



Audience Analysis Worksheet

Business Presentation Mastery Module 2

Everyone who gives or watches a presentation wants to get something out of it. It's important that, as the speaker, you understand all the goals in play: both yours and the audience's goals, both the spoken and unspoken ones.

Use this worksheet to help you identify and articulate all the different goals that may influence your presentation.

What are your goals and desired outcome for this presentation/meeting? What are you wanting to get out of it?

GOAL:

OUTCOME:

What are your audience's goals and desired outcome for this presentation/meeting?

GOAL:

OUTCOME:

Are these goals realistically achievable over the course of that presentation/meeting?

Are there any gaps between your goals and the audience's goals?

Have you mutually and explicitly agreed on a goal for the meeting/presentation with the key attendees, audience, or organizer? If yes, what is that goal?

What shadow goals or agenda to you have that might affect your presentation/meeting?

What shadow goals or agenda does your audience have that might affect the presentation/meeting?

What shadow goals or agenda could you help your audience achieve (or mitigate) during the presentation/meeting?
