



Audience Analysis Worksheet

Business Presentation Mastery Module 2

Before you start creating a presentation, you need to spend some time thinking about your audience. Audiences want talks that give them information, skills, knowledge, ideas, or even feelings that help them with a need that they have *right now*. This is sometimes at odds with what the presenter wants to speak about or what the presenter thinks is the most important info, so it's important to understand them, their perspectives, and what they need to be able to do with your presentation.

These questions are just a starting point. You might not need to answer all of them, some answers might be simple and others complex, and you may think of additional questions to ask yourself while going through this process.

Who will be in attendance? *(Be as specific as possible – you can identify organizations, whole groups of people, individuals, or all of the above!)*

Who are the key players or decision makers?

Where are they from? (*organizations, departments, etc.*)

How well do they know the topic you are presenting on?

What are their current challenges or concerns? (*ie: economic pressure, project launches, relationships, press/media, reporting needs, etc.*)

What is their corporate culture like?

What is their community or social culture like?

What are their values?

What might they do with the information you are giving them?

What pre-existing views or opinions might your audience have about your topic?

How has your topic or area of expertise affected them/their business in the past? How does it affect them today?

What relationship do you have to them? Who do they see you as being?

What views or opinions do you have about what you are presenting on?

What similarities or gaps exist between their views on this topic and your own views/opinions?

What special concerns might they have about you or your topic?
