

**KNOW**

**YOUR**



**AUDIENCE**

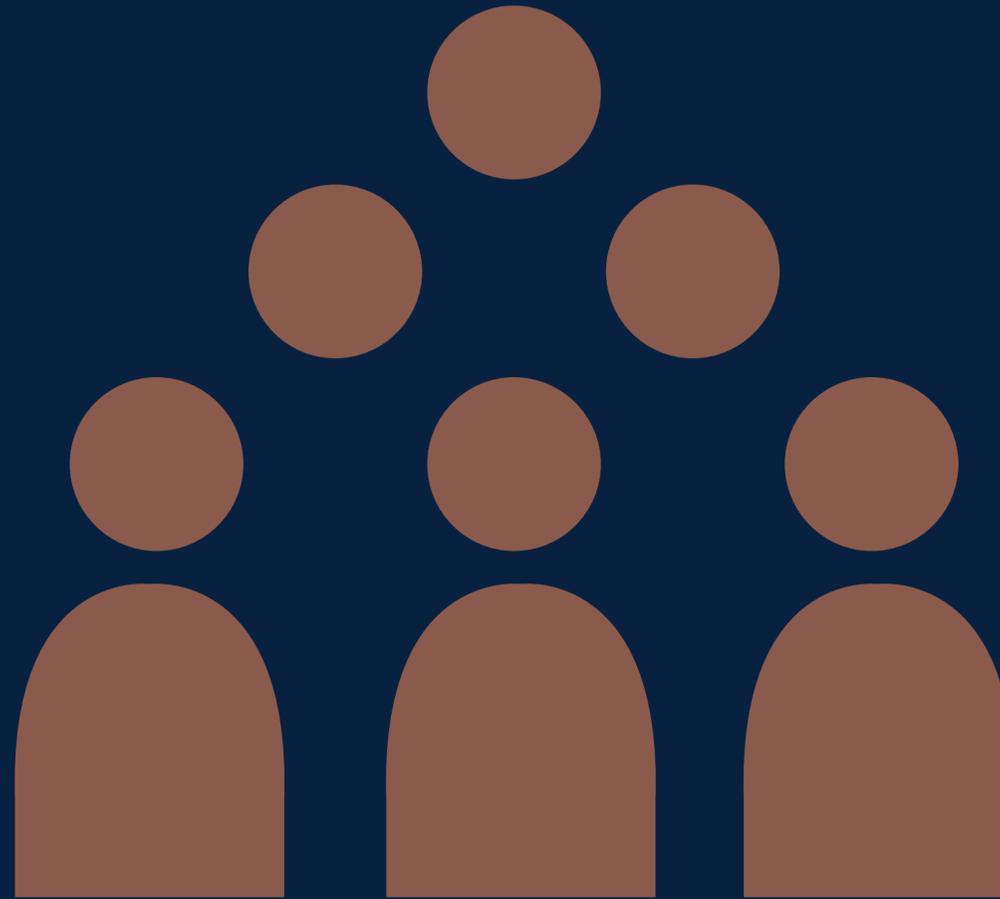


Presents

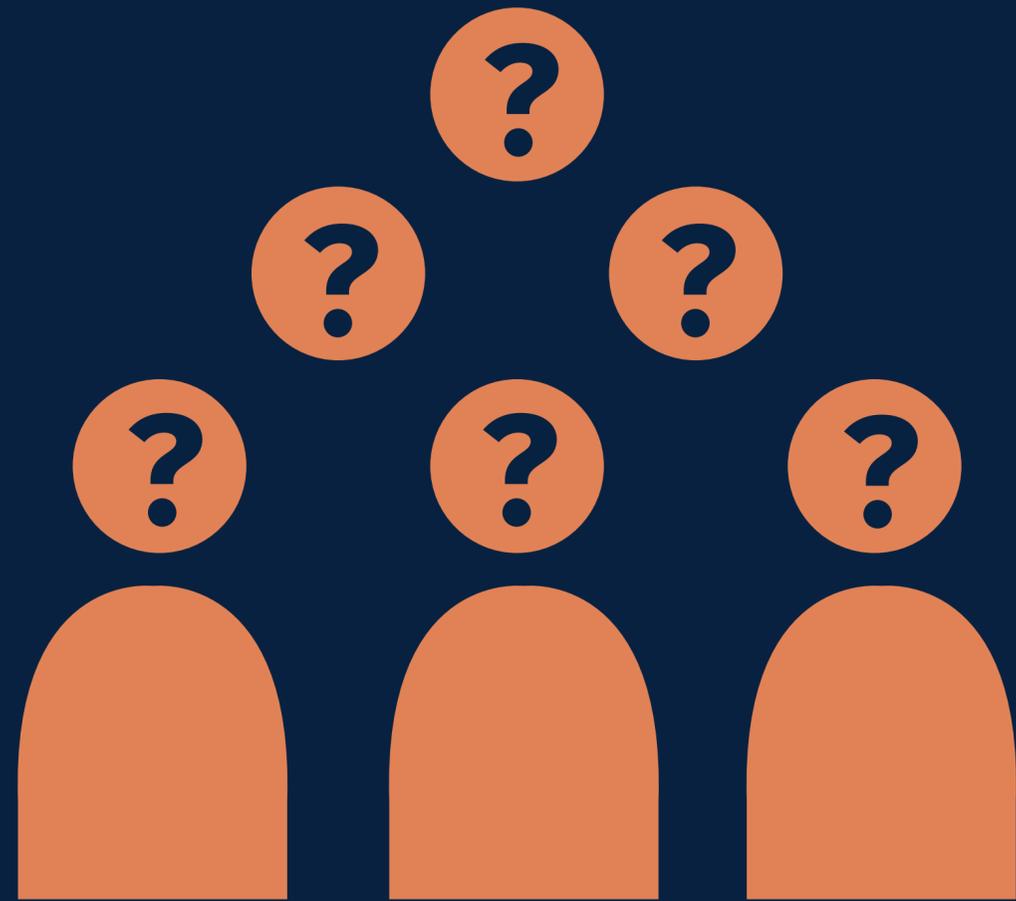
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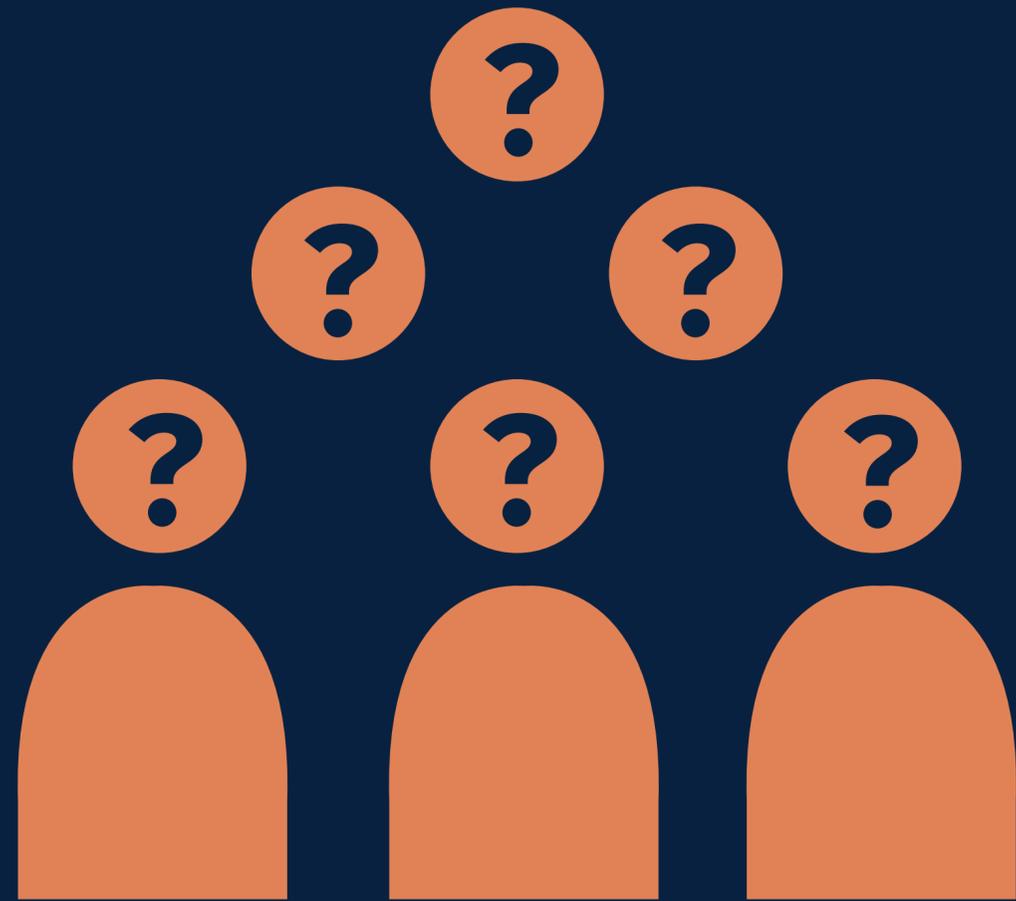
Your presentation is **from you**



but it's **for your audience**



do you know **your audience?**



How do you **research** them?

**Small group**  
**Get investigative**



# Where? **Online...**



Company  
website  
& culture



SlideShare



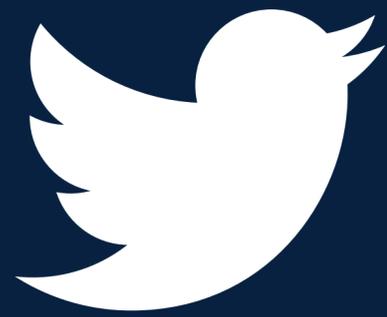
Company  
blog



Articles  
in the  
press



...or through **Social media**  
(but don't be creepy)



twitter



Linkedin



...or through **Social media**  
(but don't be creepy)

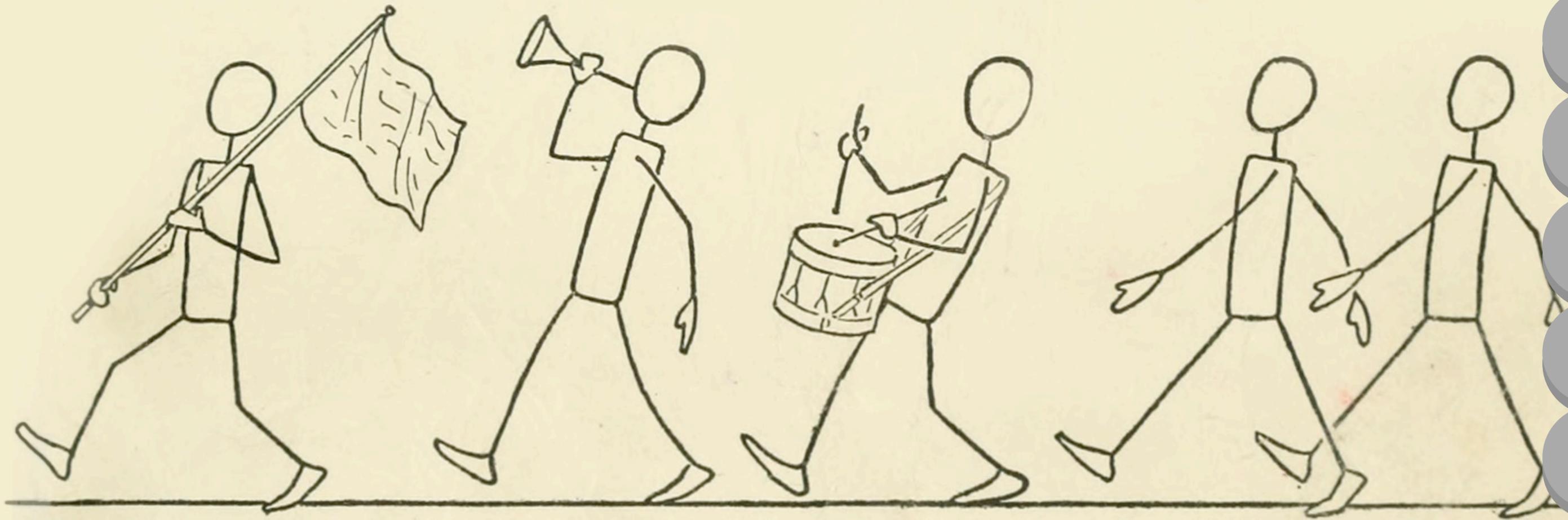


facebook

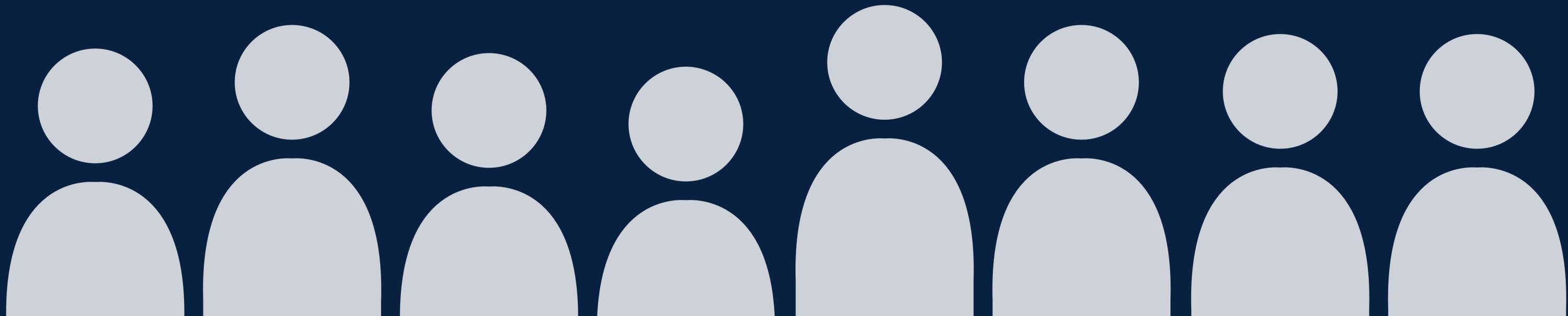


Instagram

# Big group Develop Personas

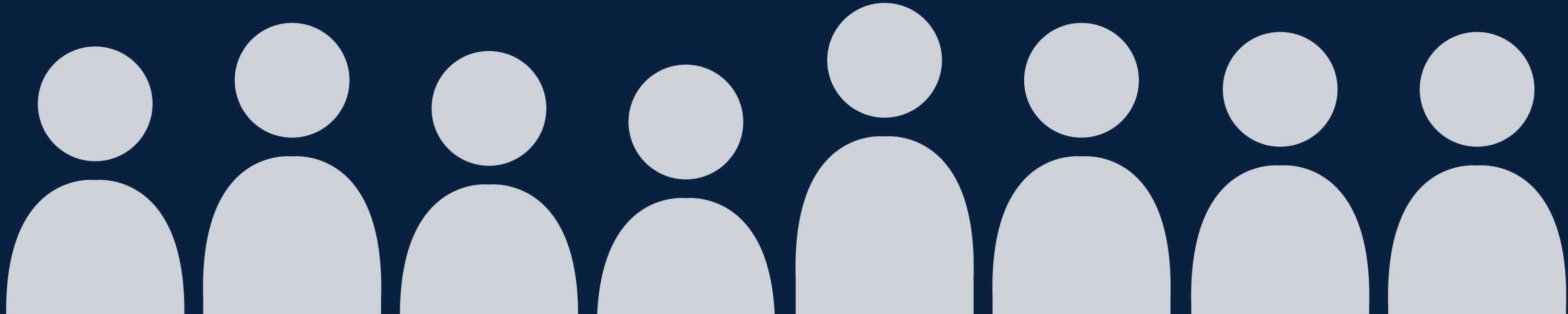


Imagine the  
**type of individuals**  
in the audience





Example:  
**a business conference**  
attended by

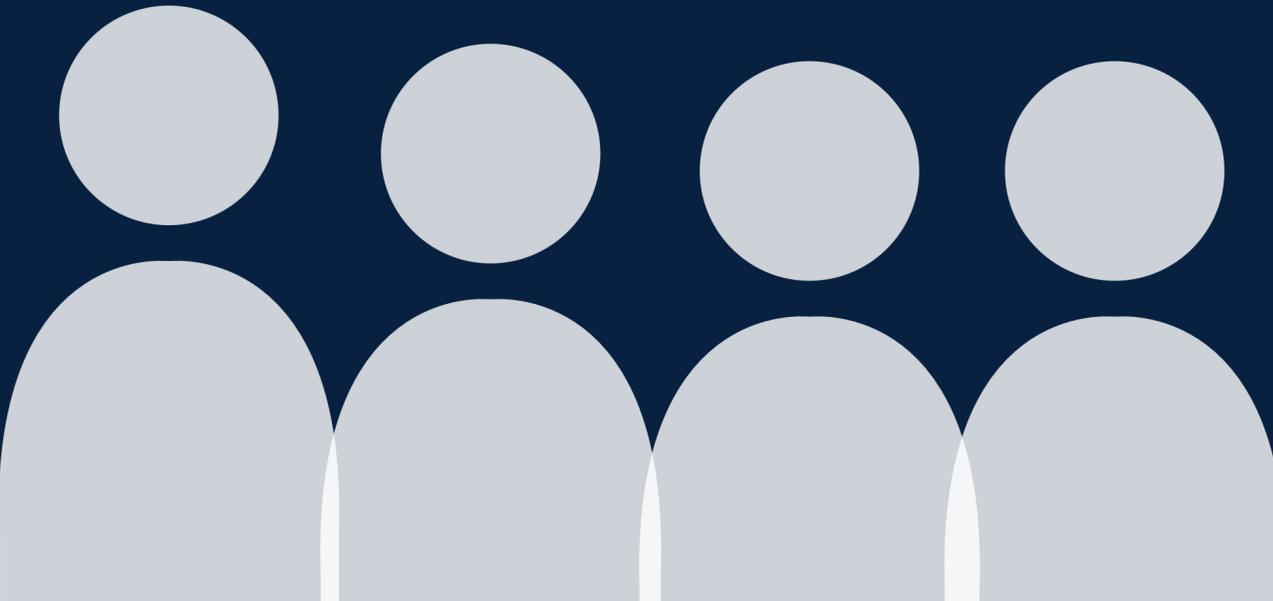
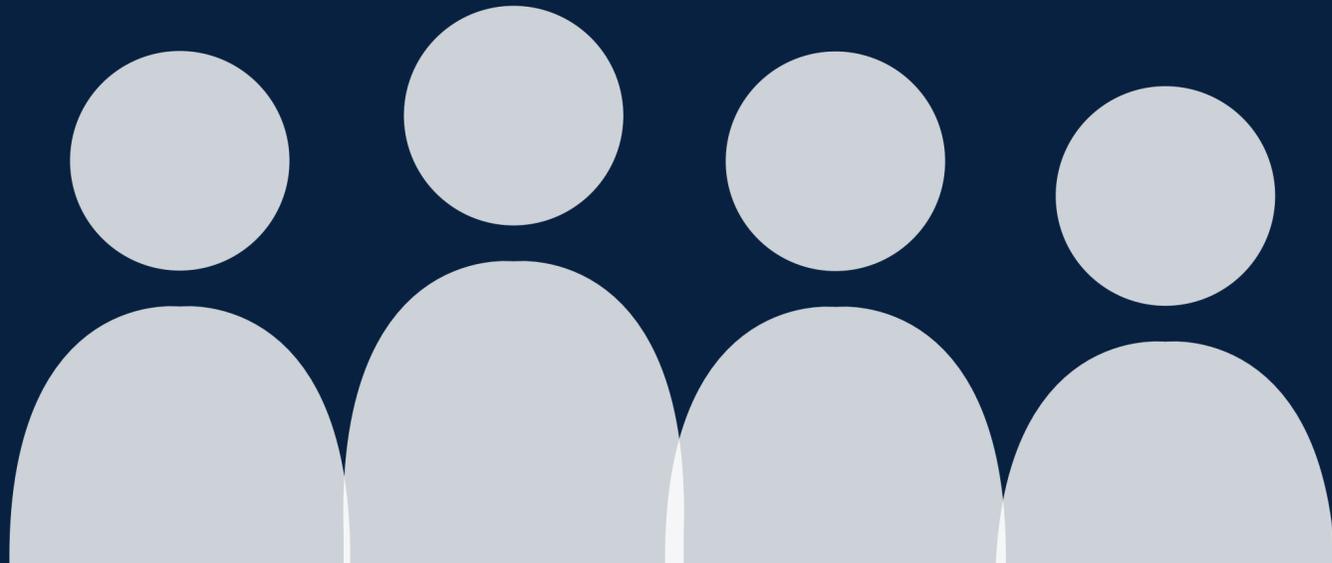




Example:  
**a business conference**  
attended by

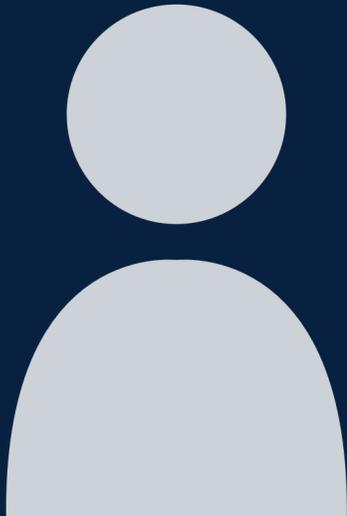
marketing

sales

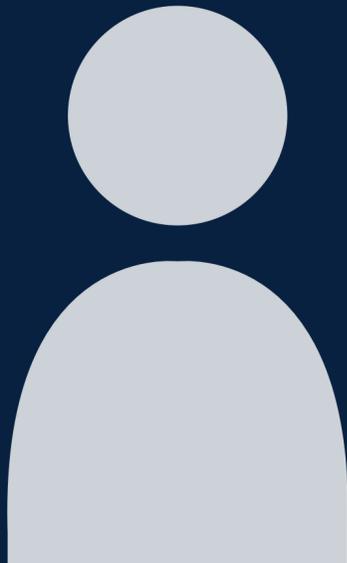




Example:  
**a business conference**  
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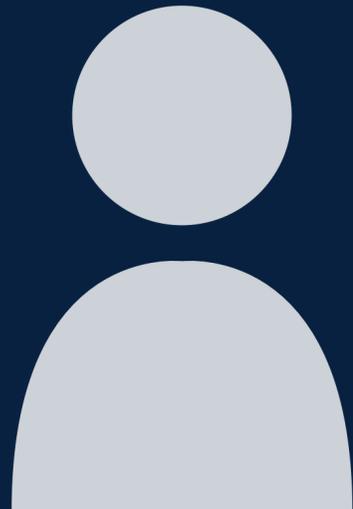


**2 PERSONAS**

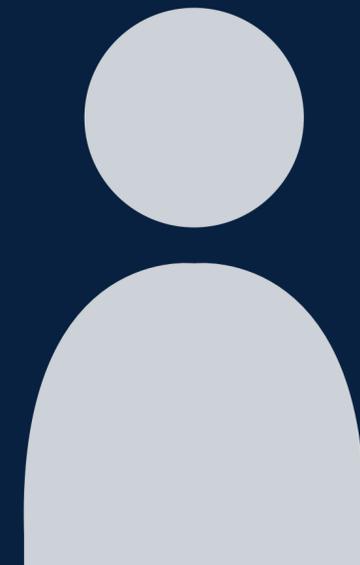


Give these personas  
a name

Pamela

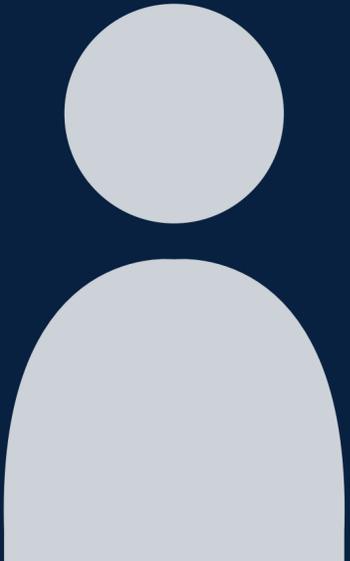
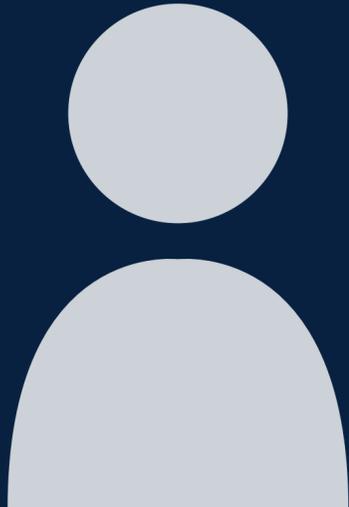


Jim

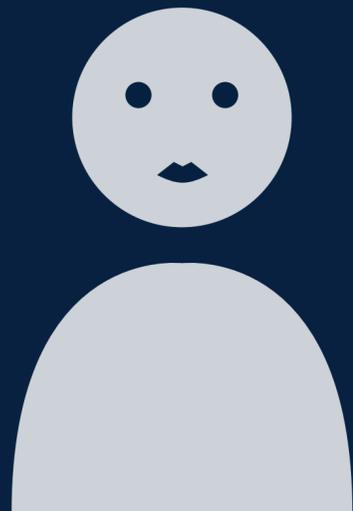




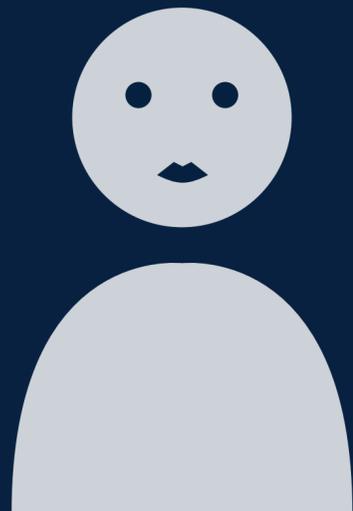
# Give them a back story



Give them a personality  
(they will need to speak later)

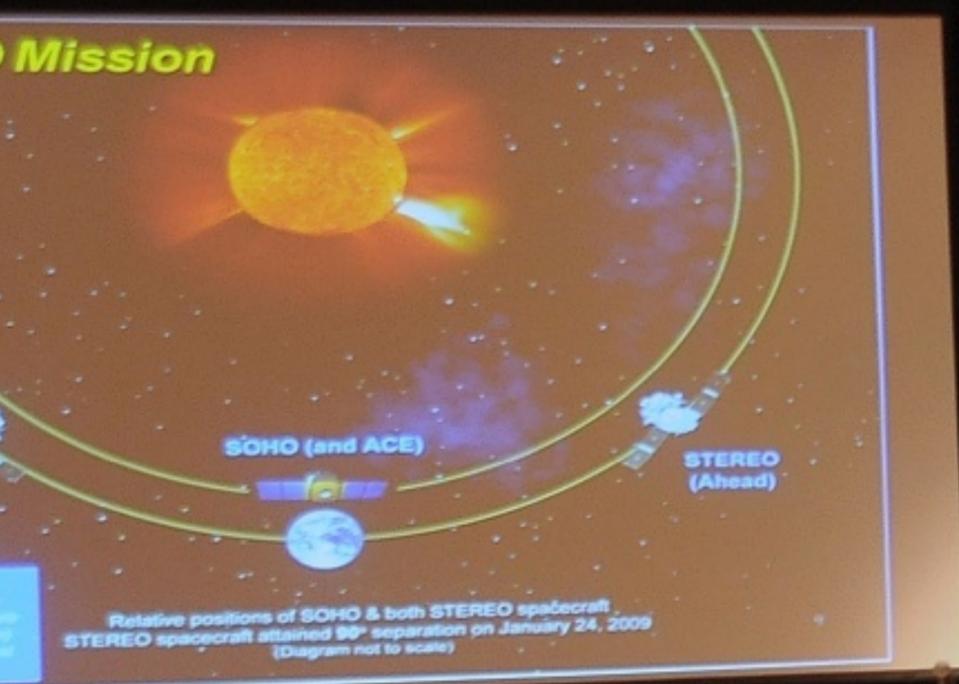


Now imagine that you were one of these audience members or personas



# New perspective





**New perspective**





**Put yourself  
in their shoes**



Other people's shoes  
are **not** easy to wear.





# Your Audience has *wants*



get  
informed

get  
inspired

evaluate  
you

evaluate  
your idea



# Your Audience has their own **life goals**



be more  
skilled

advance  
their career

grow their  
business

# Your Audience has **stakes**



Their growth - personal or professional -  
could be at stake.





# Your Audience has reasons



someone  
sent them

they chose  
to be there

they  
happened  
there

You also have



**WANTS**



**GOALS**



**STAKES**



**REASONS**

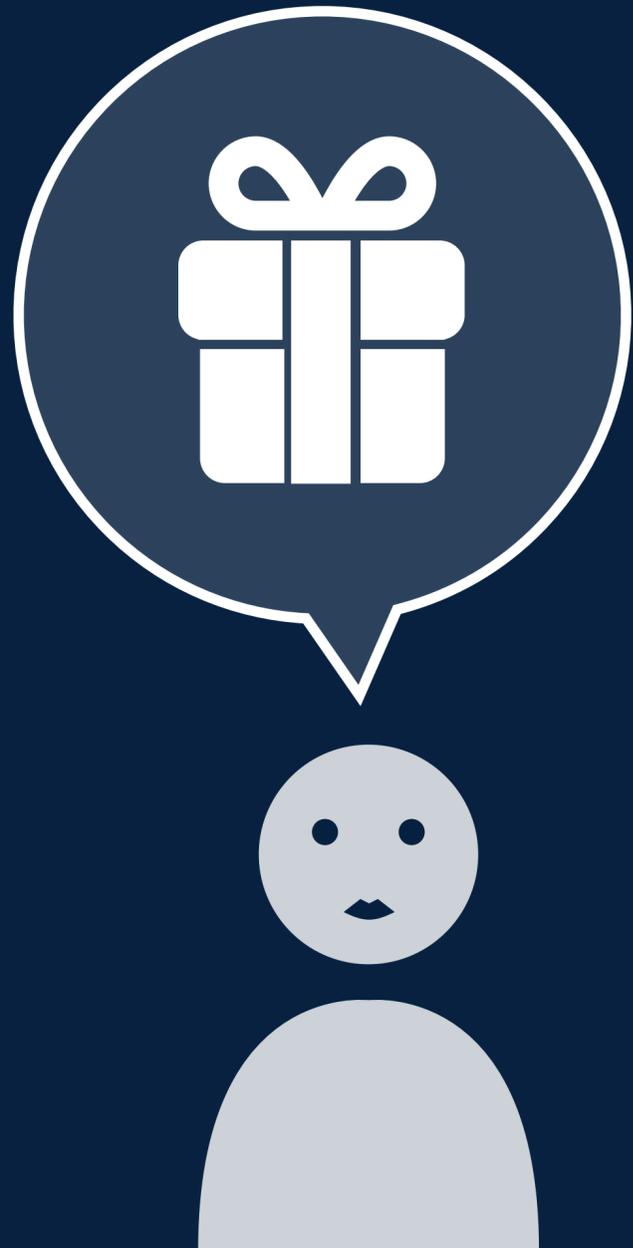




        
▶ Everything!



**Write them down.  
How?**



## AS AN AUDIENCE MEMBER I WANT

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# AS AN AUDIENCE MEMBER MY GOALS ARE

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## **AS AN AUDIENCE MEMBER MY STAKES ARE IN**

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**AS AN AUDIENCE  
MEMBER I AM  
ATTENDING  
BECAUSE:**

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Do this for all the people or personas that will be in the room with you



ANNA

MIKE

PAM

SONIA

RUDY

JIM

JEFF

RITA

Then list your



**WANTS**



**GOALS**



**STAKES**



**REASONS**





# AUDIENCE



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# YOU



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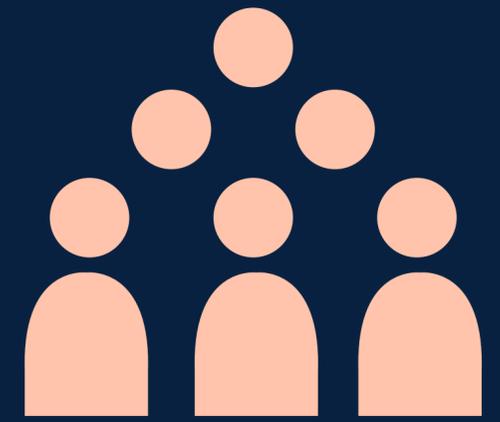
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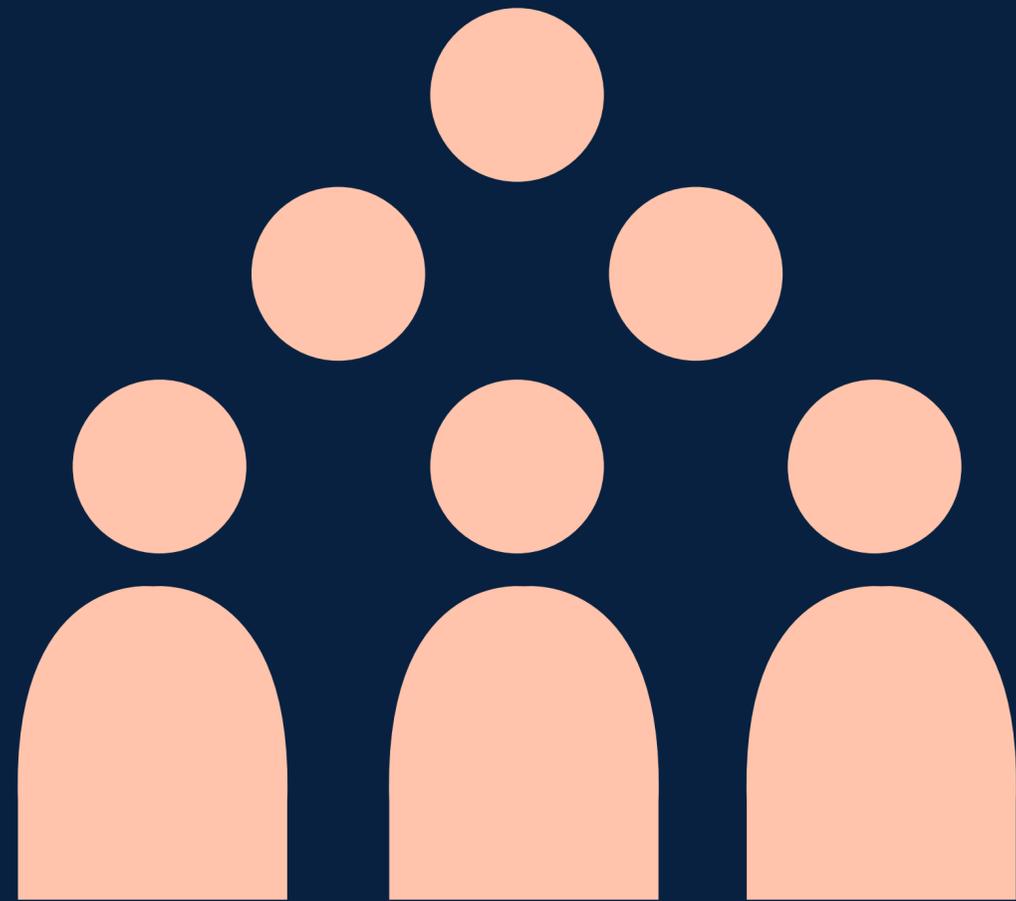


# Reconcile the two lists

Create a presentation that meets the wants and goals of your audience.

And yours at the same time.



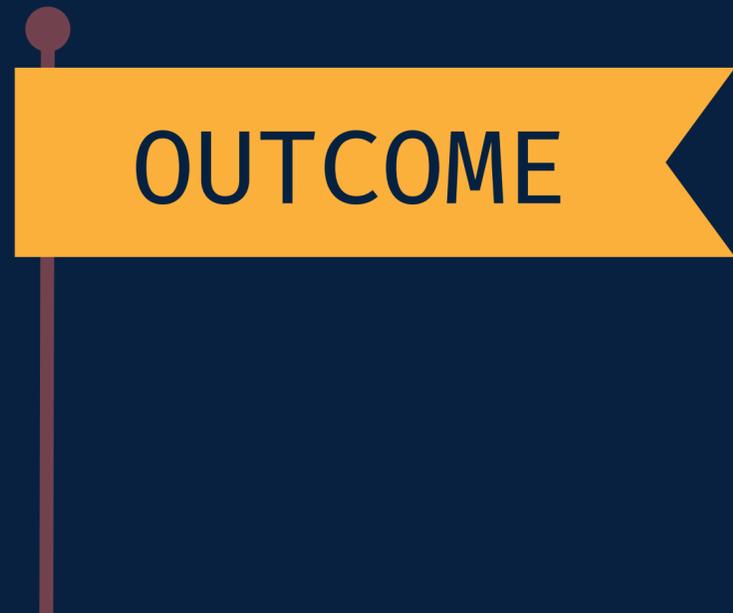


If no goals or wants match, give priority to **your audience over your goals.**



Create **benefits** in the areas that are at stake for you and your audience.





Be clear about the reasons behind your own presentation.  
What is your **desired outcome**?

# Now to the hard stuff





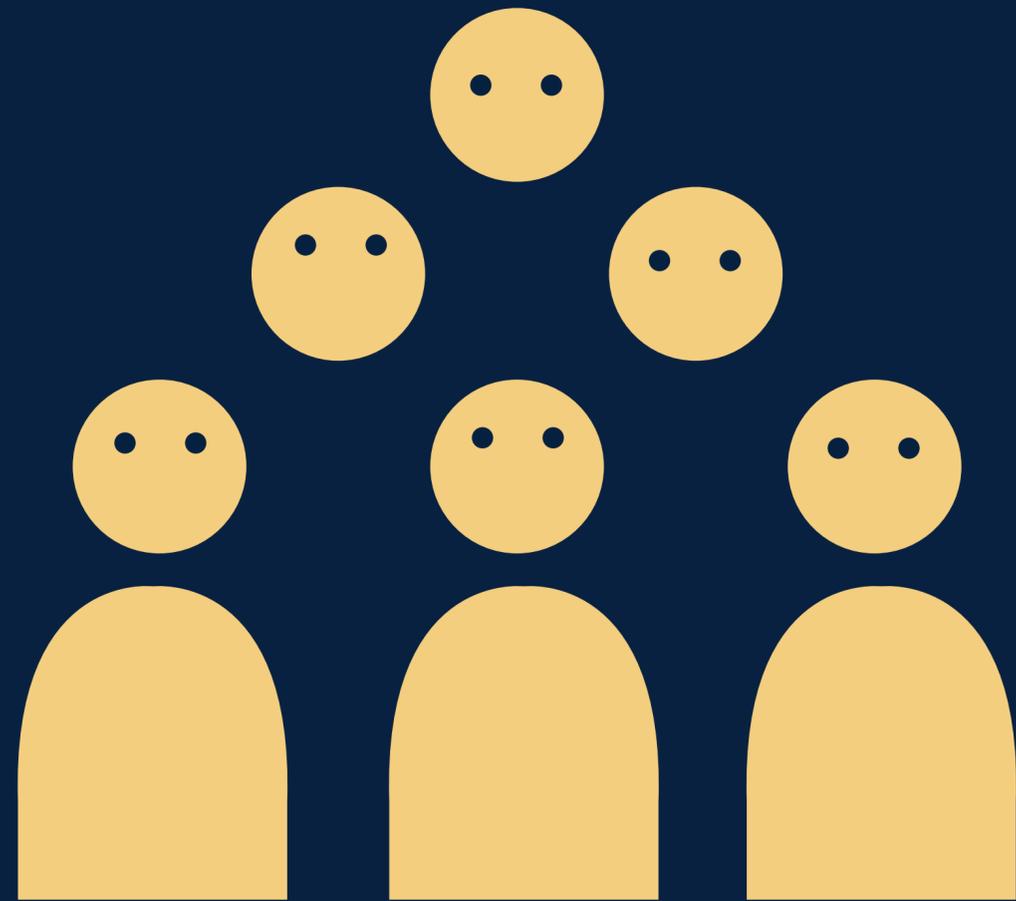
Lay out your material and look at it with the **eyes of your audience.**

Read out your notes and listen to them with the ears of your audience

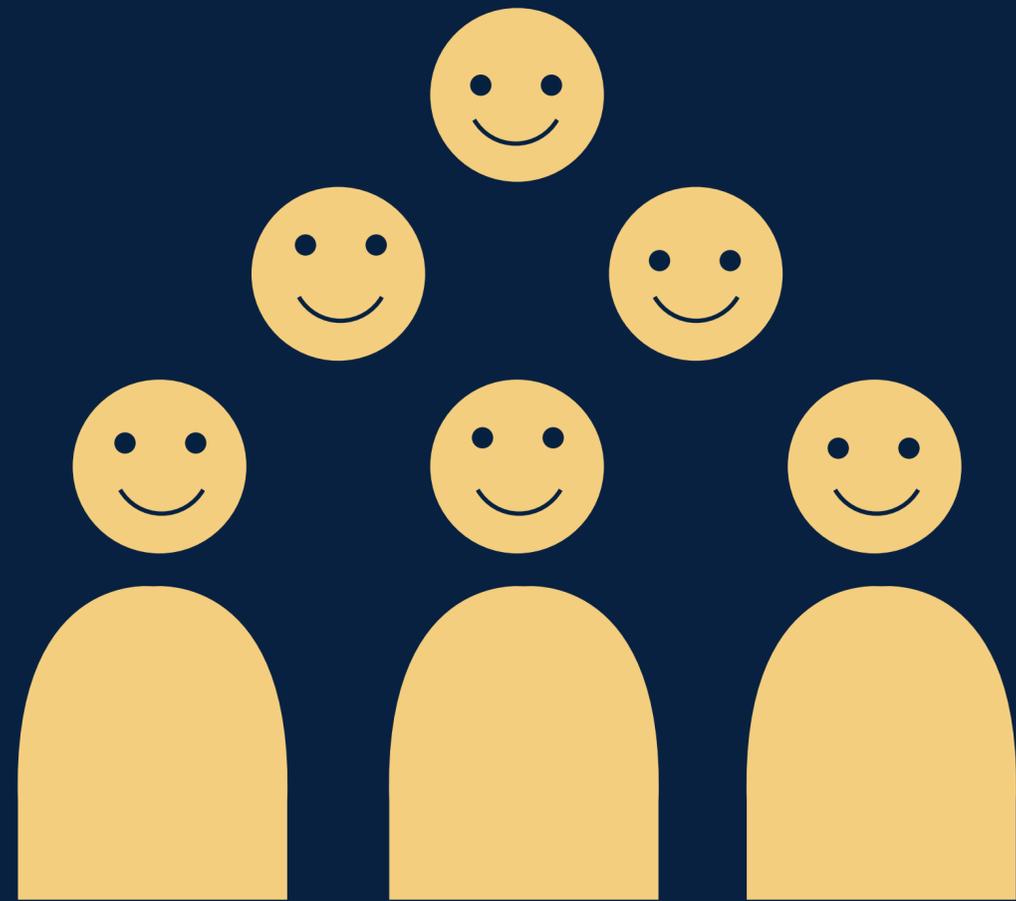




How will your audience feel about your language?



How will your audience feel about your visuals?



How will your audience feel about the overall style of the presentation?

**BOOMM**

Now, if you have been honest there should not be even one part of your presentation left standing.

This process changes everything.





# To summarize

1. change your perspective

2. investigate your audience or create personas

3. understand wants, goals, stakes & reasons

4. reconcile them with yours

5. look at your material with their eyes

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