

AUDIENCE ANALYSIS CONTENT

Step One: What is your topic?

Step Two: What type of presentation are you making?

- | | | |
|--|--|--------------------------------------|
| <input type="checkbox"/> Update / Checkpoint (to transmit information) | <input type="checkbox"/> Pre-sales / sales (to transmit information) | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Gather input (to generate discussion) | <input type="checkbox"/> Pre-sales / sales (to generate discussion) | |
| <input type="checkbox"/> Go / No go (to generate discussion) | <input type="checkbox"/> Approval of resources | |

Step Three: Who is in your audience?

- | | | |
|--|--|---|
| <input type="checkbox"/> Executives | <input type="checkbox"/> Lay people | <input type="checkbox"/> Purchaser |
| <input type="checkbox"/> Senior management | <input type="checkbox"/> Pre-sale decision makers | <input type="checkbox"/> Influencer |
| <input type="checkbox"/> Middle management | <input type="checkbox"/> Post-sale technical support | <input type="checkbox"/> Decision maker |
| <input type="checkbox"/> Auditors | <input type="checkbox"/> Technical peers | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Regulatory agencies | <input type="checkbox"/> Students | |
| <input type="checkbox"/> Vendors | <input type="checkbox"/> Other _____ | |

Step Four: What authority does your audience have?

Step Five: Where does your audience stand on the topic? Rate your audience from high to low on the following dimensions. (You may circle more than one response to a dimension if your audience is likely to be mixed.)

Awareness of the topic	<input type="checkbox"/> High	<input type="checkbox"/> Med	<input type="checkbox"/> Low
Interest in the topic	<input type="checkbox"/> High	<input type="checkbox"/> Med	<input type="checkbox"/> Low
Ability to understand the technical content	<input type="checkbox"/> High	<input type="checkbox"/> Med	<input type="checkbox"/> Low
What level of support exists for your ideas?	<input type="checkbox"/> High	<input type="checkbox"/> Med	<input type="checkbox"/> Low

Step Six: What do they need or want?

- | | | |
|--|--|---|
| <input type="checkbox"/> Technical information | <input type="checkbox"/> Cost of development | <input type="checkbox"/> Cost of product services |
| <input type="checkbox"/> Business application | <input type="checkbox"/> Manufacturability | <input type="checkbox"/> Skill development |
| <input type="checkbox"/> Features / Benefits / Quality | <input type="checkbox"/> Vulnerabilities | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Ease of use / Reparability | <input type="checkbox"/> Proprietary information | |

Step Seven: What's in it for them?

Step Eight: What will the audience members be doing with the information you provide them? Is there a clear next step you expect them to take?