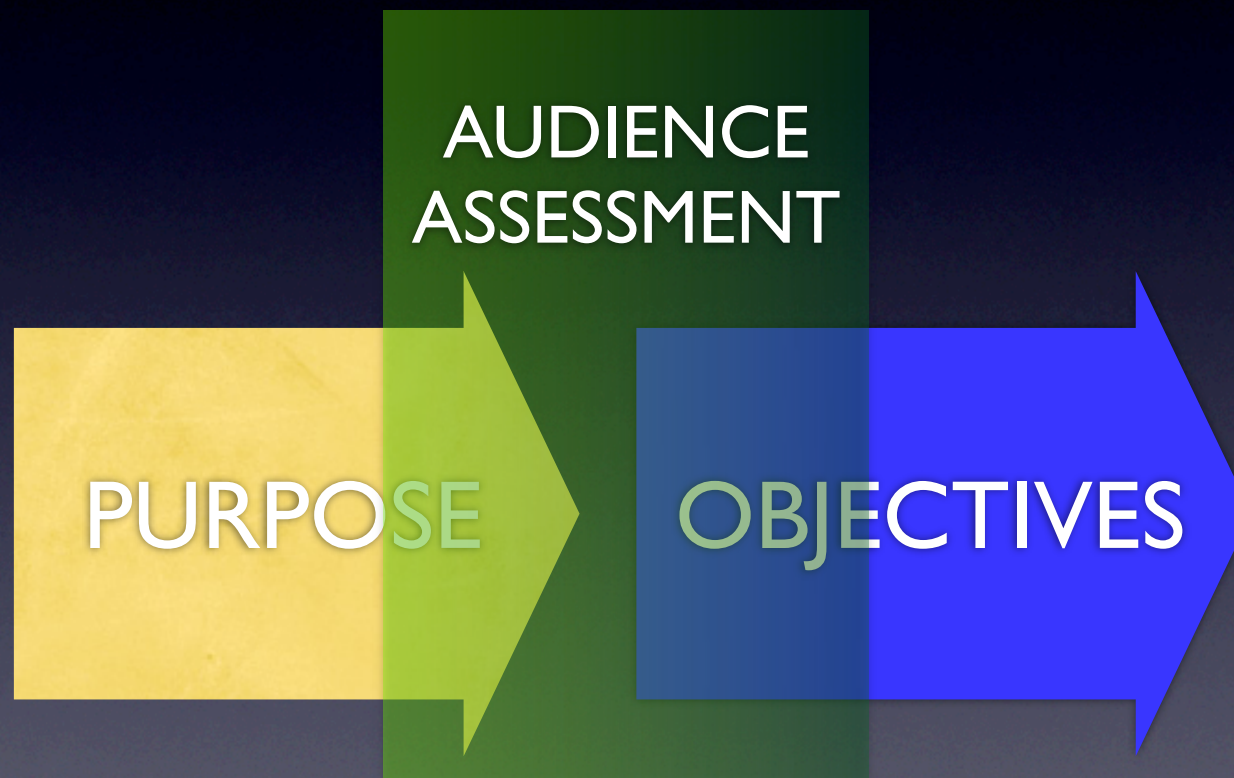




Analyzing Audience Characteristics & Needs

How audience assessment fits

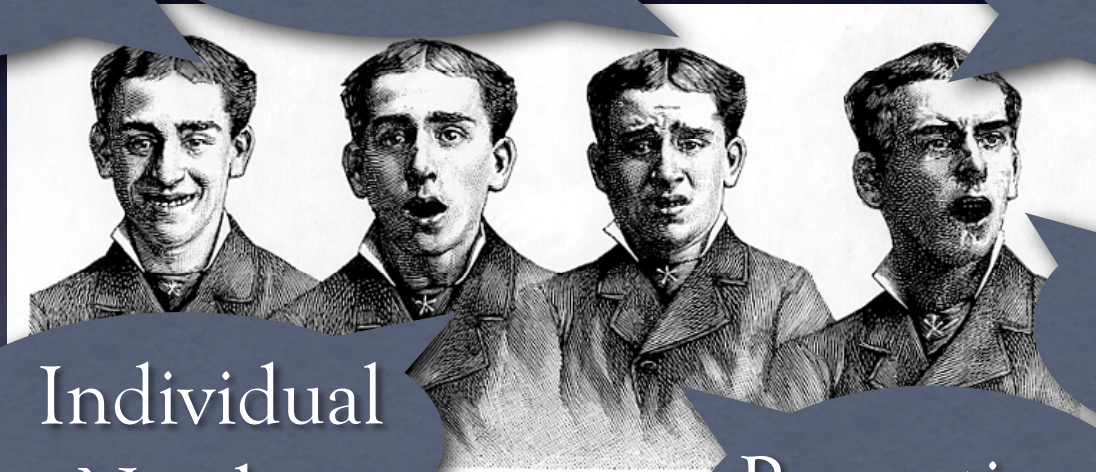


Who's Your Audience?

Audience
Composition

Attitude

Knowledge/
Skill



Individual
Needs

Style

Perception
of You

3 Questions

- Who are they?
- What are they like?
- What do they need?



PURPOSE

AUDIENCE ASSESSMENT

Persuade you to
implement a
process change

- Long-term employees
- See obstacles rather than opportunities
- Have experienced poorly implemented changes in the past - want assurance this time will be better!

Setting Presentation Objectives

Focus on action...

- What will participants be able to do? (*Performance*)
- What resources, information and/or constraints will they have to work with? (*Conditions*)
- How will you measure success? (*Criteria*)



Stepping Purposefully

Objective #1

Objective #2

Objective #3



PURPOSE

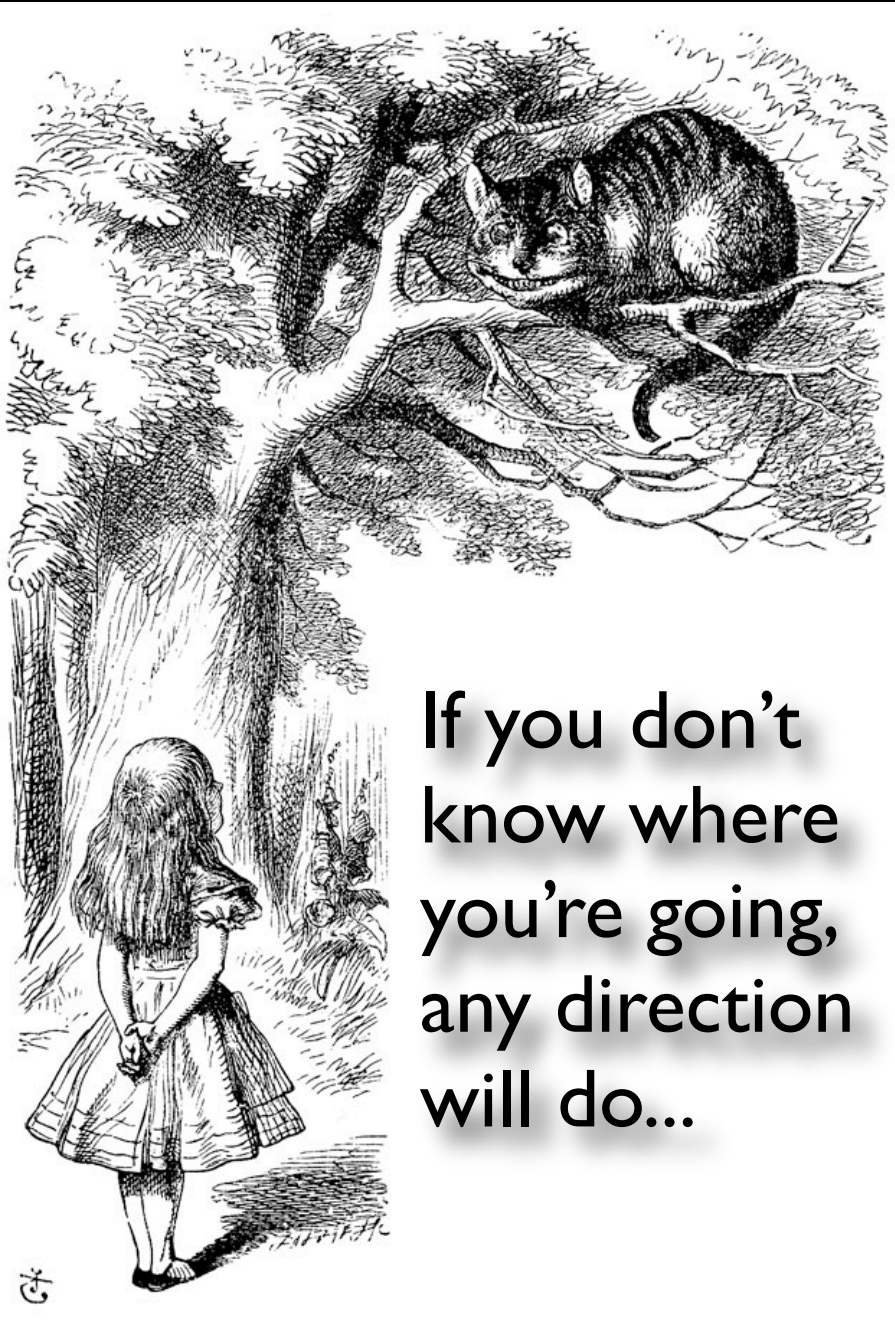
Implementing a process change

AUDIENCE
ASSESSMENT

OBJECTIVES

- Long-term employees
- See obstacles rather than opportunities
- Have experienced poorly implemented changes in the past - want assurance this time will be better!

- Be able to identify ways in which the process change will simplify your work
- Establish a process for reporting & resolving implementation difficulties as they occur



If you don't know where you're going, any direction will do...