Can You Hear Me Now?

Better Presentations Through Audience Analysis
Today

A. Why?
B. How?
C. Then What?
D. p.s. About those slides...
A. Why?
“Designing a presentation without an audience in mind is like writing a love letter and addressing it: To Whom It May Concern.”

– Ken Haemer, former Presentation Research Manager, AT&T
How can we reliably ensure we create presentation/meeting materials that completely miss the mark and are irrelevant, confusing, and ineffective, and make sure our audience is lost, bored, and wondering why they showed up?
Before you open PowerPoint...
Your Audience!
Your Audience is the Hero
B. How?
Audience Analysis

7 Questions
Audience Analysis

1. Who are they?
2. Why are they here?
3. What are their needs or concerns?
4. How can you solve their problem?
5. What do you want them to do?
6. How might they resist?
7. How can you best reach them?
1. Who are they?
Sketch
Sketch
2. Why are they here?
3. What are their needs or concerns?
4. How can you solve their problem?
5. What do you want them to do?

Think
Feel
Believe
Do
6. How might they resist?
7. How can you best reach them?
   Before
   During
   After
C. Then What?
D. About Those Slides...
Document or Presentation?
Present Slides

Deliver Documents
If It’s a Document
**Slidedocs**

Spread ideas with effective visual documents

by nancy duarte

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Resources

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Web search: Audience Analysis
Thank you!